



## **The Branded For Success Initial Interview Questions**

These questions are meant to be a guideline for you to discover the best way to brand you and/or your company. Please do not feel intimidated or overwhelmed. There are no right or wrong answers.

It is imperative that you are completely honest with these answers. You want to be sure your branding truly is a reflection of you and your business.

If there are questions that you feel do not apply to you, mark your answer as N/A (not applicable). You want to note your initial reaction to these questions – do not over think your answers.

If you have any questions or need clarification refer back to The BFS Series Session #4. We appreciate you and are excited to know that you are serious about branding your business.

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## Questions about your business:

What is the name of your business?

What is the definition your business' name? Define each word in your business title.

*(For Example: Legacy Audio Conversions)*

Legacy = Something that you are remembered for long after your life ends.

Audio = The power of the human voice.

Conversion = Changing things from one form to another. (Such as written words to audio)

Why are you in ***this*** business?

What is your tagline, if you have one?

*(For example: GE's tag line = We bring good things to life)*

What are you famous for saying?

What are the most important keywords that you use to describe your business?

What is the single character trait that reflects your business the most?

Choose up to three colors that you would like to see used in your logo and list why you chose each color. *(Please refer to the Using Color Successfully PDF for common definitions of color.)*

Write down no less than 5 and no more than 10 marketing messages for your business.

Who is your target market?

What marketing tools, whether on or offline, are you currently using?

What products and/or services do you offer?

List the products/services that you would like to see included under this brand.

Define the qualities of these services and/or products.

What are the core values of your products and services?

What are the core values of your company?

What is the mission of your company?

What does your company specialize in?

## **Personality Traits**

What characteristics do you say best describe you?

What do other people say are your best characteristics?

What are some hobbies you enjoy?

What colors do you like?

What would you say is your confidence level?

Describe your sense of humor.

Are you outgoing or reserved? Explain.

What do you see in your future?

**Fill in the blanks:**

I love to see people \_\_\_\_\_.

I hate it when people \_\_\_\_\_.

I like to be with people who are \_\_\_\_\_.

I do not like to be with people who \_\_\_\_\_.

I spend most of my time \_\_\_\_\_.

I wish I had more time to \_\_\_\_\_.

Describe your perfect workday.

Describe your perfect day off.

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