

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.