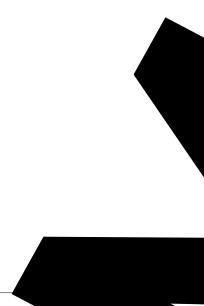


10 Questions

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 fornot 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. megeaster.studio/contact