

# Brand Strategy and Design

Thank you so much for choosing LE Designs to build your brand! Below are some strategy questions that will help me get to know your business better as well as some more service-specific questions that will help me create concepts to uniquely represent your business and hone in on your style.

If you'd like to see my previous work, check out my website at [LindseyElizabethDesigns.com](http://LindseyElizabethDesigns.com). If you have any questions or concerns you'd like to address before filling out the questionnaire, feel free to email me at [LindseyElizabethDesigns@gmail.com](mailto:LindseyElizabethDesigns@gmail.com).

## Brand Strategy

Let's get very detailed on who your **audience** is. What brands are they really attracted to? What age are they? Gender? Type of business? Type of personality? Income?

Ex. middle and upper-class women 25-35 who are young professionals or young moms. They care about how they look and what they are putting into their body. They want personal attention and are willing to spend \$500-\$1,000/month on someone who will take the time to make a personal nutrition plan for them.

What does your **customer want** as related to your service? Try and cut it down to one single focus that helps them on a primitive level (ex. survival, saving money, saving time, gaining status, etc.).

Ex. I want to look and feel noticeably healthier

What are the **external, internal, and philosophical problems** you're solving for your ideal audience?

External: (ex. I need a nutrition coach to help me eat well)

Internal: (ex. I want to find a diet that will help me look good and feel healthy)

Philosophical: (ex. Everyone deserves to work with a nutrition coach who will help them look and feel their best)

What are some ways you show your audience **empathy**? Do you understand their struggles? Do you know the issues they are facing?

Ex. We know what it's like to feel overwhelmed about eating healthily

What are some ways you can show **authority**? Do you want to continue showing logos and testimonials? Can you do a count of how many people you've helped?

Ex. We've helped over 200 women take practical health steps to transform their body

Can you break your process into **3 simple steps**? This makes it easier for your audience to understand how easy it is to work with or buy from you to achieve their vision of success.

Example:

1. Contact us using the form on our website
2. Book an intro call
3. We'll decide which coaching package is right for you

What are some **positive outcomes** your customers can have after working with you?

Ex. You will be able to confidently make great nutrition choices and achieve your fitness goals.

What are some **risks/failures** they may face if they don't work with you/buy from you? If they work with or buy from someone else?

- Ex. - You can't afford not to invest in your health.  
- Don't risk working with a nutrition coach who won't take the time to create a personal plan for you.

## Website Design

Any **content** you want to add or take away from your current site? (only applies if they have an existing site)

What **pages** do you foresee yourself needing?

Ex. Home, Services, Contact Us, Gallery

What's your **lead magnet**? Could be a video or pdf that educates them and shows them you are an authority or maybe a coupon code.

What's your ONE main **call to action** on the site? To purchase a product? To book a call? Pick one main goal.

Do you have a domain yet?

## Brand Identity Design (Logo)

**Inspiration:**

Copy and paste the link of your Pinterest board, if you have one, any websites, social media accounts, or other brands that inspired you.

Tell us about what you **loved** from your inspiration.

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How do you want your customers/clients to **feel** when they encounter your brand?

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What is your business name and how would you like it to appear in your branding?

Business name: (LE Designs LLC)  
How it should appear: (Lindsey Elizabeth Designs)

Logo variations needed: Do you have a current tagline, or would you want to include an established date, or 2-3 words that describe what you do?

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Are there any elements, certain fonts, shapes, or wording that you specifically want to see incorporated into your logo concepts?

- Example: neutral or pink colors and a big curly font

What adjectives would you use to describe your brand?

- Example: feminine, luxury, modern, elegant

If you were to have an icon in your logo, is there anything you feel very connected to?

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Are there any other marketing collateral you might be interested in having designed once your branding is complete?

- Business cards (also includes printing)
- Postcards
- sweatshirt

Any other branding notes?

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## How did you hear about LE Designs?

How did you hear about us?:

Facebook, Instagram, Google, a Referral (if so, who from?)

## Success!

We want all of our clients to be in LOVE with their new branding. In order to do that, we need to know – what does success in this project look like to YOU?

Ex. Having a website to show off, having a versatile brand that can be used everywhere