

EXISTING BRAND DIAGNOSTIC TOOL



Use this quick scorecard to evaluate where your brand is strong and where it needs attention.

If your brand feels like it's not quite landing, this is where you get clarity. This quick diagnostic is designed to help you step back, assess what's really working, and uncover the gaps that might be holding you back. Understand where your brand is strong, where it needs attention, and what to focus on next to start attracting the right people with confidence.

CLARITY

- I can clearly explain what I do in one sentence
- My audience understands my offer instantly
- My messaging is simple and easy to follow

VISUAL IMPACT

- My branding looks professional and cohesive
- My visuals reflect the value of my offer
- My brand is recognisable without my logo

CONNECTION

- My brand speaks directly to a specific audience
- My content feels relatable and personal
- My audience engages with my messaging

CONSISTENCY

- My tone of voice is consistent
- My visuals are consistent across platforms
- I show up regularly and intentionally

DIFFERENTIATION

- My brand stands out in my industry
- I clearly communicate what makes me different
- My brand feels memorable

TRUST AND CREDIBILITY

- My brand feels professional and trustworthy
- I clearly communicate my expertise or experience
- I have testimonials and results to back up what I say

Rate each statement from 1 to 5.

1 - not true at all
5 - Strongly true

/5 CLARITY

/5 CONNECTION

/5 DIFFERENTIATION

/5 VISUAL IMPACT

/5 CONSISTENCY

/5 TRUST AND CREDIBILITY

Your Results

65–75

Your brand is strong. People understand you, connect with you, and trust you. Focus on refining and amplifying your visibility to grow even faster.

45–64

Your brand has potential, but some gaps are holding you back. These are the areas to prioritise so your brand starts attracting the right people consistently.

Below 45

Your brand isn't working as hard as it could. It's time to realign your messaging, visuals, and trust signals to start converting the right audience.

Need Help?

If this diagnostic has highlighted areas where your brand could be stronger, don't worry, you don't have to figure it out alone. We'd love to help you get clarity, realign your brand, and start attracting the right people with confidence.

Contact us for a no-obligation, free chat and let's explore how we can make your brand work harder for you.

Knowledge is power, fuel your brand's growth.

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