



Discover *Your Brand*

A QUESTIONNAIRE DESIGNED TO HELP YOU
BETTER UNDERSTAND YOUR BUSINESS.



How will this help my business?

We're so glad you asked!

In order to successfully market your business, you need to know your brand and we mean **really know it**. We're talking brand goals, values, target audience, visuals, etc.. That's why we created this questionnaire to help our clients (and now you!) to take the time to actually sit down and think about their brand.

Some questions are pretty easy, while others are meant to take some time to answer. The more in-depth you go with your answers, the better.

Once you've gone through the questionnaire, we guarantee you'll have a better sense of your brand and be able to plan out more effective marketing strategies that will help support your business goals.

Business/Brand Name:

What does your business do? *Think of this as your elevator pitch*

Describe a "brief" overview of your goals. *More sales, better brand recognition, etc.*

What issues does your business solve for your customers/audience?

Why should someone choose your business over another in the industry? *What makes you different.*

Who is your ideal customer? *Consider age, gender, personality, income, location, etc.*

What are your brand values?

What words would you use to describe your brand? *Think of your brand as a person.*

What words would you NOT use to describe your brand?

What emotions do you want associated with your brand? *How should someone feel when they encounter it.*

If you have an existing brand identity, why isn't it working for you? *Visual elements of your brand.*

Are there any brands that stand out to you/inspire you? *In any industry.*

Link your Pinterest board that captures what you hope to see in your brand visuals. *Colours, vibe, etc.*



You just discovered your brand.

Congrats! You now have a deeper understanding of your business and brand.

From here you can determine the overall messaging, tone of voice, visuals, content, etc. that will connect with your target audience! You can apply what you've learned to your brand design, social media, email newsletters, website, the list goes on and on.

We'd recommend reviewing this whenever you're at a loss for what to do in your marketing strategy and need some inspiration. And if you ever come to the point where you just aren't feeling connected to your brand anymore, start the whole process over!

Of course, if you need some help taking what you learned and actually ***applying it***, you can give us an email at hello@lemoncollective.ca.

We ***can't wait*** to see what you do!

- The Lemons