



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM DESIGN A STUNNING BRAND
WITH AI

The Brand Interview

Fifteen questions that pull your brand out of your head —
print it or keep it open while you record.

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The Brand Interview

Fifteen questions. Answer them out loud, and you'll have said everything a full brand strategy needs. Keep this open while you record.

How to record (read this before you hit record)

Don't write anything. Find 30 quiet minutes, open your phone's recorder, read each question out loud, then answer it like you're explaining your business to a friend who's never heard of it. Ramble — more is better; the AI tidies it up later. If a question doesn't apply, say so and move on.

Say the question number before each answer ("Question 3...") so the transcript stays organised.

The two that matter most: **Q13 and Q14** — your five brand words and your visual gut-feel. In two modules' time, those literally become the prompts that generate your logo. Answer them with extra care.

The 15 questions

Under each is a quiet note on *what it's really pulling out of you* — you don't need to think about that while answering.

Q1. "Tell me the story of your business — what do you do, who are you, and how did it come to exist?"

Pulls out: your business model, your founder story, and the origin.

Q2. "Walk me through exactly what you sell — every service or product, roughly what each costs, and how you actually make your money." *Pulls out: your list of offerings and how the money works.*

Q3. "Picture your single ideal customer as one real person — who are they, what's their life like, and what do they most want?" *Pulls out: the hero of your story and who you're really for.*

Q4. "What's the real, practical problem you solve for that person — the thing they'd say out loud they need fixed?" *Pulls out: the external problem and the seed of your one-liner.*

Q5. "Before they find you, how does that problem make them *feel* day to day — frustrated, overwhelmed, embarrassed, stuck?" *Pulls out: the internal, emotional problem.*

Q6. "Why do you think it's just plain wrong that they should have to put up with this problem at all?" *Pulls out: the philosophical problem — the 'it shouldn't be this hard' belief.*

Q7. "Now picture you've helped them and it went perfectly — what does their life or business look and feel like afterwards?" *Pulls out: success — the happy ending you deliver.*

Q8. "And if they do nothing — never solve this — what does that cost them in time, money, stress, or missed chances?" *Pulls out: failure and stakes — the urgency.*

Q9. "Why should this person trust *you* specifically? What do you deeply understand about their situation, and what results, experience, or proof back you up?" *Pulls out: you as the guide — empathy plus authority — and credentials for your bio.*

Q10. "If someone decides to work with you, what are the simple steps — what happens first, then next, then after that?" *Pulls out: the plan.*

Q11. "What's the one main action you want people to take — and is there an easier, no-pressure first step you could offer someone who isn't ready yet?" *Pulls out: your direct call to action and a gentler transitional one.*

Q12. "Who else could your customer choose instead of you — competitors or the 'do nothing / do it themselves' option — and what makes you genuinely different or better?" *Pulls out: your positioning and what sets you apart.*

Q13. "If your brand were a person walking into a room, what would they be like — and what five words would you want customers to use to describe the feeling of dealing with you?" *Pulls out: your brand personality and your five brand words. These become your logo and colour prompts.*

Q14. "What colours, moods, or existing brands do you love the *feel* of — and are there any looks or brands you'd hate to be mistaken for?" *Pulls out: your visual direction — a direct bridge to your logo and colours.*

Q15. "How do you actually talk to your clients — formal or casual? Any words, phrases, or little jokes you use all the time, and anything you'd never be caught saying?" *Pulls out: your voice, including the 'words we never use' list.*

Next: record all fifteen, grab the transcript your phone makes, and one prompt turns it into a 10-section brand strategy document in your own voice.

Evolv Strategies — Design a Stunning Brand with AI



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THE NEXT STEP

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