

BRAND CLARITY QUESTIONNAIRE

Tell me about your brand.

Voice, audience, personality, and vision — the answers that shape everything we design.

Prepared for clients of
Davidov Media Design
davidovmediadesign.com

Before we design a single page.

The best-looking website in the world will not help your business if it is built on a brand that has not been thought through. This questionnaire is how we do that thinking — before anything gets designed.

Answer every question as honestly as you can. There are no wrong answers here, and nothing you write will be used against you. "I am not sure" is a completely valid answer — it just tells me where we need to spend time in our strategy conversation. Vague answers produce vague design. Specific answers produce specific, intentional work.

Work through this on your own before our kickoff call. Budget about 30–45 minutes. Some questions will feel easy. Some will stop you in your tracks. The ones that stop you are usually the most important.

Section 1 **Your Business**
What you do, how you do it, and what makes you different

Section 2 **Your Clients**
Who they are, what they need, and what they fear

Section 3 **Your Voice**
How your brand speaks and how it should feel to read

Section 4 **Your Visuals**
Aesthetic direction, references, and what to avoid

Section 5 **Your Goals**
What this website needs to accomplish and how to measure it

Business name: _____ Date: _____

Complete this questionnaire and return it to tatiana@davidovmediadesign.com before your kickoff call — or bring a printed copy to our first meeting.

SECTION 1

Your Business

What you do, why you do it, and what sets you apart

Q1

Describe your business in two or three sentences — as if explaining it to a stranger.

Not your elevator pitch. Just plain, honest language.

Q2

What problem do you solve for your clients?

Go deeper than the surface. Not "I build websites" — but "I help service businesses stop losing clients to competitors with better-looking sites."

WHY WE ASK

The problem you solve is the foundation of your messaging. If this is fuzzy, everything else will be too.

Q3

What is your single biggest differentiator — the thing you do that others do not?

If you are struggling to answer this, that is important information.

Q4

How long have you been in business, and what is your relevant background?

Credentials, experience, previous industries — anything that builds context.

Q5

What does your business model look like?

Check all that apply.

- 1-on-1 services Packages / retainers Digital products
- Events / workshops Other

Q6

List every service or offer you currently provide.

We will organize and prioritize these for the site — start with everything.

YOUR BUSINESS

SECTION 2

Your Clients

Who they are, what they are looking for, and what makes them choose you

Q7

Describe your ideal client in as much detail as you can.

Industry, business stage, revenue, team size, location, values — be specific. "Small business owners" is not specific enough.

WHY WE ASK

The more precisely you can describe your best client, the more precisely your site can speak to them. A site that speaks to everyone speaks to no one.

Q8

What is your ideal client struggling with before they find you?

Their pain points, frustrations, or fears. What keeps them up at night?

Q9

What does your ideal client want — not just from your service, but from their business or life?

What does success look like for them six months after working with you?

Q10

Why do clients choose you over a competitor?

If you do not know, ask your best clients — their words are more useful than yours.

Q11

Is there a type of client you do NOT want to attract?

Projects that drain you, poor-fit clients, price points that do not work.

Q12

How do most of your current clients find you?

- Referrals
- Social media
- Google search
- Networking events
- Paid ads
- Other

YOUR CLIENTS

SECTION 3

Your Voice

How your brand sounds, what it says, and the tone it carries

Q13

If your brand were a person, how would you describe their personality?

Not their job or credentials — their personality. Are they warm and approachable? Confident and direct? Thoughtful and methodical?

WHY WE ASK

Brand voice is not about being clever — it is about being consistent. The personality you describe here should come through in every headline, every email, every caption.

Q14

Select the words that best describe how you want your brand to sound.

Choose up to 6.

- | | | | |
|--|---------------------------------------|---|---------------------------------------|
| <input type="checkbox"/> Authoritative | <input type="checkbox"/> Warm | <input type="checkbox"/> Direct | <input type="checkbox"/> Playful |
| <input type="checkbox"/> Calm | <input type="checkbox"/> Bold | <input type="checkbox"/> Sophisticated | <input type="checkbox"/> Approachable |
| <input type="checkbox"/> Educational | <input type="checkbox"/> Empowering | <input type="checkbox"/> Conversational | <input type="checkbox"/> Polished |
| <input type="checkbox"/> Honest | <input type="checkbox"/> Inspiring | <input type="checkbox"/> Strategic | <input type="checkbox"/> Grounded |
| <input type="checkbox"/> Creative | <input type="checkbox"/> Professional | <input type="checkbox"/> Energetic | <input type="checkbox"/> Minimal |

Q15

Which of these does NOT sound like your brand?

Choose up to 3 — knowing what to avoid is as important as knowing what to aim for.

- | | | | |
|---|---------------------------------------|---|--|
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Salesy | <input type="checkbox"/> Hustle-culture | <input type="checkbox"/> Overly formal |
| <input type="checkbox"/> Casual / slang | <input type="checkbox"/> Jargon-heavy | <input type="checkbox"/> Vague / fluffy | <input type="checkbox"/> Preachy |

Q16

Write 2–3 sentences the way your brand would naturally speak.

Imagine introducing yourself at a speaking event or writing the opening of an email to a new client.

Q17

Is there a brand in any industry whose voice or tone you admire?

It does not have to be in your field. What specifically do you like about how they communicate?

Q18

Do you want your site copy written in first person or third person?

- First person — "I help..." (more personal)
 - Third person — "Tatiana helps..." (more established)
 - Not sure — advise me
-

YOUR VOICE

SECTION 4

Your Visuals

Aesthetic direction, references, and what your brand should feel like on screen

Q19

List 3–5 websites you find visually compelling — in any industry.

For each, note what specifically you like: layout, photography, color, whitespace, typography.

WHY WE ASK

Reference sites are one of the most efficient tools in a designer's kit. Good references communicate what words cannot. The more specific your notes, the more targeted the design direction.

Q20

List 2–3 websites that feel wrong for your brand — and explain why.

Too corporate? Too busy? Too trendy? Too cold?

Q21

Select up to 5 words that describe how you want your site to feel visually.

- Clean / minimal
 Bold / striking
 Warm / inviting
 Elegant / refined
- Moody / dramatic
 Light / airy
 Editorial
 Earthy / organic
- Modern / sleek
 Classic / timeless
 Playful / expressive
 Structured / precise

Q22

Do you have an existing brand identity?

- Yes — logo, colors, and fonts are established
 Partial — some elements exist, some need work
- No — starting from scratch

Q23

If you have brand colors, list them here (hex codes preferred).

If no hex codes, describe the colors or attach a photo.

Q24

Are there any colors, styles, or visual elements you want to avoid entirely?

This is as important as knowing what you like.

Q25

What style of photography best fits your brand?

- Bright / light-filled
- Dark / moody
- Natural / candid
- Polished / editorial
- Product-focused
- No preference

SECTION 5

Your Goals

What this website needs to accomplish and how you will know it is working

Q26

What is the primary action you want a visitor to take on your website?

One answer only. If everything is equally important, nothing is.

- Book a discovery call
- Submit an inquiry form
- Purchase a product / service
- Join an email list
- Download a resource
- Other

Q27

Where do you want your business to be in 12 months?

Revenue, client load, team size, services offered, visibility — be specific.

WHY WE ASK Your 12-month goal shapes what the site needs to do today. A business aiming to scale from 3 to 10 clients needs a different site than one launching its first paid offer.

Q28

What does success look like at the end of this project?

Not in vague terms — specifically. "3 discovery calls per week from new leads" is more useful than "a beautiful site."

Q29

What is currently not working about your online presence?

Be honest. This is the most valuable question on this page.

Q30

Have you worked with a designer or brand strategist before?

- Yes — it went well
- Yes — it did not go well
- No — this is my first time

Q31

If a past project did not go well — what happened?

This helps me understand what to avoid and what to do differently.

Q32

Is there anything else I should know before we start?

Anything that does not fit neatly into the questions above — about your business, your brand, or yourself.

YOUR GOALS

That's it. You did the work.

Most people skip questionnaires like this — they scan it, fill in the easy parts, and leave the hard questions blank. If you answered every question honestly, you are already ahead of where most clients start, and our project will reflect that.

Review your answers before you send them. If something surprised you — a question you could not answer, or an answer that made you realize something — make a note of it. Those are the conversations we need to have first.

| What happens next | |
|--|---|
| I review your answers | Before our kickoff call, I read through everything and identify the themes, gaps, and tensions |
| We have a strategy conversation | Let's have a conversation update — a real discussion about your brand, your clients, and what your site needs |
| I develop the creative direction | Based on your answers and our conversation, I build a visual and messaging direction for you |
| Design starts — informed, not guessed | Every design decision I make in your project will trace back to something you told me in this document |

Return this before your kickoff call.

Email your completed questionnaire to tatiana@davidovmediadesign.com or bring a printed copy to our first session. Questions about any of the prompts? Ask before you guess.

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