

THE EMPOWERED BRAND CHECKLIST



A self-assessment tool for purpose-driven women in business.

You've launched, hustled, and built something from the ground up—go you! But if your branding still feels a little DIY or disjointed, this checklist will guide you through the essentials to refine your brand, elevate your presence, and help you attract the clients you really want.

Tick all the boxes you agree with.

BRAND FOUNDATION

- I have a clear vision and mission for my business.
- I know exactly who my ideal client is.
- I understand my brand values and what I stand for.
- I have a strong brand personality (tone, style, vibe).

VISUAL IDENTITY

- My logo is versatile, scalable and reflects my brand style.
- I use a consistent color palette across all platforms.
- I have 2–3 fonts that I use consistently.
- My images and graphics align with my brand vibe.

MESSAGING & STORY

- I have a clear brand message, personality and tagline.
- I can explain what I do and who I help in one sentence.
- I tell personal or client stories that build trust.
- My website and socials speak directly to my ideal client.

CLIENT EXPERIENCE

- My branding carries through every client touchpoint (emails, onboarding, packaging, etc.)
- I get compliments on how professional and put-together my brand feels.
- I feel confident charging what I'm worth because my brand reflects the value I deliver.

Your Score: Add up your total, each tick is worth one point.

12–15: You're doing great! A few small tweaks could elevate your presence even more.

8–11: You've laid a strong foundation, now it's time to refine and realign your visuals and messaging.

Below 8: You're ready for a brand refresh! This is the perfect moment to realign with your brand with your vision.

How we can help!

- Register your interest for our next [Authentically You: Branding from the heart](#) masterclass.
- Book a [1-1 Brand Discovery](#) session.
- Sign up to receive our [Big Branding for Little Businesses newsletter](#) direct to your inbox.
- Follow us on [Instagram](#) or [Facebook](#).



Knowledge is power, fuel your brand's growth.

wowstudios.com.au • 02 9000 2240 • info@wowstudios.com.au