

BRAND STRATEGY QUESTIONS

BUSINESS NAME: _____

BUSINESS TYPE: _____

ELEVATOR PITCH

Your Elevator Pitch is your one liner that says what you do and who you do it for. It should be quick and easy and get right to the point. When someone asks what you do, this is your answer! You can go into detail after you hook them with this. Need some help with this? Try filling this out:

I'm a *(your title)* who works with *(who you work with)*
to help them *(what you help with)* by *(how you do it)*

I'm a _____ who works with _____
to help them _____

An example: I'm a designer who works with creative entrepreneurs to help them rock their businesses through kick ass branding and design.

BUSINESS VISION

What is your reason behind creating this business? What do you hope to bring to the world? Why are you passionate about it? What makes you unique?

WHO IS YOUR IDEAL CLIENT?

Grab a piece of paper and write a note to yourself telling yourself all about the most perfect client you just finished working with. Who are they? What made them so ideal? How did you help them? What problem did they come to you with? How did they describe it? How did you help them?

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BRAND VALUES

Your business values are your guiding lights for making decisions about your business. They are what you stand for, what's important to you. If you are having trouble think about your personal core values! What are 3-4 brand values for your business?

BRAND WORDS

What top 3-4 words would you like a person to think when interacting with your brand? If your brand were a person at a party, what would you want someone to remember about it.

BRAND VOICE

What does your brand voice sound like? (happy, sophisticated, easy-going, serious) What does your ideal client need to hear? How would your ideal client talk about the problem you solve for them?

BRAND VISUALS

What do you want your brand visuals to communicate about your brand? (a sense of whimsy, organic, empowering, empathy, etc) How do you want ideal clients to feel when experiencing the design of your products, branding, website and so on?
