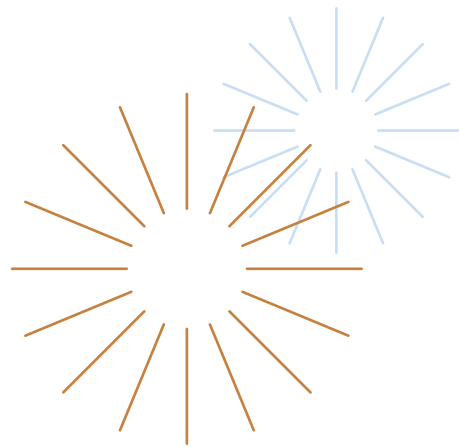


# 10 Questions That Will Help You Think More Critically About Your Brand



# 10 Ultra Clarifying Brand Questions

I'm a big fan of printing. Print this out. Silence your phone and put your brain into research mode. Light a candle, grab a drink. Do you. Think hard, and most importantly - be honest about what you're writing down.

First, let's do some manifesting. If your brand exists: what is your favorite thing about it? If it doesn't, what is it called, and what was your favorite part of coming up with the name?

What are three tactical keywords that describe your brand? (design, writing, coaching)

Right now, Google: "[Your City] + [Keyword]" (do one search for each keywords, or try combos)

Those people on the front page are your competitors. What will you be doing *better* than them?

What will you be doing *differently*?

Why should people care about your company / brand?

Who are these people? What's your demographic, really? Describe them. Give them names.

**If your brand was a fictional character, who would it be?**

**What's another brand you admire, and why?**

DON'T use any design terms. Talk only about their mission, how they help people, what their content says, how they show off what they do, what stood out to you about them, etc.

**What does success look like after 1 year? 3 years? 5 years?**

**You can only describe your brand's mission, value, ethos, etc in three words. What are they?**

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**Your brand is stranded on an island, and can only bring....just kidding. What are your weaknesses and strengths as a brand? Chart form on the next page!**

# Strengths & Weaknesses

I'm not here to judge. I'm a great designer, but terrible copywriter, truly. And despite me telling every client to utilize social media and write blogs, do I do the same? No I do not. But do as I say, not as I do! Be introspective about the below. If you check "weak," think about hiring that skill out, taking a class to learn it, or rethinking how you structure that flow in your business.

General	N/A	Weak	Meh	Decent	Strong
Research, education, resource gathering					
Content creation (copywriting)					
Concept / vision / creating services					
Understanding systems + tech					

People Skills	N/A	Weak	Meh	Decent	Strong
Communicating with clients / customers					
Offering continuing support					
Communicating with vendors					
Hiring and working with a team					

Social Media / Blogging	N/A	Weak	Meh	Decent	Strong
Having an active social presence					
Creating /designing content to post					
Coming up with a social strategy					
Writing and posting blogs					

Back End Work	N/A	Weak	Meh	Decent	Strong
Time Management					
Financials, Taxes, Payroll					
Setting your pricing					
Creating processes for success					

# FAQs / More Information

**Wow, I got stuck on competitors. That's a lot of people on the front page for [my keyword] and [my location]. What do I do?**

Niche. Offer something different. Change course. If someone is already on the front page of Google, they've earned that spot - it's ridiculously tough, and the market is crowded. Form a voice that people are looking for, but can't find. It's all about supply and demand. Or, be better than your competitors. Way better.

**How do I get to be #1 on Google?**

You don't without a lot of work, SEO optimization, advertising, good social media, and the biggest thing: a new idea that isn't in a crowded market. The more niche you are, the less chances another business doesn't have your idea. Or, again, be better than your competitors.

**These questions didn't ask anything about design! Colors! Fonts! ANYTHING! Why?**

You bet they didn't. Your brand is about meaning, about your personality, and about what you're giving out into the world. That comes first. Design comes second. If you don't know who you really are, how can you design around that?

## Design Tools I Use:

**Coolors - [coolors.co](http://coolors.co)**

Great, great tool for putting colors together! Shuffle, remix, change the shade. It's like magic. Colorful, easy magic. Take that, Hogwarts.

**Canva - [canva.com](http://canva.com)**

You bet I use Canva. You think I start from scratch every time I make a social media post? No I certainly do not. Work smarter, not harder.

