

5 Questions to Ask a Branding Pro



How To Hire Your Brand Dream Team

Consider these questions your secret weapon to determine what type of expert will best help you level-up your brand. Your answers will help you gain clarity about your needs and screen potential candidates to find the perfect fit for you.

By Jocelyn Ring
www.jocelynring.com

How to use this guide



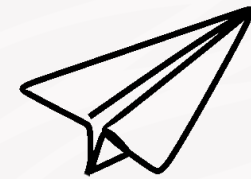
Step 1

Click Here To
Read the companion piece "5
Ways You Know It's Time to
Rebrand" it will help you
work through this guide.



Step 2

Answer the questions in this
guide. Scribble all over it, take
notes and capture ideas. This
level of prep will save you time
and money.



Step 3

Do your research and ask your
network for recommendations.
Schedule interviews and bring
this guide along for those
conversations.

What do YOU need branding wise? Branding has become a catch-all phrase that includes everyone from photographers, to writers & storytellers, to graphic designers, to strategists...



Do you need a thought-partner and brand expert who can help you untangle all of the ideas in your head and do a deep-dive to pull together the foundation and essence of your brand? Someone who can help you sort through your offerings and business model and simplify your message so you're laser focused?

You need a brand strategist.

Need that and help build out the positioning, messaging & visual assets?

You need a strategist with a creative team of designers and copywriters.

Do you have your brand strategy crystal clear and need help with the visuals?

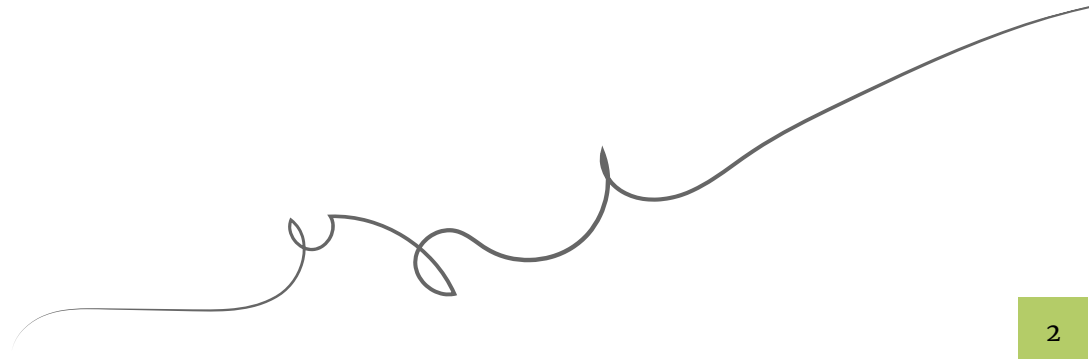
You likely need a graphic designer.

Does everything look good, but sound not so good? Need help clarifying your message and brand voice?

Copywriter and brand story expert.

Is your website the part of your brand that needs a refresh?

Brand Strategy & Web design

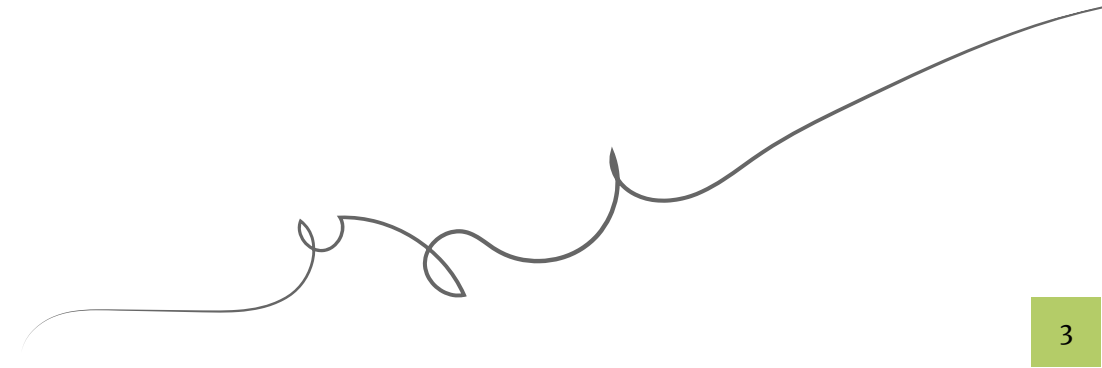


Who would your friends and colleagues recommend?



Ask around your network, who do your business colleagues recommend? Ask them about their experience with branding pros and what they helped them with. This will help you zero in on the answers to the previous questions.

Use this page to jot down names of people you can ask and who they'd recommend.



Look for examples of previous work, portfolios and testimonials



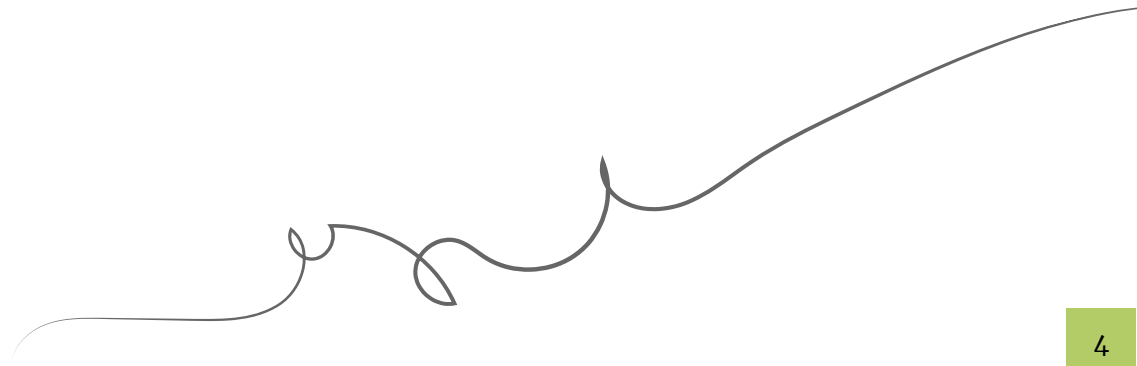
When researching branding pros, do they have a portfolio and testimonials you can look at? What are you drawn to in the portfolio? Do you see some range in what they've produced...this is a hint that they'll design a brand that looks and feels like you vs. putting you into their aesthetic.

Do they have a process they can articulate? A timeline? What's their policy on revisions and client satisfaction? How much time and effort will they require of you in the process and how involved do you want to be?


More involvement looks like weekly meetings and providing your own research and inputs, less looks like filling out a simple intake questionnaire and letting them run with it.

Answers to these questions show they've done this before and won't be flying by the seat of their pants.

Bonus points if they have a previous client you can speak with to hear their experience with the brand person and their process.



What will you get at the end of the project and how long will it take?



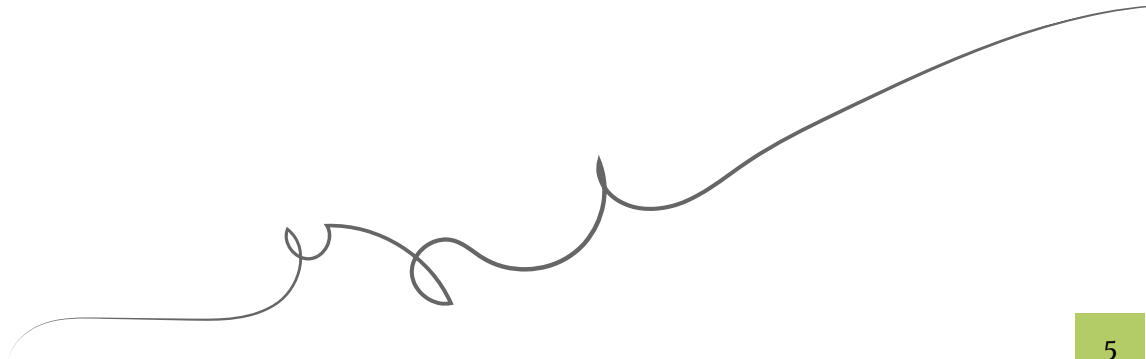
What is the actual deliverable? What's their timeline? What will you get for your investment?

Make sure this is crystal clear so you don't expect one thing (like a full set of brand guidelines with logo, color, typography and brand essence) and end up with something completely different (a stand alone logo).

Map out your timeline for this project, too. It will impact the budget—need work done quickly, it will cost more.

Have your budget together and interview different pros to get a sense of market rates.

Pro Tip: if there is a detailed scope of work in your proposal or agreement, that's a good thing.

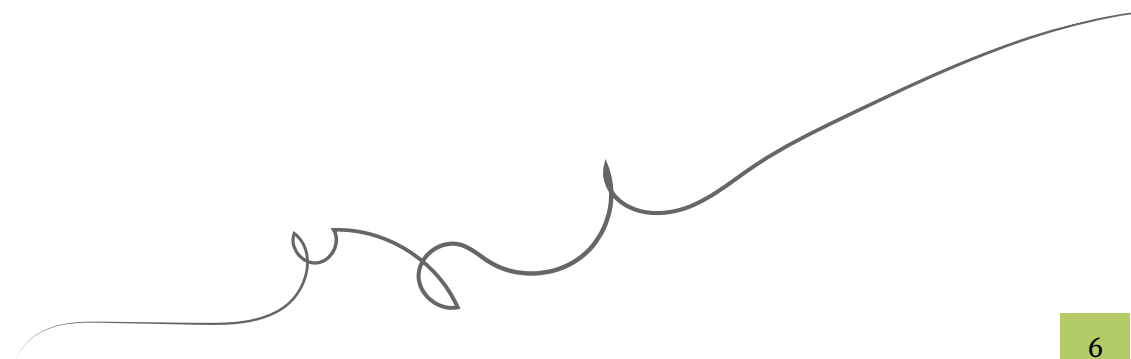


Specialist or Generalist?



What types of clients do they work with? Specialists in your industry will have a base of knowledge (ex. technology specialist, small business focus, etc.) Will they take the time to understand your business and industry?

Most importantly, will they take the time to **TRULY** understand you and your vision for your business and brand?



Woohoo! You did it! You'll be glad you invested the time prepping to level-up



Whichever way makes the most sense for you to level-up your brand, I ask you to please, please, please start with strategy. Have a compelling reason why you're making the changes and how they'll reflect the fundamentals of your brand. If you get help from a pro, make sure strategy is part of their process.

I PROMISE starting with strategy will save you time, money and sleepless nights and give you clarity, confidence and solid foundation for growth.

Want more?

If you've asked yourself these questions and you're still not sure what the next best step for your brand is, a Groundwork Blueprint Plan can help.

You'll get a professional's eyes on your brand and business and suggestions for improvements, you can [learn more here](#).

Jocelyn

