



IDEAS FOR THE INSPIRED

1. How did you come up with the name of the business/organization?
2. What should your corporate identity accomplish? (Claim territory? Show pride? Take credit? Indicate value or quality?)
3. Who is your audience? Consider geography, your ability to deliver products or services and pricing. Be as specific as possible.
4. What key messages should your identity should convey? (Every business wants to be professional. In what way?)
5. How will your audience best receive and understand your message? (Through radio or social media? Should it be exciting or colorful or conservative?)
6. Who are your secondary audiences? Investors? Government entities?
7. Why should “they” pick you?
8. What is your corporate culture like?
9. What has been your most effective tool for communications thus far?
10. What is your reach? How many people do you communicate with on a regular basis?