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Here are several branding questions to answer and resources you will need before opening the front door.

Becky Livingston • Dec. 03, 2023



Are you considering your own firm (or rebranding due to a merger or acquisition)? Here are several branding questions to answer and resources you will need before opening the front door.

Branding Questions

Addressing these questions can help you create a strong, distinct brand for your firm, setting a solid foundation for growth and client engagement.

1. What is our unique value proposition?

- Identifying what sets the firm apart from competitors is crucial. This could be

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Considering an actor that might portray your brand can help you determine your answer.

4. What should our brand name and logo convey?

- The name and logo are often the first things a potential client will notice. They should be memorable, reflect the firm's values, and be easily recognizable.

5. How do we want clients to feel when they think of our brand?

- Emotions play a big role in brand perception. Determining the desired emotional response from clients (e.g., trust, reliability, security) can guide branding efforts.

6. What are our core messages and brand story?

- Developing a compelling brand story and key messages that resonate with the target audience is important for building a connection.

7. How will we differentiate from competitors?

- Understanding competitors and figuring out how to stand out (in services, pricing, client experience, etc.) is crucial for market positioning.

8. What is our marketing strategy?

- A solid marketing strategy that includes online presence, networking, advertising, and more, is needed to reach the target audience effectively.

9. How will we measure brand success?

- Setting clear metrics for brand awareness, client acquisition, client satisfaction, etc., helps in evaluating the effectiveness of branding efforts.

10. How will we maintain and evolve our brand over time?

- A brand is not static. Planning for its evolution in response to market changes, client feedback, and internal growth is necessary for long-term success.

Let ChatGPT Help

Did you know you can create an in-depth buyer persona (target audience) using

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1. Sign into ChatGPT (a paid account is best)
2. Start a new chat, use GPT-4 (or later)
3. Copy/paste or type the following into ChatGPT.
4. Change the information inside the brackets to your idea target client. Do not remove the brackets.

Using the empathy mapping process define the core buyer persona that represents the ideal target customer for [*enter information about your ideal target client, describe the service you are providing, provide as much information as possible*]. Your task is to generate a buyer persona with: Gender, Age, Location, Relationship Status, Work, Interests, Behaviors, Web History, Search Terms, Pain Points, Goals, How We can help? Create a list of 10 concerns that the persona might express when considering hiring- make it emotional and use the first person. Give the persona a name that matches their gender age ethnicity and location. The output should be in English, in a bulleted format that can be used by ChatGPT to improve future prompts.

Additional Resources

Below are links to several resources to help you maximizing your branding potential, including the:

1. **Design Your Brand Workbook:** This 42-page activity workbook will help you create a brand that stands out and stands the test of time. [Get your free download here.](#)
2. **Buyer Persona AI Activity eBook:** If your firm is just getting started or if it's added a new industry client, the first thing you want to do is define your target market. This booklet walks you through how to use ChatGPT to accomplish this task, and includes an example. [Download it for free today.](#)

3. Website Redesign or Rebuild Checklist – How to choose. [This checklist](#) helps you

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