

BRANDING QUESTIONNAIRE

**Seven Starter
Steps on Your
Branding Journey.**

God has given you the most important message in the world.

**Are you communicating
it intentionally—
or leaving it to chance?**

The world is a noisy place.

Chaotic. Heartbreaking. And handling that message, blurred by centuries of misunderstanding and misuse, requires our very best. Because few are listening. And we need to help them hear.

This document contains key considerations for capturing the attention of those you're called to reach. Built on our robust, proven branding process, this quest(ionnaire) is your first step toward building an effective brand that reaches people and changes lives.

We're digging deep, so give your team the time and space needed to answer each question. If you get stumped, *reach out for help.*

Let's get started!



TIP: You'll need an app to fill out this PDF. Here are a few helpful links with some suggestions:

[iPhone](#) [Android](#) [Desktop](#)

TIP: Looking to print this out? Save paper and print two pages per sheet of standard letter-size paper.

SECTION 001

IDENTITY

Who are you?

TIP: Type your answers in each text box. When finished, save a new version of this PDF.

The Basics

Your Name and Role:

Organization Name:

Organization Type:

Church

Non-Profit

Business

Other

IF OTHER, PLEASE EXPLAIN.

Is there anything you can share about your organization's name?

What are your Core Values?

Mission Statement?

Vision Statement?

Do you have any other foundational messaging that you have refined? Like a tagline?

What is distinct about the culture of your organization?

What is your strongest advantage? This could be circumstantial or intentional.

What are some key phrases that have helped shape the culture of your organization? (Consider phrases spoken frequently in team meetings or publicly to stakeholders/customers/donors. These are the phrases everyone hears so often they don't even think about them anymore.)

✧ SECTION COMPLETE!



SECTION 002

VISION

What do you want?



Can you describe your aspirations for the future?

Imagine you're a few years ahead and you're hearing positive rumors about your organization. What are people saying?

What is your specific, measurable aspiration for your realm of influence?

How will your city or town look different as a result of your organization's efforts?

✧ SECTION COMPLETE!



SECTION 003

REPUTATION

How do others perceive you?



What do they think about the Church (or your industry, if applicable)? What are some common misconceptions?

How would you describe your reputation?
Past, current, and future/aspirational

Who don't you want to be as an organization?

✧ SECTION COMPLETE!



SECTION 004

AUDIENCE

Who are you trying to reach?



What is unique or noteworthy about the people you are currently reaching?

In your experience, what shapes people’s mindsets in your community?

From your perspective, who from your community would benefit most from what your organization offers?

Can you share any specifics about them? Age(s)?
What’s their life look like?

What does your current average attendee/customer/
stakeholder/donor look like? (Feel free to reference
a specific person.)

Share a story of someone who's thrilled with the
results you provided.

What brands resonate with your audience? (Local or
major clothing, food, tech, auto, household brands)

Who are they following on social media?
(Influencers, brands, news, music, memes, etc.)

✧ SECTION COMPLETE!



SECTION 005

PSYCHOGRAPHICS

What does your audience want?



What does your audience hope for? What do they fear?

What are their external/circumstantial challenges?

What are their internal challenges? (What frustrates them? What makes them doubt themselves?)

What are their philosophical/moral challenges? (What are they striving to do? Who are they striving to become?)

✧ SECTION COMPLETE!



SECTION 006

MESSAGE

*How will you communicate
with your audience?*



What's something valuable you offer your audience?

What is a promise to your audience you know you can stand by?

What's in it for your audience if they engage with you?

What do your current attendees/stakeholders/ customers/donors want? Which of these desires align with your mission and vision?

How should people feel when they experience your communications?

Which mediums are top priority in your communication strategy?

✧ SECTION COMPLETE!



SECTION 007

STRATEGY

How do you reach people?



Please describe the step-by-step journey that someone might take from an outsider to fully engaged in your organization.

What systems do you have in place to guarantee great results?

How do you alleviate people's fear of the unknown when they first engage with you?



CONTINUE THE JOURNEY

Refined systems.

Clear steps. Proven process.

ArtSpeak is a creative agency that partners with churches, non-profits, and businesses to help them reach people and change lives.

Our Branding Process delivers Strategic Messaging and Visual Identity designed to reveal your genuine value and heart to those you're called to reach.

You've just completed the first step in our process, congrats! Want to take the next step? Click below to get in touch and continue your branding journey.

Schedule a Call