



9 Essential Questions for Building an Authentic Brand

- 1. What do you do?** Describe your core function or business in simple terms.
- 2. Compared to competitors, what are the unusual or unique ways you create values for customers?** What are the main ingredients in your secret sauce? (Your secret sauce is why people should care and want to do business with you.)
- 3. Why do you do what you do?** What is the reason your organization exists? Beyond generating profit, what motivates you and your team to serve your customers?
- 4. What are you committed to achieving or building over the next 5-10 years?** How will you know if you have succeeded? Sum up your "mountain," or, where you want to end up, in one sentence.
- 5. What do you accomplish each day and week for your clients or customers?** List the 3-6 concrete daily activities that create value for them and improve their lives.
- 6. What do you want your brand to be known for?** What is the bold rallying cry that will inspire your employees to give their best to the business and to customers?
- 7. What are the 5-6 operating principles that guide how your organization treats team members, customers, and other people?**
- 8. What are 3-5 adjectives that describe how you want your brand to be perceived and remembered?**
- 9. What are the wants, needs, goals, fears, and objections (to buying your products or services) of your target audience?** Think of a real person and keep him or her in mind as you answer.