



Brand Story Interview Questions

1. Can you tell us about the origin of your small business and how it came to be?
2. What inspired you to start this specific type of business?
3. How has your background and personal story influenced your brand?
4. What values and beliefs drive your business and its decisions?
5. Can you walk us through the journey of building and growing your brand?
6. How have you adapted to changes and challenges in the marketplace while staying true to your brand's core message?
7. Has there been a defining moment or experience that has shaped the direction of your business?
8. How do you incorporate your brand story into your marketing and messaging?
9. What sets your brand apart from others in the same industry?
10. Can you share a specific experience or interaction with a customer that showcases the heart and mission of your business?