

BRAND HEROES

find the one that works for your business



QUESTIONNAIRE

QUESTIONS TO HELP YOU DEFINE YOUR HEROIC NATURE

There are no wrong answers, so relax and dive in.

WARM-UP QUESTIONS

1. Your name

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2. Name of the business

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3. Years of operation

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4. Location

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5. Reach

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6. Recent successes and/or accolades

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NAMING

7. How did you choose the name: was there a process and, if yes, what was it (were there other people involved)?

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8. Why this one and what were your early intentions for the name to convey?

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VISUAL IDENTITY

9. Describe your brand symbols and colours: are they the same as when you started the business; if they evolved, what triggered it and who was involved & when.

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MISSION & VISION

10. Why did you get involved in business in the first place?

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11. What was it you want to change (in your industry)?

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12. Why are you the one to make it happen?

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13. How do you see your brand evolving in the future?

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14. How do you see the industry growing/changing?

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15. Is your business in line with your education/training?

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VALUES

16. What personal values have you brought to your business that allowed it to grow?

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17. Do you think it's necessary to have business and personal values aligned? Why?

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18. What, in your opinion, constitutes a strong brand?

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QUICK-FIRE

19. What is your greatest business ambition?

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20. What is your greatest business fear?

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21. Which business figure do you most identify with? Do you have brand heroes of your own (either commercial or personal brands)? What do you value them for? Why?

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22. What trait is the hardest to overcome when running a business?

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23. What is the trait that was the easiest to embrace when starting your business adventure?

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24. What is the trait you most deplore in other businesses?

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25. What's your brand's greatest success? How do you define success?

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26. If you could change one thing about your business, what would it be?

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27. What is your most treasured business asset?

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28. What do you regard as the lowest depth of misery?

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29. What's business bliss?

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30. What is your motto?

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BONUS QUESTIONS

Which Brand Heroes appeal to you the most?

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Why?

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From the list of 10 Brand Hero characteristics:

- 1. Brand heroes inspire culture
- 2. Brand heroes stand proudly next to their logo
- 3. Brand heroes know how to learn from mistakes
- 4. Brand heroes are open to knowledge
- 5. Brand heroes are sanely passionate about what they do
- 6. Brand heroes are purposeful
- 7. Brand heroes have a firm grasp of reality
- 8. Brand heroes have appetite for solutions they can deliver today
- 9. Brand heroes champion cooperation
- 10. Brand heroes grow

which do you feel is strongest within you?

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Which would you like to develop?

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**TURN YOUR BRAND HERO THINKING ON.
GO ON, MAKE YOUR BRAND STRONGER.**

THANK YOU FOR READING BRAND HEROES!

If you enjoyed it, please go to amazon and review :)

In the meantime, if you have comments, questions or would like to begin a brand conversation – get in touch:

Web: www.kdss.me

Facebook: www.facebook.com/KlementynadeSternbergStojalowska

LinkedIn: www.linkedin.com/in/klemens

You can also reach me via Inc Element

Web: www.incelement.co.uk

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Until then,

KdJ

