

BRAND
DISCOVERY
QUESTIONS



YOUR BUSINESS

Company History

What inspired the creation of your business?

What factors have helped your business grow to where it is today?

How many people/departments is your business made up of?

Revenue Streams

What are the key products or services you offer?

What is your core business model, and how does it generate revenue?

What opportunities currently exist in the marketplace? Describe the ones you want to take advantage of.

Credibility & Authority

What experience do you have that establishes you as a credible, reliable, and experienced business a customer should trust?
(statistics, awards, portfolio, testimonials)

YOUR BUSINESS

Why You Exist

What are some of the best business stories you can think of that stand out as being very meaningful? Think of specific stories of when you have felt most proud to work for or be a part of your organization. Think of examples that capture what your company stands for at its best. (specific people, specific moments, something that causes an emotional connection)

What was the impact those experiences had on your business, employees, or customers?

What kind of difference/impact do you think your business has made on people and communities?

Company Culture & Values

Does your business have a clearly defined vision and mission? If so, what is it?

How would you describe the culture of your business in a few key words or phrases?

What are the core principles or beliefs that guide the behavior and decisions of yourself, your employees or your business as a whole?

What are some attributes and characteristics of your best employees that you admire?

YOUR BUSINESS

What Sets You Apart

Who are your competitors?

What sets your business apart from your competitors in your industry or niche?

Why would a customer/client choose your business over someone else's?

How do you ensure the quality of your products or services is superior to that of your competitors?

Bottlenecks & Frustrations

Are there any specific obstacles you're currently facing that are keeping you from achieving your goals? (hiring, retention, marketing, processes, training, technology)

YOUR CUSTOMERS

Target Audience

Who is your target audience? (age, gender, family status, location, interests, lifestyle, income)

Describe your ideal customer/client

What do they really want?

What are they looking for?

What are the most common questions your customers ask you?

Problems & Frustrations

What problems do they face?

What frustrations do they experience?

What are some negative experiences your customers have had prior to working with you?

What have they tried in the past that didn't work for them?

THE INTERSECTION

Call to Action

How do customers find you/hear about your business?

How do customers currently contact you? (phone call, email, text, form, walk-in)

What channels and platforms do you use for marketing (social media, email marketing, content marketing, paid advertising), and why have you chosen these channels?

Are there any recent marketing successes or challenges you'd like to highlight or discuss?

Customer Experience

Describe your customer journey from initial contact to end result

What processes do you have in place to ensure your customer has a great experience?

What does success look like for them and for you when everything goes well?

What do you want your customers to say about their experience doing business with you?

What specific feedback or testimonials have you received from customers that highlights why they love doing business with you?