ALPHA VISION METHOD

ADVANCED BUSINESS AND BRAND DISCOVERY

Business and Brand Discovery Questionnaire

Your story. The choices behind the business. The people who choose you. The future you want to build.

BUSINESS

NAME AND ROLE

DATE

56 reflection questions / 14 themes / Fillable PDF

ALPHA VISION METHOD

WELCOME

Thank you for sharing your story

Your perspective is the starting point for understanding what makes this business worth choosing.

Thank you for sharing your story with Alpha Vision Method. We want to understand the person behind your business, the choices that shaped it, and the future you want to build.

How we help. We help small businesses, startups, and growing companies uncover what makes them worth choosing. By exploring your story, your strengths, and what matters to your customers, we help shape a clear value proposition, brand positioning, and priorities for growth.

In markets where many businesses look and sound alike, we help you express your distinctive value through messages and experiences that invite trust, recognition, and an emotional connection. The goal is a brand customers understand, feel connected to, and have a meaningful reason to choose.

There are no perfect answers; personal questions are optional. Use real examples and distinguish evidence from assumptions. You can complete this in several sittings. Type into the fields and save a copy; add longer answers separately with question numbers. The final pages are for our strategy review together.

Business snapshot

Website and main social or sales channels

Industry, location, years operating, and team size

Main product or service and who pays for it

What prompted this reflection and what you hope to gain

CHAPTER 01

The story behind the business

Explore the choices and experiences that explain why this business exists.

01 What did you see or experience that made you believe this business needed to exist?

PRIORITY

Describe a specific moment. What did existing options fail to understand or solve?

02 Which difficult decision most shaped the business you have today?

What did you give up? Which belief changed, and which part of that decision still affects you?

03 What have your lived experiences taught you to notice that others may overlook?

Connect that insight to something a customer actually experiences. Which details should remain private?

04 If the business disappeared tomorrow, what would customers genuinely miss?

PRIORITY

What would be difficult to replace? Support your answer with a customer story, not only your intention.

CHAPTER 02

The owner behind the decisions

Reflect on ambition, energy, control, and the life you want to build.

05 What would success look like if nobody else could see or applaud it?

PRIORITY

Describe an ordinary week: income, time, relationships, health, and the work you want to do.

06 Which business decisions are hardest for you to separate from your sense of self?

If comfortable, explore criticism, pricing, asking for help, or changing direction. How does it affect decisions?

07 What are you continuing to do mainly because letting go feels uncomfortable?

What do you fear would happen? What has actually happened when someone else took responsibility?

08 What are you unwilling to sacrifice for growth?

Name a boundary and a recent choice that tested it. What would you change before resentment or exhaustion builds?

CHAPTER 03

The business model and its economics

Identify where value is created, where money is made, and what the numbers may hide.

09 How does the business create value, deliver it, and get paid for it?

PRIORITY

Name the offer, buyer, user, payment model, delivery work, and major dependencies. What is still unproven?

10 Which offer and customer type produce the healthiest profit after the real work is counted?

PRIORITY

Include delivery, support, rework, acquisition, and your time. Use a recent period; label estimates and missing data.

11 Where could reported growth be hiding a weaker business?

Consider discounts, overdue payments, low margins, concentration, or owner overwork. What do the records show?

12 If sales stopped for a period, what would determine how long the business could operate?

Review available cash, committed costs, receivables, and timing. Which dependency needs attention first?

CHAPTER 04

The customer and the real problem

Choose a specific customer and examine the circumstances that create demand.

13 Which specific customer has the strongest reason to buy from you now?

PRIORITY

Describe their situation, urgency, ability to pay, access, and fit. Which segment would you deliberately deprioritize?

14 For a recent customer, what changed just before they started looking for a solution?

Reconstruct the moment and what they tried before. What made the old situation no longer acceptable?

15 What is the customer trying to accomplish beyond buying your product or service?

PRIORITY

What practical progress, emotional relief, or social outcome matters? Which part comes from their own words?

16 What happens if the customer does nothing?

Separate measurable consequences from assumed ones. When is waiting or choosing another option reasonable?

CHAPTER 05

Customer emotions and identity

Explore meaning without assuming that every customer feels the same way.

17 What emotions have customers actually described before choosing you?

PRIORITY

Quote their words and context. What have you observed directly, and what are you interpreting?

18 What might the customer feel exposed or judged about when asking for help?

Do customers mention this, or is it a hypothesis? How could your process protect their dignity and choice?

19 What might choosing your brand allow a customer to express about themselves?

Explore identity, belonging, independence, taste, or competence only where relevant. Look for customer evidence.

20 What emotional change can your experience consistently support?

Describe the before and after, the actions that create it, and the limits of what you can honestly promise.

CHAPTER 06

How the buying decision is made

Understand perceived risk, trust, competing priorities, and reasons to delay.

21 Reconstruct a recent buying decision from the customer’s point of view.

PRIORITY

What did they compare, who influenced them, and what tipped the decision? What do you need to ask them?

22 What might a customer fear losing by choosing you?

Consider money, time, reputation, certainty, or control. What evidence reduces a real risk rather than dismissing it?

23 When a prospect says the price is too high, what else might be unresolved?

It may genuinely be budget. What questions distinguish affordability, fit, unclear value, timing, and lack of trust?

24 What does a customer need to believe before buying, and how could each belief be tested?

Use real objections. Consider clarity, relevance, credibility, effort, and support. Which belief is least supported?

CHAPTER 07

A difference worth choosing

Pressure-test differentiation against the alternatives customers actually consider.

25 What would your best customers choose if you were unavailable?

Include competitors, internal work, informal solutions, and doing nothing. Where is each alternative stronger?

26 What valuable difference can you demonstrate that competitors cannot all claim?

PRIORITY

Replace broad claims such as quality or care with a method, capability, decision, or result and its evidence.

27 If your name and logo were removed, how would someone recognize your business?

Identify distinctive behaviors, language, product details, or service rituals. Which are consistent and meaningful?

28 What are you willing to give up to make your positioning clearer?

Name a customer, offer, feature, or message you would stop pursuing. What evidence would make you reconsider?

CHAPTER 08

The offer and willingness to pay

Examine the promise, the price, the customer effort, and the evidence of demand.

29 What exactly is the customer buying, and how will they know it worked?

PRIORITY

Define the outcome, deliverables, scope, timeline, customer responsibilities, and exclusions. Avoid implied guarantees.

30 What evidence shows that customers value the offer enough to pay your price?

Use purchases, renewals, paid pilots, or losses. Distinguish compliments and stated interest from payment behavior.

31 Which part of your offer creates the most value, and which adds unnecessary complexity?

What do customers use and praise? What could you simplify without weakening the result or trust?

32 How would you test a change to your offer or price before committing to it?

Define the audience, a fair test, costs, success criteria, and what result would make you stop or revise it.

CHAPTER 09

The brand promise in practice

Translate purpose, personality, and emotion into an experience people can recognize.

33 What single idea should the right customer remember about you?

PRIORITY

Explain it without jargon. What should they feel, understand, and be able to repeat to someone else?

34 Which value have you defended when it was inconvenient or expensive?

Describe the choice and its consequence. Where does your current behavior contradict the values you communicate?

35 How should your brand sound and behave when a customer is uncertain or disappointed?

Give an example of language and action. What tone, pressure, or promise would violate the relationship?

36 Where do your visual identity and messages create the wrong expectation?

Review the website, logo, content, and sales language. What should stay, change, or be tested with customers?

CHAPTER 10

The path from interest to purchase

Find the commercial constraint before adding more activity or spending.

37 Where do good-fit prospects stop moving toward a purchase?

PRIORITY

Trace discovery, inquiry, qualification, meeting, proposal, payment. Use counts and dates from a recent period.

38 Which acquisition source brings customers who stay, pay well, and fit the business?

Compare acquisition cost, conversion, profit, retention, and owner time. Include attribution limits and small samples.

39 What makes your follow-up useful from the customer’s perspective?

What unanswered question does each contact resolve? Define consent, preferred channel, timing, and when to stop.

40 What did your last three lost opportunities reveal about the sales process?

Separate poor fit from process failure. Which explanation comes from the prospect, and which is your assumption?

CHAPTER 11

Freedom through clear delegation

Define sales support that protects the customer relationship and gives the owner time back.

41 Which commercial responsibilities do you want to stop carrying personally?

PRIORITY

Rank outreach, qualification, scheduling, proposals, follow-up, closing, and account care. What will you retain?

42 What exactly makes a meeting worth putting in your calendar?

Define fit, need, timing, decision role, and required information. Include meeting limits, availability, and exceptions.

43 What would someone need to decide well without asking you every time?

Specify training, information, authority, price limits, approved claims, and escalation rules. What is undocumented?

44 How would you know delegation is working for both you and the customer?

Track owner hours, qualified meetings, sales quality, complaints, and handoffs. What incentives could reward the wrong behavior?

CHAPTER 12

Delivery and lasting customer trust

Test whether the lived experience earns retention, referrals, and the promise you make.

45 At which moment does the customer first feel that choosing you was the right decision?

What happens, how soon, and how do you know? Where could uncertainty or buyer’s remorse appear first?

46 Where is there a gap between what you sell and what customers actually experience?

PRIORITY

Use complaints, delays, refunds, rework, or feedback. What causes it, and who is responsible for fixing it?

47 Why do customers return, stay, leave, or recommend you?

Compare real examples from each group. Distinguish satisfaction from habit, switching effort, or lack of alternatives.

48 Which results and stories can you credibly use as proof?

Record baseline, timeframe, your contribution, limits, and permission. What should never be generalized or disclosed?

CHAPTER 13

Growth that the business can sustain

Choose the growth constraint and test demand before increasing commitments.

49 **If demand doubled next month, what would fail first?**

Examine delivery, cash, talent, systems, and your attention. Which constraint already limits you today?

50 **What is the strongest opportunity you are not pursuing, and why?**

Is the barrier evidence, capability, focus, or discomfort? What would you have to stop to pursue it responsibly?

51 **If you launched the business again today, what would you validate before investing heavily?**

Identify the riskiest customer, problem, offer, price, or channel assumption. What small paid test could challenge it?

52 **What would make the business less dependent on you without weakening its character?**

Consider repeatable methods, team judgment, systems, partnerships, and intellectual assets. What needs your voice?

CHAPTER 14

The choices that move you forward

Turn reflection into a small set of testable choices with clear ownership.

53 What is the most important result to achieve in the next 12 months?

PRIORITY

Set a business target and a personal target, with baselines and dates. What would success look like without more revenue?

54 Which belief about your business would be most costly if it were wrong?

What evidence would change your mind? Whose perspective is missing, including customers who did not buy?

55 What can you realistically commit to changing over the next 90 days?

Name up to three priorities, owners, time, budget, deadlines, and decision authority. What will you pause?

56 What are you hoping we understand that these questions have not yet captured?

What concern, ambition, contradiction, or part of your story deserves more attention before we make recommendations?

STRATEGY REVIEW 01

Positioning and the human promise

Complete together with Alpha Vision Method. Separate evidence, interpretations, and decisions.

A Who is the priority customer, and what progress matters most to them?

Link the buying situation, practical outcome, emotional meaning, and customer evidence. Mark untested assumptions.

B What is the clearest credible reason to choose this business?

For [customer] facing [situation], we help achieve [outcome] through [difference], supported by [proof].

C How will the brand make its promise tangible?

Specify behaviors, customer moments, language, and visual cues. Name claims or tactics to avoid.

D What tension or contradiction must be resolved first?

Compare owner aspirations, customer evidence, economics, and delivery capacity. Record the tradeoff and open question.

STRATEGY REVIEW 02

A practical plan for the next 90 days

Complete together with Alpha Vision Method. Separate evidence, interpretations, and decisions.

E Which assumption will we test first?

Define hypothesis, audience, test, owner, cost limit, date, success threshold, and what would disprove it.

F What is the first sales or scheduling responsibility to delegate?

Specify scope, authority, required information, meeting criteria, escalation, and owner hours to recover.

G Which customer experience gap will we fix first?

Name the moment, root cause to verify, change, responsible person, due date, and evidence of improvement.

H How will we decide whether to continue, adjust, or stop?

For up to three priorities, set a baseline, target, review date, decision owner, and personal or customer guardrail.