



DESIGN / BRAND / PRINT

# welcome...

## ...to your Discovery Questionnaire

I have designed this Discovery Questionnaire to challenge you to think carefully about your business. You'll begin to clarify your goals and define your ideal clients. The more insightful you can be, the more aligned you'll become. The result is a brand that will allow you to connect more authentically with your audience and maximize your efficiency! If you have any questions then please send me an email or give me a call.

What is your business name?

What is the meaning behind the name?

Do you have a tagline?

What product or service does  
your business supply?

What makes your business unique  
in the industry?

Use 3- 5 words to describe how you  
want your brand to feel?

Why should people buy your product  
or invest in your service?

If your brand were a person, how would you describe your brand's personality to a friend?

What tone of voice does your brand have?

Where does your brand's image fall between these characteristics?

Masculine

Feminine

Neutral

Bright

Conservative

Extravagant

Fun

Serious

Professional

Casual

Modern

Classic

High End

Affordable

Describe your target audience  
example: age, profession, income,  
relationship status, where do they live?

Describe their lifestyle. For example,  
What do they spend their money on,  
What takes up most of their time.  
What social media platforms do they use?

What specific problem does your  
business solve for them?

What key message do you want to  
convey to your audience?

List any competitors that you know of,  
either local or nationwide.

What do you offer that your  
competitors do not?

List 3 of your favourite brands and why  
they have your brand loyalty.

What feeling or emotion do you have with  
each of these brands and why?

Are there any colours or design  
specifics that you **DO NOT** like?  
Please list as many or as few as you wish.

Do you have any colour palette choices  
that you **WOULD** prefer to include?

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