



DAREDEVIL
PRODUCTION

ARTIST

BRAND DISCOVERY

QUESTIONNAIRE





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Hello!

We're very excited that you took the time to download this questionnaire! This will help you discover not only your brand, but the subtle undertones of your brand as well.

The next step is to take the time and answer all these questions. I highly recommend that you start a word doc for your answers. Then copy, cut and paste all the questions from our questionnaire into your word doc. Now you can go through and answer them to the best of your ability.

DO NOT MAKE ANY ANSWERS UP! This is about AUTHENTICITY so if a particular question doesn't apply to you, then skip it.

This document will be a great way for you to create content, outside of your artist content, that is relevant and personal to your audience. The more they can connect with you on common interests, the more they're going to like you.

Most people secretly think their lives are boring. I promise if you're one of these people you're 100% WRONG. This questionnaire will force you to dig a little deeper to find these answers. You'll be amazed at how interesting you are. Refer to it often and post ANYTHING having to do with any one of your interests.

PS: Imagine if you knew exactly what to do everyday to get your audience growing. Imagine if every second you spent expanding your audience was doing something that actually worked. We can help you create these kinds of strategies and show you how to grow your audience every day. Schedule a consultation today. Email us at info@daredevilproduction.com and put CONSULTATION in the subject line.



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Here is a list of questions that I please need you to fill out. The answers to these questions will give us some serious insight into your personality and help us brand you.

PLEASE take your time answering these and be as complete as possible. You cannot give us "too much" information.

In fact, when we ask for a specific number of answers please consider that a minimum number. Feel free to list as much as you possibly can.

Please take your time and send me back your answers to the following questions listed below. This will help us hone in on your brand and create a unique social media feed.

*****NOTE***** The number we request is a minimum, feel free to add as many as you like. You are not restricted by a maximum number in any way. The more I know about you, the better (and quicker) I can get my head around your brand.





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1. When was the last time you tried something new?
2. What's the most sensible thing you've ever heard someone say?
3. Top 10 Bands of ALL time
4. What life lesson did you learn the hard way?
5. Top 5 Favorite Guitarists
6. Do you ask enough questions or do you settle for what you know?
7. Top 20 Songs of ALL Time
8. What can you do today that you weren't capable of a year ago?
9. Favorite Instrument brands for each instrument you play or admire
10. Favorite Amplifier brands you use or WISH you used
11. Top Five Favorite Comedians
12. Do you support any charities?
13. List of 3 current bands that you feel are "in your lane" or "orbiting around the same planet as you" artistically speaking. (I would use this to find fans that might also like you)
14. Top 10 Iconic people (outside music i.e. poets, actors, comedians, politicians, etc.)
15. Are you an animal lover? if yes, what animals?
16. Are there any animals/creatures you dislike, gross you out, or are terrified of?
17. Are there any social media accounts you like to follow? Why?
18. What do you do outside of music? (Hobbies, interests, sports, etc.)
19. What other talents/knowledge to you have that is valuable?
20. Favorite Sports Teams?
21. Favorite automobile brands
22. Favorite clothing stores
23. Favorite Color
24. 10-Favorite cities (that you have or have never visited)
25. Do you have a "Bucket-list"? If so, what's on it?
26. What 3 things do you love the most?
27. What 3 things to you despise the most?
28. Are you religious? If so what religion?
29. Do you have any obscure talents we need to be aware of?
30. List of 5 Favorite Foods
31. List of 5 Favorite Drinks
32. List of 5 Foods you can't stand
33. List of 5 Drinks you can't stand



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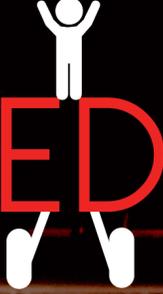
34. What scares or terrifies you?
35. What Are Your Favorite Sweets?
36. What Are Your Favorite Savory Snacks?
37. Who is your Celebrity Significant other?
38. Top 10 Favorite Actors
39. What would you do differently if you knew nobody would judge you?
40. Favorite poets?
41. Top 10 BEST movie scenes of ALL time
42. 10 Words to describe yourself
43. Favorite Magazines
44. Describe Your Fashion Sense
45. What kind of art do you like?
46. Favorite Books
47. What's the best thing that happened to you last year?
48. What's the hardest thing you've had to overcome?
49. Top 5 Singers/Frontmen?
50. What's the worst advice you've ever heard?
51. What are your biggest strengths?
52. 10 things you would tell your younger self
53. Do you have any "isms"? Put the suffix "ism" on the back of your name...any regular quotes, sayings, colloquialisms that you are known for?
54. What are you MOST proud of so far in your life?
55. Anything you wish to share that you are LEAST proud of? (Maybe you wish you did something better or different?)
56. What emoji's do you like and use?
57. What emoji's do you DESPISE and never use?
58. Do you have a name for your followers?
59. If no, do you want to make one up?
60. Is there a word for your followers you would NEVER use?
61. What is your favorite Holiday?
62. What is your Least Favorite Holiday?
63. Do you have any nervous habits? If so, what are they?
64. What was your most embarrassing moment in life?
65. Top 5 Favorite Movie Directors
66. What do you normally do when you're happy?



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67. What do you normally do when you're sad?
68. What do you normally do to relax?
69. What do you do to get motivated?
70. Is there a skill you wish you had but do not?
71. Where did you grow up?
72. What is your fondest childhood memory?
73. What is your least favorite (most terrifying) childhood memory?
74. What is your "Psych Song"?
75. What is your fav song to listen to when you're sad?
76. What do your haters say about you?
77. When did you discover music?
78. When did you decide that you wanted to be an artist?
79. If you didn't have to sleep what would you do with the extra time?
80. What job would you be terrible at?
81. If you could turn any activity into an Olympic sport, what would you have a good chance at winning a medal at?
82. What skill would you like to master?
83. Top 10 BEST Movies of ALL time.
84. When people come to you for help, what do they usually want help with?
85. What takes up too much of your time?
86. What do you wish you knew more about?
87. What would be your first question after waking up from being Cryogenically frozen for 100 years?
88. What are some small things that make your day better?
89. What is your go-to band or artist when you can't decide on something to listen to?
90. What TV Channel doesn't exist but really should?
91. What TV show or movie do you refuse to watch?
92. What's something you like to do the old-fashioned way?
93. How often do you people watch?
94. What have you only recently formed an opinion about?
95. What's the best single day on the calendar?
96. How do you relax after a hard day of work?
97. What are you interested in that most people haven't heard of?
98. What's the most heartwarming thing you've ever seen?
99. Top 10 BEST Albums of ALL time.
100. What could you give a 40 minute presentation on with absolutely no preparation?



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101. If you were dictator of a small island nation, what crazy dictator stuff would you do?
102. What is something you think everyone should do at least once in their lives?
103. Top 5 Favorite Drummers.
104. What's worth spending more on to get the best?
105. What's something that a ton of people are obsessed with but you just don't get the point of?
106. Where is the most interesting place you've been?
107. What's something you've been meaning to try but just haven't gotten around to doing?
108. What amazing thing did you do that no one was around to see?
109. How different was your life 1 year ago?
110. What would you rate a 10/10?
111. What fad or trend do you hope comes back?
112. What movie title best describes your life?
113. What's the most relaxing place you've ever been too?
114. Top 5 Favorite Bass Players.
115. What's the best compliment you've ever received?
116. What's the dumbest thing you've done that actually turned out pretty well?
117. What is something you'll NEVER do again?
118. What are some of the events in your life that made you who you are?
119. What do you wish your brain was better at doing?
120. There are 2 types of people in this world, what are those 2 types?
121. If you could make 1 rule that everybody had to follow, what rule would that be?
122. What stereotype do you completely live up to?
123. What is one of your favorite smells?
124. What would you do if you knew you were going to die in 1 hour?
125. If life is a game, like some people say, what are some of the rules?
126. Who is/was your most interesting friend?
127. What is something that your friends consider "So You"?
128. What do you take for granted?
129. What is something you're self-conscious about?
130. What personality trait do you value the most and dislike the most?
131. What small gesture from a stranger made a big impact on you?
132. What irrational fear do you have?
133. What makes a good life?



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134. What do you strongly suspect but have no proof of?
135. What's the last adventure that you went on?
136. When do you truly feel "alive"?
137. What are three of the most significant numbers in your life?
138. If you were put in solitary confinement for six months, what would you do to stay sane?
139. What's something horrible that everyone should try at least once?
140. What are you really good at but kind of embarrassed that you're good at it?
141. Which one of your scars has the best story behind it?
142. What mistake do you keep making again and again?
143. What do people think is weird about you?
144. What's the hardest lesson you've learned?
145. What annoys you the most about the in-groups you are a part of?
146. What do you regret not doing or starting when you were younger?
147. What are 3 things that REALLY get your blood boiling? What totally sets you off?
148. The first concert you ever saw was _____
149. If you could see any concert ever it would be _____
150. Either you love _____ or you're wrong.
151. How often do you prepare food at home?
152. Do you have any nervous tics?
153. What's the best advice you've ever heard?
154. Are you usually early or late?
155. What's the most annoying question people ask you?
156. What's your dream car?
157. What website do you visit the most often?
158. Do you think crying is a sign of strength or weakness?
159. What's the difference between living and existing?
160. Is it possible to lie without saying a word?
161. Have you done anything lately worth remembering?
162. If you had a friend who spoke to you in the same way that you sometimes speak to yourself, how long _____ would you allow this person to be your friend?
163. Which activities make you lose track of time?
164. If you had to teach something, what would you teach?
165. What would you regret not fully doing, being or having in your life?
166. If you were handed a box of everything you've ever lost in your lifetime, what would be the first thing _____ you'd reach for?



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167. What would you regret not fully doing, being or having in your life?
168. Are you holding onto something that you need to let go of?
169. When you are 80-years-old, what will matter to you the most?
170. When is it time to stop calculating risk and rewards and just do what you know is right?
171. How old would you be if you didn't know how old you are?
172. Would you break the law to save a loved one?
173. When it's all said and done, will you have said more than you've done?
174. If the average human lifespan was 40 years, how would you live your life differently?
175. What do we all have in common besides our genes that makes us human?
176. If you could choose one book as a mandatory read for all high school students, which book would you choose?
177. Would you rather have less work or more work you actually enjoy doing?
178. What is important enough to go to war over?
179. Which is worse, failing or never trying?
180. When was the last time you listened to the sound of your own breathing?
181. What's something you know you do differently than most people?
182. Would you rather be a worried genius or a joyful simpleton?
183. If you could instill one piece of advice in a newborn baby's mind, what advice would you give?
184. What is the most desirable trait another person can possess?
185. What are you most grateful for?
186. Is stealing to feed a starving child wrong?
187. What do you want most?
188. Are you more worried about doing things right, or doing the right things?
189. What has life taught you recently?
190. Where do you find inspiration?
191. If we learn from our mistakes, why are we always so afraid to make a mistake?
192. What impact do you want to leave on the world?
193. In the haste of your daily life, what are you not seeing?
194. Have you ever regretted something you did not say or do?
195. Has your greatest fear ever come true?
196. If you had the chance to go back in time and change one thing would you do it?
197. If a doctor gave you five years to live, what would you try to accomplish?
198. What is the difference between innocence and ignorance?
199. Can there be happiness without sadness? Pleasure without pain? Peace without war?
200. What's the one thing you'd like others to remember about you at the end of your life?



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Once again, take your time on these. If there are some questions that do not apply, please don't make any up. This is all about AUTHENTICITY.

Refer to these answers whenever you're at a loss for content. It's all about CULTURE!

Please keep us in the loop and let us know how it's working.

- Johnny Dwinell

