



# Branding Questionnaire

Getting Started with YourBrand



# How to Build a Brand

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Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



# How We Started

Lorem Ipsum is simply dummy text of the printing and typesetting industry.



## **Solution 1**

Describe how you envision solving the problems you previously shared.



## **Solution 2**

Communicate big value conveniences and be genuinely straightforward.



## **Solution 3**

Be very clear so you can smoothly jump next to introducing your product.

# Problem

List 3-5 problems your company observes and wants to solve.



## Problem 1

Give a striking overview of the problem and explain it briefly.



## Problem 2

Elaborate on how this negatively impacts people and their experiences.



## Problem 3

Frame the problems effectively as it will set the stage for your entire pitch.

# Timing

List the reasons that it's the right time for your product or service.

## **Reason 1**

Why is “now” the best time for your company to rise and go to the next level?

## **Reason 2**

What are the trends these days that make your product or service possible?

## **Reason 3**

Detail the opportunities in the market that have arisen that will make this possible.

# Target Market

Who are the customers you want to cater to?

## Target Market 1

What are their profiles and visual personas?

## Target Market 2

Visualize the people who will turn to you for solutions.

# Direct Competitors

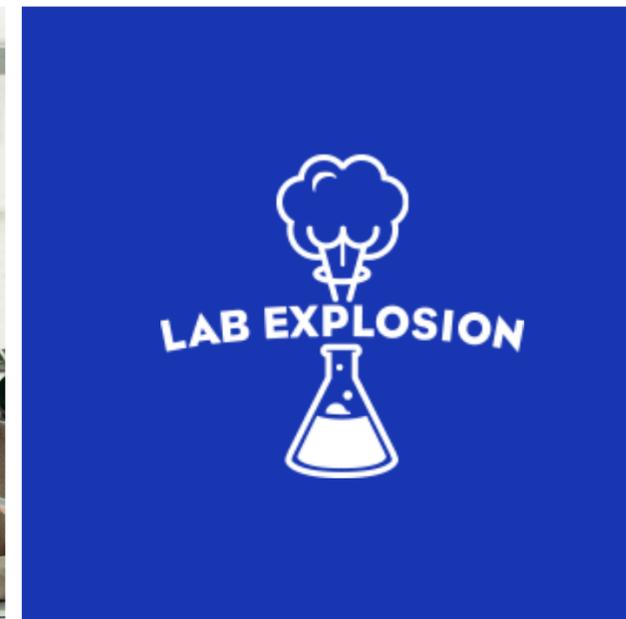
- ◆ Write a company name here
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# Indirect Competitors

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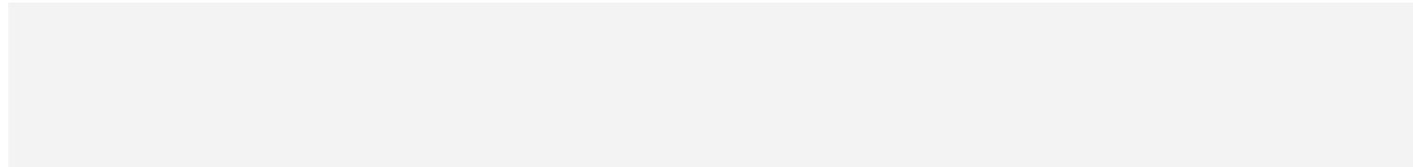
# Competitor Approach

Have you Googled yourself lately? Do you like what you see? If not, change it. Just as social media can help build or destroy your brand's credibility, negative Google results can also spell the end of your credibility. Hire a reputation management or branding company and get more positive results.

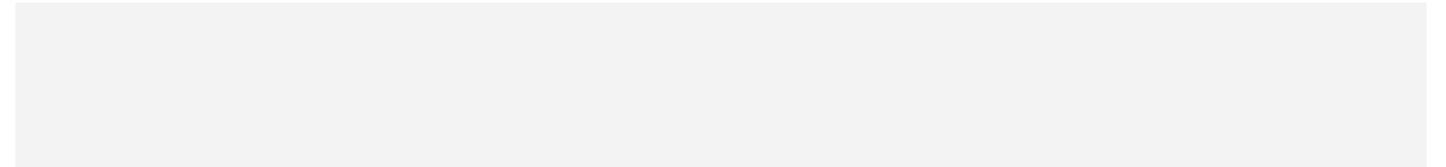


# How to Build a Brand

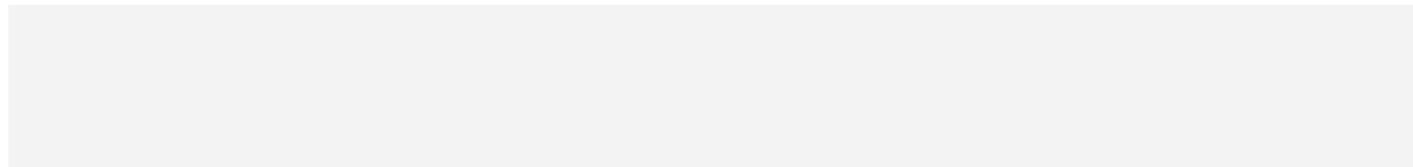
Definition



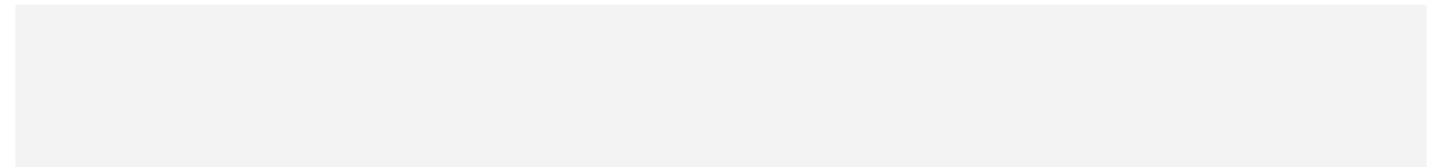
What you're selling



SWOT analysis



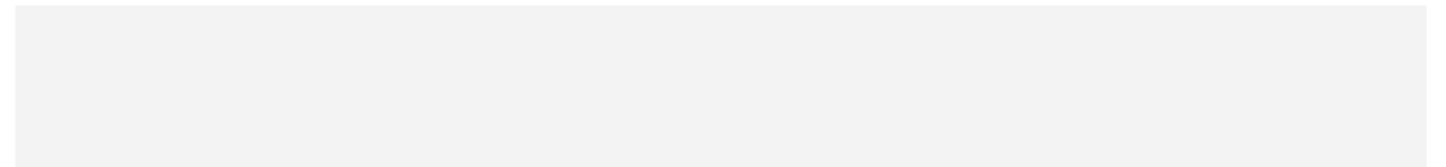
Target audience (from SWOT)



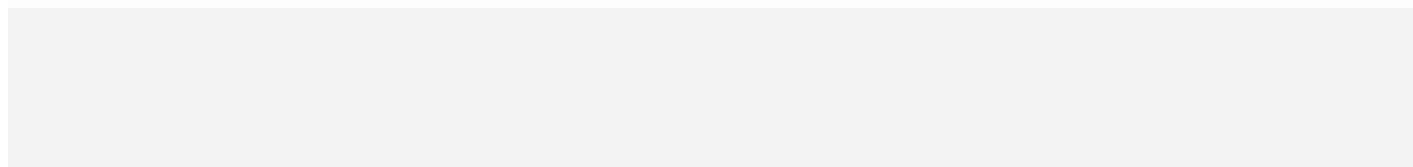
Do smokes test if developing a new business?



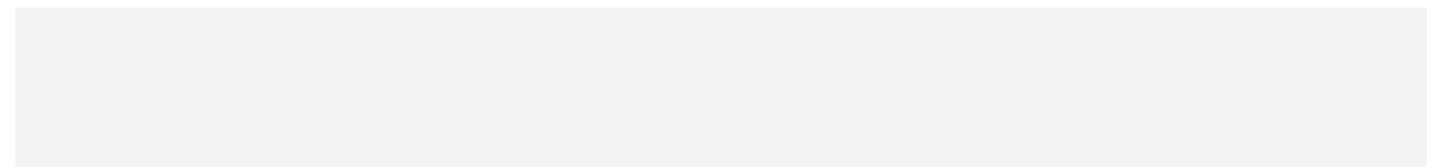
Make a brand personality, persona, & Vision



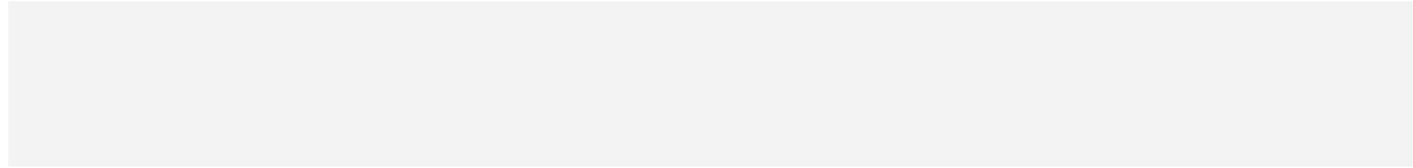
Visual Identity



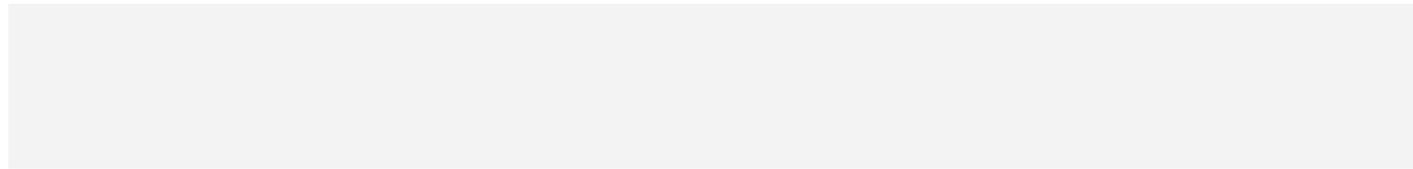
How to make a logo



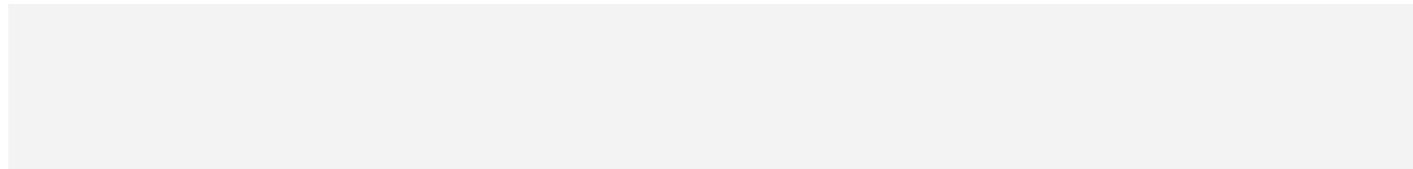
Choosing colors



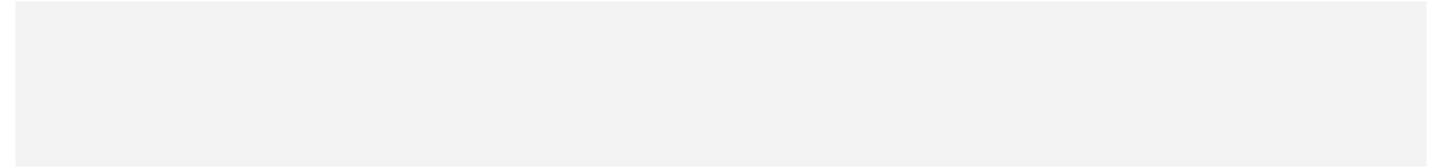
Short implementation example and brand colors



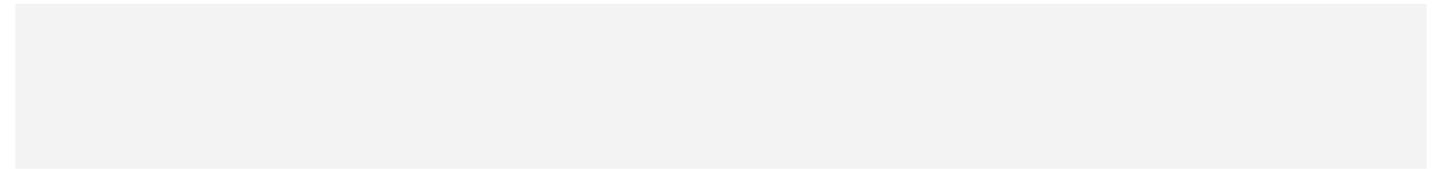
Advertising setup



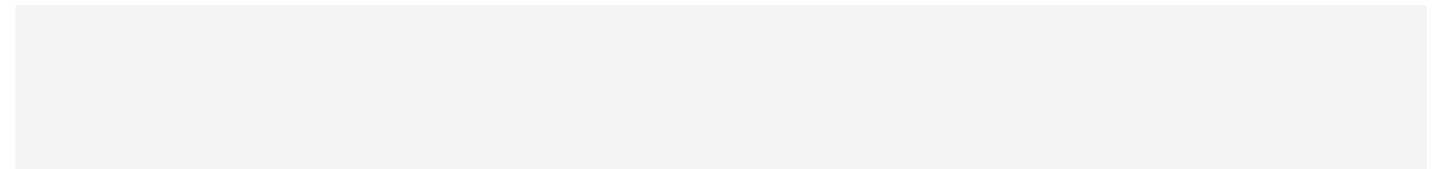
Add psychology of buying



Social media setup



Understanding measurable results with clicks & interactions





# Thank You

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That is all we need to get started. When completed, kindly forward the completed questionnaire to [info@labexplosion.com](mailto:info@labexplosion.com). We will then revert back to you Within 72 hours with a comprehensive quotation.

We look forward to working with you and your esteemed organization.

