



This questionnaire is part of a discovery process to help you discover what strengths your brand should be built around. These question are typically used when designing a churches logo.

Why was you church created?

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What is your church's mission?

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Who are you called to reach?

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Rank your target audience in order of importance.

1

2

3

4

5

How do you want to be perceived by each audience?

1

2

3

4

5

What are your 3 most important goals?

1

2

3

What is unique about your church?

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What does your church do better than anyone else (churches or non churches)?

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What values and beliefs unify your staff and volunteers and drives their performance?

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What other churches do you admire most and why?

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Why would someone who is unchurched want to attend your church?

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How do you market your church?

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What are the trends and changes that affect your church?

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Where will you be in 5 years? In 10 years?

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How do you measure success?

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What are the potential barriers to your success?

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If you could do or be anything in the future, what would it be?

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If you could communicate a single message about your church, what would it be?

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