

# THE ULTIMATE BRANDING QUESTIONNAIRE





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# UNDERSTANDING YOUR "WHY"

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# ORIGINS AND MOTIVATIONS

**What inspired you to start your digital product business?**

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**Can you describe the moment or experience that made you decide to take this path?**

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# VISION AND MISSION

**What is your vision for your business?**

**What change do you want to see in the world or your industry?**

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**What mission drives your business forward?  
How does this align with your personal values?**


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“Your brand is the single most important investment you can make in your business's future.”

– Steve Forbes

# PERSONAL CONNECTION

**How does your personal story and journey connect to your business?**

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**What aspects of your life or experiences are reflected in your business?**

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# IMPACT AND LEGACY

**What impact do you hope to achieve through your digital products?**

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**What legacy do you want to leave with your business?**

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# DISCOVERING WHAT YOU LOVE

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# PASSION FOR BRANDING

**What excites you the most about branding?**

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**How do you want your audience to feel when they interact with your brand?**

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# PRODUCT DESIGN ENTHUSIASM

**What aspects of product design do you find most fulfilling?**

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**How do you want your audience to feel when they interact with your brand?**

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# REFLECTING IDENTITY IN BRANDING

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# BRAND PERSONALITY

**If your brand were a person, how would you describe its personality?**

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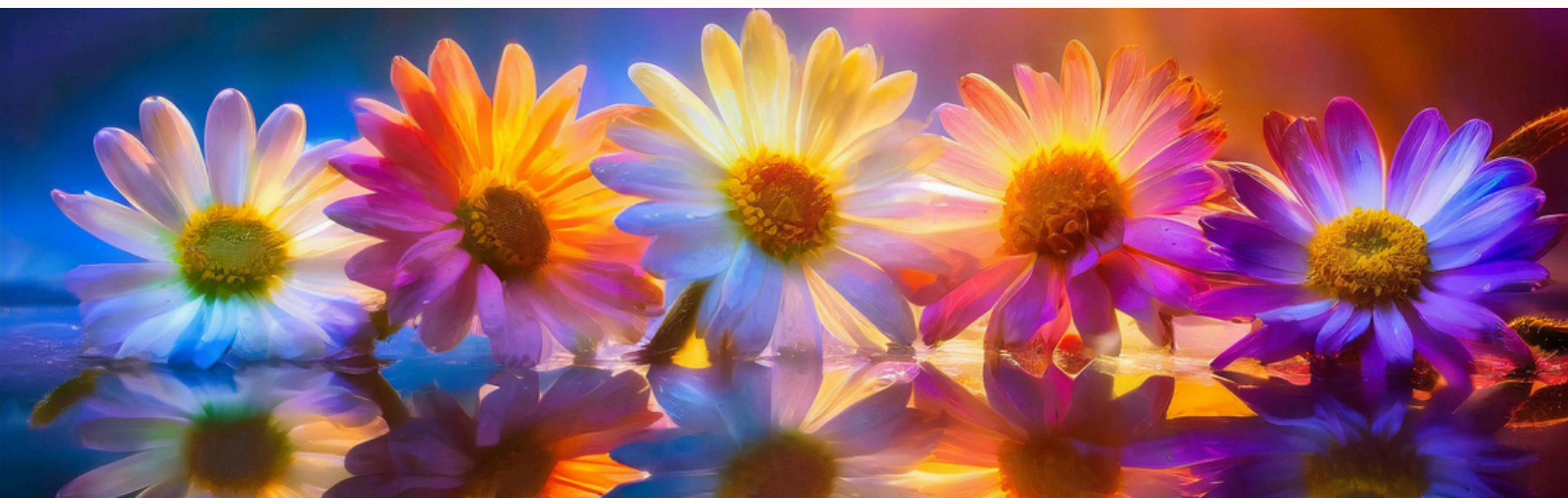
**How does this personality reflect your own?**

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# VALUES AND PRINCIPLES

**What are the core values and principles that your brand stands for?**

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**How do these values resonate with your personal beliefs?**

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"Good branding elevates and differentiates your business, leaving a lasting impression."

– Unknown



# DIFFERENTIATION

**What makes your digital products unique in your market?**

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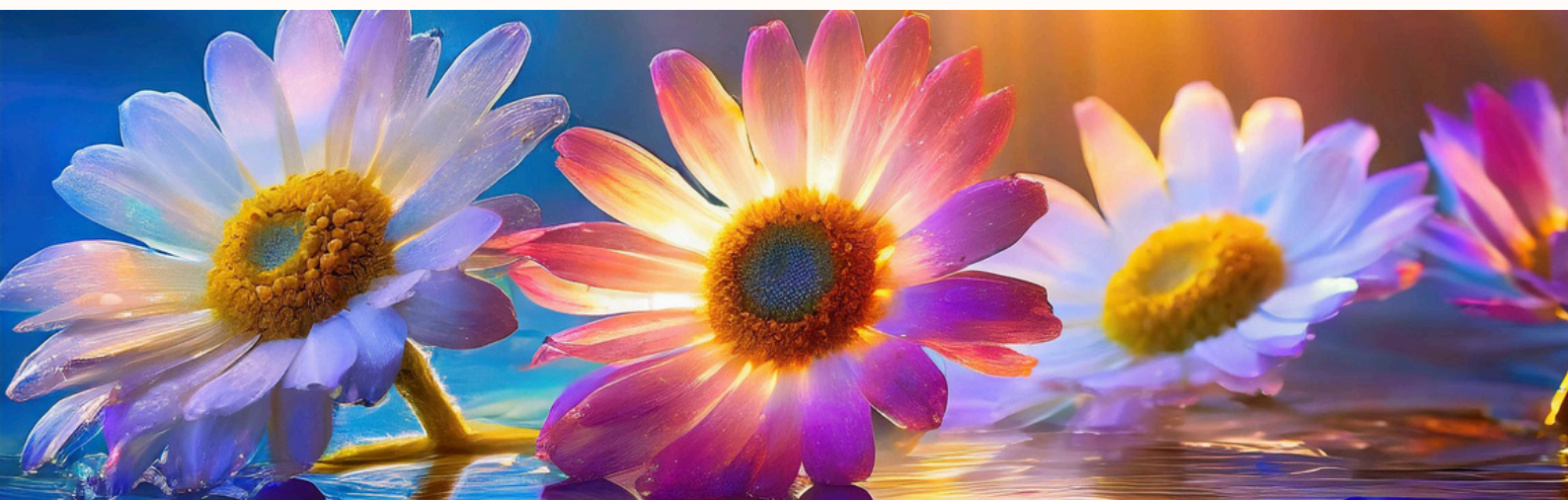
**How does your personal story or approach differentiate your brand from competitors?**

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# CUSTOMER CONNECTION

**Who is your ideal customer, and what are their needs and desires?**

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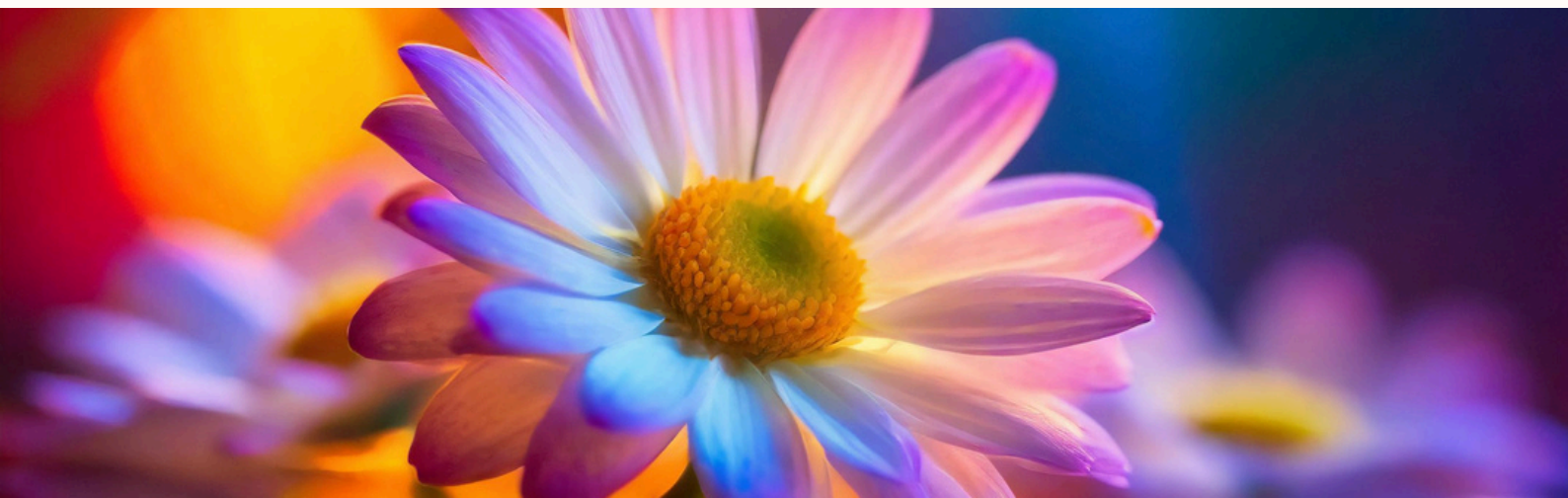
**How does your brand story and identity connect with your target audience on an emotional level?**

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# VISUAL IDENTITY

**How do you envision your brand's visual identity (colours, typography, imagery) to reflect your brand's personality and values?**

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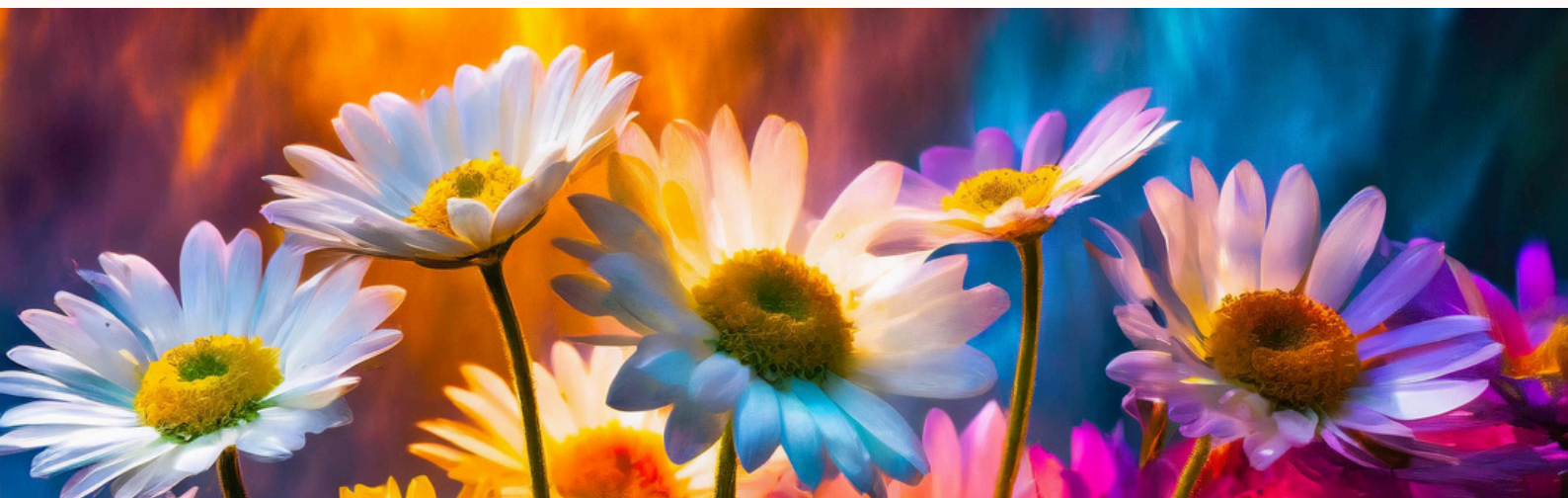
**How does your product design's aesthetic align with your overall brand identity?**

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# BRAND EXPERIENCE

**What kind of experience do you want to create for your customers through your digital products?**

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**How does this experience reflect your vision and mission for your business?**

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