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FEMME FLORA DESIGN

BRAND STRATEGY QUESTIONNAIRE

Hi There, Welcome!

I am so excited to begin this journey with you. As a designer, strong brand development is my absolute favorite thing to create. My top two priorities are to:

1. Make this design process as smooth as possible
2. To help you establish a strong brand that is rooted in heart-felt values and a passionate vision.

Together, we can make this possible, but I need your help. In order to bring out the best strengths in your brand, it is imperative to fill out this questionnaire.

When filling this out, remember the end goal in mind: to develop an ever-lasting and indestructible brand that communicates your goals and desires as a business owner.

Sit back, relax, and pour yourself your favorite cup of coffee or a glass of wine! Keep answers concise but detail-oriented to ensure the best results. You may either type directly on this document, write answers in a separate Word document, or hand-write your answers! Remember, it's okay to take breaks and come back to this when you are ready. You have a week to complete this, so take your time to think about your answers.

As always, I am here for you! If you have any questions or concerns, please don't hesitate to [reach out through email](#). I'm always happy to help.



We Will Cover:

Section One

- ↳ Building a Strong Foundation: Your Why
- ↳ Identifying Direction: Your Vision
- ↳ Making It Happen: Your Mission
- ↳ What Truly Matters: Your Values
- ↳ What Makes You Unique: Your Differentiators

Section Two

- ↳ Refining Your Ideal Client:
 - Demographics
 - Psychographics

Section Three

- ↳ Crafting Your Brand Message

Section Four

- ↳ Honing Your Brand Voice

TIP: If you are filling out this document from Google Docs, go to FILE > MAKE A COPY. To write answers, press SHIFT + ENTER at the end of each question to keep formatting.

Section One | Building A Strong Foundation: Your Why

Strong brands operate from a place of why. As a business owner, it is natural to think about the product you are selling or the service you are providing as the most important part of your business. But, let's dig a little deeper. Customers and clients are ultimately attracted to the why behind your work more than solely what your work is.

1. Keeping this in mind, what would you say is the why behind your work?
2. Let's dig a little bit deeper. Why do you do the work you do?
3. Dig deeper. Why?
4. This is getting difficult, but dig deeper! Why?
5. But, Why?

After this exercise, you will see a stronger and clearer vision to your work. Let's use these answers to help build the rest of your brand strategy.

Identifying Direction: Your Vision

The strongest vision of your brand will do some if not all of the following:

- ↳ Create a measurable standard of success for your work
 - ↳ Identify your direction
 - ↳ Inspire you to take action
 - ↳ Cultivate a sense of community within your team
 - ↳ Honor your brand value
 - ↳ Speak to your brand strengths
1. At the end of your career, what do you want your business to have stood for?
 2. What impact do you hope to leave through your work?
 3. What do you envision when you dream big for your business?

Making It Happen: Your Mission

If your vision is a big picture dream that you're chasing after, then your mission is how you're making that happen.

1. What mission does your brand seek to accomplish?
2. In your own words, how is your brand moving forward to achieve your vision?
3. Now, let's craft your mission statement: who you are + what you do + who it's for + how it adds value.

Example: Femme Flora Design aspires to help female business owners reach their full potential by providing luxury graphic design services in branding strategy, identity, and web design. Forget the days filled with uncertainty or lack of support. Femme Flora Design has got you covered so you can focus on what matters most: pursuing your passions.

What Truly Matters: Your Values

Your best brand values should be fundamental, steadfast, and actionable. They are adjectives or concepts at the core of your work to help you understand your why and achieve your mission.

1. What matters to your brand?

Write whatever comes to mind as there are no right or wrong values.

2. Now choose your top 3-4 values and write why that value matters to you. We do this to clarify the true meaning of our values and to refine their significance within our brands.

If you're struggling to narrow these down, think about the values your brand cannot survive without. Which of these are crucial to the nature of your work, the experience you want to create, or the legacy you want to leave behind?

3. How are you living out these values within your brand?

Are these values reflected within your client experience, your messaging, in the way you engage with clients, or in the products you create? If not, how can you display these values throughout your brand more visibly?

What Makes You Unique: Your Differentiators

Your differentiators are what make you stand out from the crowd. They can be anything from what your friends and colleagues always bring up to what you are constantly receiving compliments over! Remember, your differentiators speak to who you are, not what you do.

1. What qualities do you want to be known for?
2. What skills come naturally to you? Or, what do you consider your biggest strengths?
3. If you could have your ideal client associate you with five specific skills, values or talents, what would they be?

Section Two | Refining Your Ideal Client: Demographics

Now that we've established some of the initial work into your ever-lasting brand, let's focus on clearly identifying your ideal client. Having a clear understanding of this will allow your business' brand to be effective and reach the minds of who you truly want to serve.

By doing this, we can use these answers to make informed decisions that influence the values, voice, and overall aesthetic of your brand.

1. Describe your ideal client or someone you want to be working with on a regular basis.
Go deep and give this person a name, an identity, and a way of life! Some things to include: age, gender, ethnicity/race (if applicable), education, marital status, income, occupation, interests, hobbies, shopping habits, etc.
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Refining Your Ideal Client: Psychographics

Your ideal client goes deeper than demographics alone. Explore what their life is like and what they value the most so we can craft a brand that speaks straight to them.

1. What are their hopes, dreams, or big goals?
2. How can your brand help them reach those big dreams or goals?
3. What matters to them or what do they value?
4. How do you want your ideal client to feel when they work with you?
5. What is your ideal client struggling with and where do they need help?
6. How does your work fit into that struggle and provide value or offer relief?

Section Three | Crafting Your Brand Message

In simple terms, your brand's message is a combination of who you serve, what value you offer them, and how you can back up that value through tangible proof or an intentional promise.

(Your brand) offers (what you do and how it's different) for (who you serve). I/we do this through a unique approach of (reasons why your ideal client should trust you).

1. Using this formula above, craft your own brand message!

Example: Femme Flora Design offers authentic and high-quality graphic design services for passionate female entrepreneurs. Women feel inspired to reach out to us for guidance because we do this through a unique approach of creating helpful, trustworthy relationship throughout our design process, embracing unique personalities, attention to detail and commitment to finding the best solutions.



Section Four | Honing Your Brand Voice

One of the best ways to create consistency and brand recognition throughout your materials is a clearly defined brand voice. A brand voice is the tone, verbiage, and voice you use to interact with clients in person, online, and in print. Since we've already established the why, what, and who to your brand, think of your brand voice as the how you are communicating your brand to the world!

Two questions to keep in mind to help you determine your brand voice is:

- ↳ Is this the best word to communicate what I'm thinking?
- ↳ Does my ideal client view me in this way?

1. Your brand is always (fill-in-the-blank) and never (fill-in-the-blank).
2. Write down your brand's values from Section 1 to help keep these concepts in mind.
3. What three adjectives would you use to describe your brand?
4. What sort of voice would fit your brand? If your brand were a person, how would they sound?
5. If your brand were a person, how would they make your ideal client feel through conversations in person or online?
6. What type of tone is fitting for your brand? In other words, what is your brand's overall vibe?
7. Brain dump as many words, phrases, or concepts that you use on a regular basis in everyday conversation with clients, vendors, team members, and more.
This will help create a rough word bank for your brand voice and messaging.



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HAVE QUESTIONS OR CONCERNS?

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