

# 24 QUESTIONS TO ASK YOURSELF BEFORE YOU LAUNCH...

We don't mean to overwhelm you here, just want to make sure you are prepared with all the branding tools you will need to run a successful business. If you have any questions please reach out to us.

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**STELLEN DESIGN**  
*imagine + create*

1. It all starts with your target market, who is your ideal customer or client?
2. Where does this person buy their groceries??
3. How old are they?
4. What are they doing on the weekends?
5. Where do they work?
6. What is on their playlist?
7. Now, are you catering to that person?
8. Why does this person like your product over your competitors?
9. Who are your competitors?
10. What are you doing that makes you more appealing than your competitors?
11. Better yet, how are you better?
12. What is your brand's mission?
13. What niche are you filling in the market?
14. What are your brand's colors saying about your business?
15. Is your logo going to attract your target market?
16. Do you have the vector files for your logo? If not you will need them!
17. Does your website have high resolution photos?
18. Is your website mobile responsive?
19. Have you checked it on your phone and iPad?
20. Are you set up on social media?
21. Are you prepared with a social media plan?
22. What is going to be your marketing strategy?
23. Do you know what platforms are best for your business?
24. Do you have a company style guide?