



Getting to the brand.

Questions to drive language for branding identification.

1. What inspired you to start your business?
2. Why did you choose the name?
3. What do you wish your business could provide that it does not currently provide?
4. List the most important products that your business provides, in priority order?
5. Describe your ideal client (industry, life stage of business, location, etc).
6. How would you describe your culture to a new employee?
7. What does your business fight for? Why?
8. How is your business uniquely positioned for this fight?
9. Why should someone buy from your business instead of buying from a competitive company?
10. Who do you admire in terms of similar companies to your business? How are you like them? How are you different from them in terms of the products you provide and experience you provide?
11. List words that paint a picture of your business/vision.