



QUESTIONS

TO IDENTIFY YOUR BRAND



At its core, a brand is a
promise to consumers.

What is your **promise** to your customer?

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What can your customers **expect** from your products and services?

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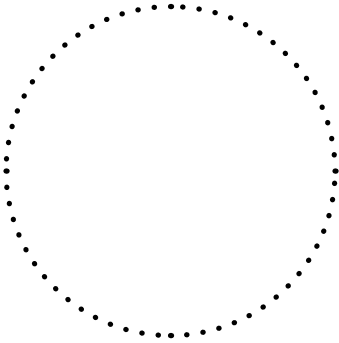
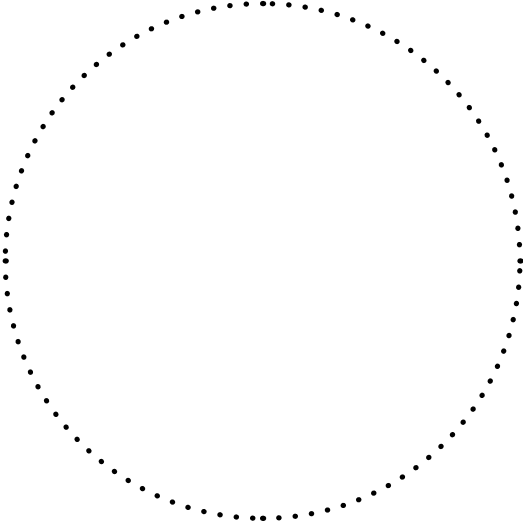
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What problem(s) are you **solving** for your customers?

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Who are those customers?

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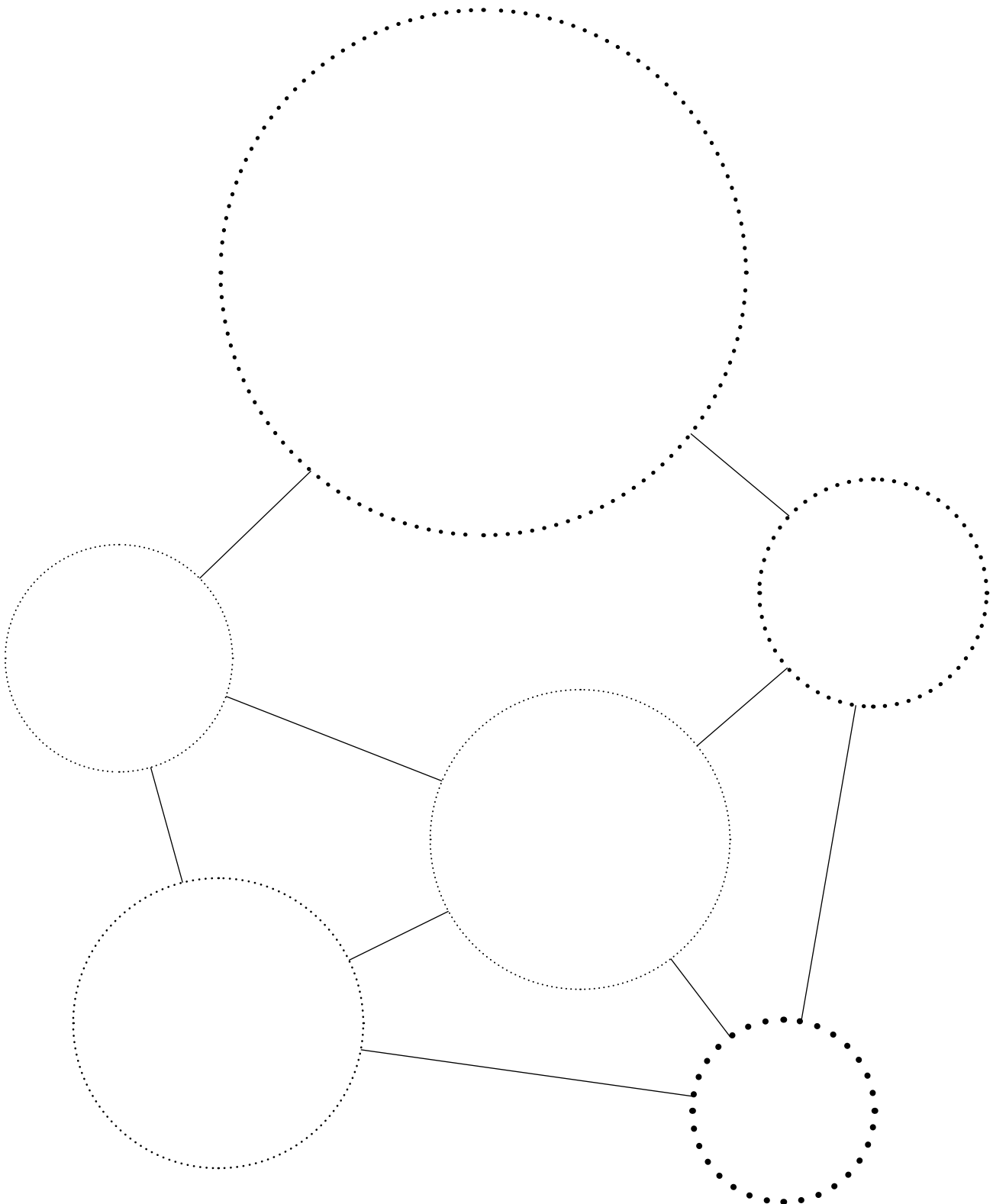
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Whats is your customers **persona**?



What **differentiates** your offering from your competitors? *A little help here, its you, but what else?*

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Why should your customers engage with you, over your competitors?

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If you have a name, **whats behind it?**

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YOUR NAME

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What **ideas** do you have for your brands identity?

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