

How is your brand

A BRAND AUDIT CHECKLIST FOR FOUNDERS

holding up?

BEFORE YOU START: This isn't a test. There are no wrong answers, only honest ones. Work through each section and tick every statement that applies to you. The score at the end will tell you exactly where you're at.

Section 1: MESSAGING

- ☐ My tagline could apply to 20 other businesses.
- ☐ I describe what I do the same way my competitors do.
- ☐ My content sounds "professional" but not distinctly like me.
- ☐ I struggle to explain what makes me different in one sentence.
- ☐ I avoid strong opinions in case I alienate someone.

Section 2: VISUAL IDENTITY

- ☐ My logo feels nice, but not distinctive or powerful.
- ☐ I chose my colours because they're trending.
- ☐ I regularly change fonts, layouts and styles.
- ☐ My brand looks smaller than the level I operate at.
- ☐ If my logo was removed, my content wouldn't be recognisable.

Section 3: POSITIONING

- ☐ I try to appeal to "everyone."
- ☐ I've never clearly defined what I stand against.
- ☐ I soften my messaging to avoid narrowing my audience.
- ☐ I compete on price more than positioning.
- ☐ I attract clients who don't fully get my value.

Your Score

0 – 5 ticks – You are clearer than most.

6–10 ticks – Sameness is creeping in.

11 – 15 ticks – You don't have a brand problem, you have a positioning problem.

Unhappy with your result? Then let's chat. Your difference isn't missing, it's just undefined.