

Create Your Compelling Brand

I invite you to ask between 10-15 people these questions. I suggest my clients ask people who have known them for a long time and some that barely know you. The intention is to choose people that will give you honest input about how you present yourself and your work in the world.

The Questions

1. A: Use one or two words to describe me.
B: Use one or two words to describe my style working with others.
2. In a sentence, or two, could you describe what I do.
3. What do you perceive as the benefits of my work?
4. A: Who do you see as my ideal client?
B: What about them makes them a good match for me?
5. What would you say to someone who asked you what I do?
6. A: What do you perceive as my greatest asset?
B: What is unique about my approach?
7. As I move forward, where might you see me hold myself back?