

# 20 Questions to Nail Down Your Brand



## Brand Identity & Vision

- What inspired you to start your salon?
- How would you describe your salon's personality in three words?
- What values are most important to your salon?
- What do you want people to feel when they walk through your doors?
- What makes your salon different from others in your area?

## Audience & Demographic

- Who is your ideal client? (age, gender, lifestyle, income?)
- Where do they hang out online? (IG, FB, etc.)
- What hair or beauty struggles do they have?
- When are you busiest – and what does that reveal about your clients?
- Are you targeting a new or wider audience?

## Services & Expertise

- What are your signature services or specialties? (e.g., blonding, curls, extensions)
- Do your stylists have any advanced training or certifications?
- Are there services you want to phase out or promote more?
- How do you stay updated on trends or education?
- What products or color lines do you use and why?

## Brand Identity & Vision

- What do clients say they love most about your salon?
- Do you have a referral program, loyalty rewards, or memberships?
- How do you handle client feedback and reviews?
- What kind of reviews or testimonials have you received most often?



*Most people decide how they feel about a brand in under 7 seconds—make those first impressions count!*

## Brand Identity & Vision

- Where do you see your salon in the next 1–3 years?