



Build-Your-Brand GPT Questionnaire

Get to Know Your Brand Tone & Voice

Business Identity

- Company Name
- Website URL
- Primary Contact
- Contact Email
- Contact Phone Number

Who You Are

- How would you describe your business?
- What problem(s) do you solve for your customers?
- What is your geographical target? (Local, international, or both?)
- Who is your target demographic? (Think age, habits, industry, interests.)

Your Brand Personality

- How would you describe your brand's personality in your own words?
- List 3-5 adjectives that best describe your brand.
- What kind of tone do you use across platforms? (Casual, humorous, serious, empathetic?)
- Do you adjust tone depending on the platform? (Social media vs. emails, for example.)



Brand Voice Details

- What are 5–10 words that fit your brand voice?
- What words or phrases do you avoid at all costs?
- What are 3 things your brand voice should always do?
- What are 3 things it should never do?

Competitor Landscape

- List 3–5 of your main competitors.
- What do you like about their online presence?
- What do you dislike or want to avoid from their approach?
- How is your brand different from theirs?

Content and SEO

- What are your primary SEO goals? (Visibility, traffic, conversions?)
- Are there specific keywords or phrases you want to rank for?
- What's your current content strategy, if any?
- How often do you publish new content?
- Who creates content in your organization?
- What platform is your website built on? (WordPress, Shopify, Squarespace, etc.)

Digital Presence

- Do you have any of the following Google accounts? (Google Analytics, Search Console, Business Profile)
- Do you have any social media accounts? (List them)
- How do you typically respond to positive or negative comments or reviews?
- Do you use emojis or a particular punctuation style?



Training Your GPT

- What kind of content do you want your GPT to write? (Blogs, captions, emails, product descriptions?)
- What tone or language should it use for each of those content types?
- Are there any phrases it should avoid, every time?
- Should your GPT mimic you, your brand, or a blend of both?
- Anything else we should know about your business or content needs?