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Brand Identity

Questions

# QUESTIONS TO HELP BUILD YOUR BRAND

1. What activities/offers do you want to be known for?
2. Do you have a brand uniform? How will your audience recognize you?
3. Are you and the company brand the same? Is there overlap or a clear distinction?
4. How do you want to position yourself in your market? Budget/luxury?  
Approachable/formal? Traditional/cutting edge?
5. Is there an archetype that closely matches the look and feel you're trying to achieve?
6. What is the most important message you want your audience to relate to or identify with?
7. How do you want your customers to feel about you/your offers?
8. How do you want them to feel after they've worked with you?
9. What is your company's mission (What is your business here to accomplish?)?
10. What are your short and long-term goals?
11. Where do you see yourself/your company in a year? 5 years? Longer?
12. What are the core values of your company?
13. What inspired you to start your business? What's your brand's origin story?
14. What does your company stand for? Against?
15. What do you want people to remember about you/your company?
16. Who is your dream/ideal client for your company?
17. What traits do they possess that you might find in other potential clients?
18. What would make them choose you instead of someone else?
19. How would you want them to describe you?
20. How *wouldn't* you want them to describe you?

# QUESTIONS TO HELP BUILD YOUR BRAND

Now that you've answered those questions, here's the most important question to ask:

**How can you *consistently* show up as the person/company  
you want your audience to know?**

Knowing and doing are not the same. You can't just send one email or post one image on social media and expect the world will beat a path to your door. It takes focused, dedicated effort to stay the course on building your brand.

What if you could have someone help hold you accountable to doing the work that it takes to achieve the success you dream of? What if there were a whole community of people to help see you through? Join us in A-Club and you'll have that and a whole lot more!



**Accountability Club (A-Club) is a tight-knit group of creative entrepreneurs that provides weekly check-ins, email support, and quarterly one-on-one coaching to help you make faster progress on your dreams and goals.**

[Click here to learn more about Accountability Club](#)