

# **Client Branding Questionnaire — Maqro**

Below is the clean transcript compiled from the five photographed pages you provided.

## **Q1: What is your brand's name and the meaning behind it?**

Maqro Strategies (stylized as MAQRO) represents looking at the big picture — "macro" thinking — while offering precision strategies that deliver meaningful results. The name also reflects my identity as a 100% status Indian, with "MAQ" referencing my Mi'kmaq heritage, grounding the brand in Indigenous roots and perspectives. This dual meaning — strategic foresight combined with cultural authenticity — makes the name both personal and powerful.

## **Q2: What is your brand's mission statement?**

To deliver clarity, direction, and measurable results for clients through a unique blend of executive experience, Indigenous perspective, and a commitment to authentic partnership.

## **Q3: What services / products does your brand provide?**

- Business Consulting & Strategy — streamline operations, reduce inefficiencies, develop sustainable growth strategies.
- Coaching & Mentorship — support for executives, entrepreneurs, and young professionals.
- Indigenous Engagement & Partnerships — relationship-building, community capacity, procurement opportunities.

## **Q4: Why was your brand / business started and what was the motivation behind it?**

To help people and organizations unlock their full potential by eliminating barriers, building capacity, and delivering clear, actionable strategies that drive both business growth and community benefit.

## **Q5: What words would you use to describe your brand's personality?**

Authenticity, empowerment, and vision — staying true to values, uplifting clients and communities, leading with a forward-looking perspective.

## **Q6: What pain points does your brand solve for your audience?**

- Lack of clarity/direction → structured strategies and clear roadmaps.
- Limited capacity/resources → expertise and practical tools to build growth.
- Barriers to partnerships → bridging corporate and Indigenous communities.

## **Q7: Who are your competitors?**

Local and regional business consultants offering corporate strategy, community development, and capacity-building.

## **Q8: How is your brand similar to your competitors?**

Provides strategic advice, coaching, and development services to improve business performance and growth.

## **Q9: What sets your brand apart from your competitors?**

Translating 20 years of senior management experience with Fortune 100 companies into practical strategies for SMBs, combined with Indigenous perspective and a results-driven approach.

## **Q10: What are the strengths of your brand?**

Simplifying complexity, building strong relationships, and delivering strategies that work in the real world.

## **Q11: What are your brand's weaknesses?**

Brand awareness is early; recognition is still being built.

## **Q12: What are your brand's values? How do those values resonate with you and your business?**

Authenticity, empowerment, and vision — guiding strategy and client interactions; staying true to heritage, uplifting others, and looking forward.

## **Q13: What is the vision for your brand? What future does your brand want to create?**

To be a trusted leader in strategy, coaching, and Indigenous engagement, known for building bridges and delivering measurable impact.

## **Q14: What message do you want to convey to your customers?**

Maqro delivers clarity, confidence, and results; clients should feel empowered and supported.

## **Q15: What emotions or feelings do you want people to associate with your brand?**

Trust, empowerment, and inspiration.

## **Q16: Who is your primary target audience?**

Indigenous entrepreneurs and business leaders (30–55), community-oriented, found via professional networks, Indigenous business associations, and LinkedIn.

## **Q17: If there is a secondary audience, who are they?**

Corporate partners and industry leaders, municipal/community organizations, and athletes/sports enthusiasts.

## **Q18: What is it about your brand that attracts said Target Audience?**

Authentic, empowering personality — clients feel understood, respected, and supported.

**Q19: What problems or desires motivate your audience to seek your product or service?**

A desire for clarity and direction in business growth.

**Q20: How do your customers currently find you?**

Word of mouth and referrals through professional and community networks.

**Q21: If you have an existing brand identity, why isn't it working for you?**

Early-stage identity; lacks recognition/consistency; doesn't yet communicate full breadth of services.

**Q22: What do you want your new identity / logo to accomplish?**

Versatile and recognizable across digital, print, and community settings.

**Q23: If your brand were a person, how would you describe their personality?**

Authentic, bold, visionary.

**Q24: What emotions or feelings do you want people to associate with your brand?**

Trust, empowerment, and vision.

**Q25: What words would you choose to describe your desired vibe and look?**

Modern, minimalist, professional, with subtle Indigenous identity.

**Q26: Where will your brand's visual identity be primarily used?**

Social media, website, digital marketing; print collateral, signage, branded documents; community/event settings (presentations, workshops, trade missions).

**Q27: Any icons/symbols or imagery you might want to include?**

Open to a new icon to replace the "M"; prefer very subtle Indigenous inference, not obvious symbolism.

**Q28: Any icons/symbols or imagery you definitely don't want?**

Avoid cliché Indigenous imagery (feathers, dreamcatchers, etc.).

**Q29: Colours you definitely want?**

Blue/navy preferred; open to complementary palettes.

### **Q30: Colours you definitely don't want?**

No red.

### **Q31: Fonts or styles you're drawn to?**

Elegant but strong; authoritative yet approachable; minimal, clean, modern.

### **Q32: Brands you admire and why?**

Apple (clean minimalism), Nike (bold simplicity/consistency), Mokwateh Consulting (Indigenous identity with modern professionalism).

### **Q33: Brands you dislike and why?**

Dislike cliché Indigenous imagery; can feel stereotypical.

### **Q34: Anything else we haven't covered?**

Build a long-term, adaptable identity.

### **Q35: Top priorities for your website?**

Visibility — easily discoverable, clear services.

### **Q36: What do you want visitors to do when they land on your website?**

Read the story/services; gain trust and understanding.

### **Q37: Anything else you'd like us to know?**

Brand must be built for growth and scalability.