

1. What product or service do you have to offer?
2. Who will use your product or service?
3. Who are you communicating your message to?
4. What message do you want to communicate?
5. What do you want your audience to do, feel or believe about your company/organization, product, or service?
6. What do you want to be known for?
7. What qualities do you want people to associate with your company/organization, product or service?
8. Is there a feeling you want to evoke with your product or service offering? If so, what?
9. Is your brand or business image tied to your or someone’s personal identity? If so, give specifics.
10. Do you have a favorite color or colors that might work to help convey your message?
11. Are there specific images, colors or ideas you need to include or avoid? If so, what are they and why?
12. What adjectives would you use to describe your brand (e.g. fun, dependable, artsy, conservative)?
13. Who else is offering a product or service like yours?
14. Do you have samples of your competition’s collateral or website? If so, attach or provide links.
15. What do you think would make your brand or business stand out in a crowd?
16. What action do you want people to take?
17. What do you think is the best way to reach your target audience?
18. What is your budget?
19. What end result do you want to achieve with your brand or business image?
20. How will you know if your branding or business image is effective?

Please add any other information you think is important to know:

I hope you had fun thinking about your company/organization, product or service brand.

AFTER YOU HAVE ANSWERED AS MANY QUESTIONS AS YOU CAN, PLEASE SAVE YOUR NEW DOCUMENT WITH AN IDENTIFYING FILE NAME.

FOR EXAMPLE: 20 Questions Toni’s Cupcakes.docx

Email your finished document to Jan Carpenter Tucker at [janct@cox.net](mailto:janct@cox.net)

THANK YOU!