

Branding Survey

- » Who would you like your clients to be? (demographically, psycho graphically)
- » What makes you different from everyone else doing the same thing?

What adjectives would your customers use to describe the experience of using your product or service?
- » List all the information that you would like to have if you were looking to buy what you are selling?
- » Who are your competitors?
- » What do you offer your clients that they do not?
- » What are all the things that make you unique from any other business of your kind?
- » What are your greatest strengths?
- » What are your weaknesses? (Please identify internal and external perceptions)
- » Branding is all about the promise you give your clients when working with you.

What is your promise?
- » Ideally how will you like your clients to describe working with you?
- » How do plan to market your business?
- » What are your three top goals for your business this year?