MORA

STUDIO

Five questions to answer before any *design* work begins.

The same diagnostic I use to open every client project. Answer honestly, and you will see what is actually unclear before you spend on a redesign.

i.

Who is your brand truly for, and who isn't it for?

Trying to speak to everyone is the quickest way to be remembered by no one. Knowing who you are not for makes every decision easier.

Ask yourself

Who are your best clients, and what do they have in common?

Which clients drain your time or never feel like a good fit?

Could a stranger read your website and know whether it was meant for them?

A clear answer looks like this

You can describe your ideal client in one sentence, and name who you would politely turn away.

ii.

What do you want people to believe after their first interaction with you?

People decide quickly and rarely remember details. They remember an impression. This is the goal behind every visual, every word and every post.

Ask yourself

If someone found you today, what would you want them to think in the first minute?

What would you want them to tell a friend about you?

Is that belief about your quality, your expertise, your care or something else?

A clear answer looks like this

You can finish this sentence in a few words: after meeting us, people know that we are...

iii.

Where is your current brand working against that goal?

Most brands don't have a talent problem. They have a gap between the quality of the work and the way it is presented.

Ask yourself

Look at your website, your profile and your last nine posts. Do they say what you answered above?

Where does your brand look older, smaller or more generic than your work really is?

Where do you find yourself explaining what your brand should already be saying?

A clear answer looks like this

You can point to two or three specific places where your brand contradicts the impression you want to leave.

iv.

What makes you different, in a way a competitor couldn't simply copy?

"Great service" and "quality work" are promises anyone can make. Your difference usually lives in your experience, your method or your point of view.

Ask yourself

What do clients say about you that they don't say about others?

What have you lived or learned that a competitor couldn't copy next week?

If a competitor used your exact words, would anyone notice?

A clear answer looks like this

You can name one difference that is true, specific and hard to copy, and it isn't a generic promise.

v.

If you removed your logo, would people still recognise your brand?

This is the simplest test of whether you have an identity or just a logo. A strong brand can be recognised by its tone, its images and its point of view.

Ask yourself

Cover your name and logo on your last few posts. Could they belong to anyone in your industry?

Do your colours, images and language stay consistent from one channel to the next?

What would you want people to recognise first?

A clear answer looks like this

Someone who knows you could spot your content in their feed before they see your name.

Not sure about your *answers?*

That is usually where the real work begins. Tell me about your business, and we will look at it together on a free 30-minute call.

Book a free 30-minute call

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