

5 QUESTIONS EVERY
**SMALL
BUSINESS**
SHOULD ASK

→ BRANDTREASUREMAP.COM.AU



1. Why does my business exist (beyond making money)?

This is your purpose — the heart behind your brand.

Maybe you want to make life easier for busy families, or help people feel more confident about their creative work. Whatever it is, write it down in a single, honest sentence.

2. Who am I really here to serve?

Trying to appeal to everyone is the fastest way to sink your message.

Identify your **ideal customer** — your dream crew.

3. What makes me different?

Your differentiator is the wind in your sails. It could be your personality, your process, your values, or your story. Don't force it — find the real, human thing that sets you apart. Maybe you offer more personal support, more humour, or more heart.

4. How do I want my brand to make people feel?

Design isn't just visual – it's emotional. Think about the feeling you want to create.

Do you want your brand to feel calm and confident? Bold and adventurous? Warm and nurturing? Those feelings translate into colours, fonts, and imagery – but you need the words first.

5. Where am I headed?

This is your vision – your destination.

Imagine your business one year, three years, even ten years from now.

What does success look like? More freedom? A team? A bigger impact?

Your visual identity should be built to grow with you, not box you in.

★ Bonus: Your Brand Compass in Action

Once you've answered these questions, summarise your Brand Compass in a single paragraph:

- **Purpose:** Why you exist
- **Audience:** Who you serve
- **Difference:** What makes you stand out
- **Feeling:** The emotion you create
- **Vision:** Where you're going

Keep it somewhere visible – a note on your desktop, a page in your journal, or a sticky note by your desk. You'll use it every time you design, post, or promote anything.