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Discovery Questionnaire

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Q1: In one sentence, describe what your business does.

(- This is often harder than you think!)

Your answer

Q2: Can you describe your ideal customer?

Your answer

Q3: What are their biggest pain points?

Your answer

Q4: What are the blockers that may stop them from working with you?

Your answer

Q5: Why should they choose your brand over your competitors?

Your answer

Q6: How would you describe the opposite of your ideal customer?

Your answer

Q7: Who are your direct competitors?

Your answer

Q8: Can you name a few brands that you admire?

Your answer

Q9: Can you describe your brand's personality?

Your answer

Q10: How do you make your customers feel?

Your answer

Bonus: Is there anything else I should know about your brand, your customers, or your competitors?

Your answer