



**360 ARTIST GROUP**

# Branding Questionnaire

Question 1. What Are the first three things your friends think about when they hear your name?  
You can add more answers if you want to, but don't make it too complicated.

Answer 1:

Answer 2:

Answer 3:

These answers are crucial because they should match your brand values—more about that in the next chapter. You should consider here that you're creating a personal brand because you are the brand as an artist!