



# NEON MOON *Brand Questionnaire*

IN ORDER TO BUILD A COHESIVE & COMPELLING BRAND IDENTITY, YOU NEED TO IDENTIFY EXACTLY WHAT YOUR COMPANY OFFERS POTENTIAL CLIENTS, WHO THOSE IDEAL CUSTOMERS ARE & HOW YOU WANT YOUR COMPANY TO BE SEEN BY OTHERS.

USE THIS WORKSHEET AS A WAY TO BRAINSTORM, DREAM & DETERMINE WHAT YOUR COMPANY WILL LOOK & FEEL LIKE.

1. What is the name of your company/business?

2. What services do you offer? What do you sell/create?

3. What is your company's mission statement?

(Take your time with this & be specific. Describe what your service is, but also how you want your customers to benefit from it.)

4. What makes your business unique? What sets you apart?

5. Describe your ideal customer:

(Be specific now. What do you have in common with your ideal customer?

What brands do they like, where do they shop, what are their hobbies?

What age & gender are they? Where do they live? What do they drive? What music do they listen to?

Do they cut their sandwiches in rectangles or triangles...?)

6. How will you serve your customer? Online or in-person? Pop-up or brick & mortar?

7. How do you plan to market yourself? Online, Social Media, Banners, etc.

Is there a creative marketing strategy that you need help implementing? I can probably help.

I have created graphics for embroidered patches, t-shirts, post-cards & koozies - and I can help you design & create marketing items and strategies that are specific to your needs.

FOR A MORE COMPLETE UNDERSTANDING OF WHAT ATTRACTS YOU VISUALLY & WHAT YOU WOULD LIKE YOUR BUSINESS TO EMBODY, I ENCOURAGE YOU TO CREATE A PINTEREST BOARD & SHARE IT WITH ME. COLLECT PINS THAT YOU FIND COMPELLING, THAT SPEAK TO YOUR SENSE OF STYLE OR YOU ARE SIMPLY DRAWN TO. IT WILL HELP ME GET A SENSE OF THE COLORS, THEMES & IMAGES THAT WILL MAKE YOUR BRAND UNIQUE & SPECIFIC TO YOU.

*I look forward to working with you!*