



## 10 Questions

To Help You Get  
Clear on Who You're  
Really For

Before choosing colors or copy, one thing matters most: clarity. Use these targeted prompts to define who your brand speaks to—and why they'll choose you.

1. Best-Fit Persona – Who is the one person your brand gets immediately? Describe them.
2. Emotional + Functional Need – What problem do they really have—deep down and practically?
3. Core Values – Beyond features, what does your audience truly value in the brands they buy?
4. Frustrations with Category – How are you different? What do competitors overlook that you solve?
5. Referral Emotion – If they recommend you, what feeling or trait do you want them to describe?
6. Brand Legacy – What do you want your brand to be known for—not just now, but long-term?
7. Who It's Not For – Who should not resonate with your brand? (This clarity helps you sharpen your focus.)
8. Transformation Arc – How will their life or mindset shift after engaging with your brand?
9. Tone That Resonates – What voice or personality would make them feel seen and welcomed?
10. One-Liner Statement – “This brand is for [audience] who want [result].”

Let's build something that works — and lasts.  
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