

CLIENT Questionnaire

Here's a hand full of questions I typically add to my client questionnaire when I start working with a new business.

Take a look and see what comes up when you ask yourself these questions. Articulating your answers often brings up some emotive words that can spark action towards crafting your brand and gaining some clarity.

Print out this PDF and make some notes on the white bits



LET'S START WITH THE BASICS

1. What is your business name?
2. In which industry does your business operate in?
3. What does the business do?
4. Describe your business in once sentence:
5. Describe your business in two words:
6. If your business was a person how would you describe them in 5 words:
7. What problem you are solving?
8. Why do you do it?

HISTORY AND FUTURE

1. What are the key points in the history of your business? Milestones etc:
2. What is the story behind your business name?
3. Tell us about your big plans for the future:
4. What is your compelling point of difference?
5. What are your business values?
6. What do you do to support these values?

CURRENT OUTREACH

1. Does your website give a good first impression and communicate your values from a visual point of view?
 2. Do new visitors to your website understand what you do from the home page of your website?
 3. Does your logo communicate *what* you do?
 4. Is your visual identity recognised by your audience?
 5. Is your visual identity consistent throughout the touch-points of your business?
 6. Do you have brand guidelines?
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YOUR AUDIENCE

Think about your perfect customer, what makes them unique:

1. Male or female?
2. Age?
3. What is their socio-economic status?
4. What are the specific personality traits or characteristics unique to them?
5. What are the biggest needs/ wants of your customers?
6. What benefit do you provide that they cannot get from elsewhere?
7. How did they find out about your business?
8. How do you want your customers to feel when they interact with your business?
9. Do you have a secondary audience to consider?

COMPETITION

1. Who do you consider to be your competition locally?
Nationally?
2. Who do you see as competitors long term as you grow?
3. How do you want your competitors to view your business?

VISION

1. Do you have a vision statement? (describes the desired future position of the company). If so, what is it:
2. Do you have a business mission? (defines the company's business, its objectives and its approach to reach those objectives). If so, what is it:
3. Do you have a Purpose statement? (declarative sentence which summarises the specific topic and goals of an endeavour). If so, what is it:



YOUDAN *design*
Clarity Through Creativity

Book A Call With Me

I hope the questions have started some cogs turning!
Sometimes discussing your answers with your team or someone close to you will help articulate your answers with more clarity or spark even more conversation.
If you'd like to discuss how you can create a visual identity with more personality I love talking about this stuff, don't be shy and reach out :)

Shaping an abundance of ideas and creative uncertainty into a visual identity that communicates your value, bringing your brand and business to life.