

FREELANCE FREEDOM

Brand Questionnaire

What do you do well?

What could you dedicate yourself to being an expert in? What could you see yourself being the best in the world at?

Is your purpose profitable? What products and services will you sell? What will be your body of work?

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Brand Questionnaire

What does success look like for you?

What do you want people to respect your taste in?

How can your experience connect to where you want to go?

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Brand Questionnaire

What do you NOT want to do? What types of clients or projects will you leave behind?

What three brands do you love and why?

If your brand had human personality traits, what would they be? What are your brand's values?

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Brand Questionnaire

Who is your brand for? How will you reach them?

What kind of results or transformation will your work provide? What do you want people to do?

Why is it meaningful to them?

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Brand Questionnaire

How do you want to change the market? How will you be different from the rest?

What is your brand name? What is your brand tag line? What is your unique brand philosophy?

Describe your brand's aesthetic. What colors, patterns, and textures will you use? What is your signature style?