# Brand Baseline Questionnaire

In order to get an idea of how you want your brand to evolve, it is important to get a clear picture of where you stand now. Please answer the questions below to help us get a better idea of how to move forward.

1. To the best of your ability, please describe your current business. For example, what is your niche? What do you do? What do you specialize in?

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1. In what areas, if any, are you confused about your brand?

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1. What is your biggest frustration in trying to strengthen your brand and grow your business?

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1. What are you currently doing to market your brand and business?

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1. What is your long-term vision for your business?

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