

EXISTING BRAND SELF-EVALUATION GUIDE



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

Your brand is more than just a logo — it's the feeling you create, the story you tell, and the reputation you build. Whether you're rebranding or refining, this checklist will help you uncover hidden gaps, clarify your purpose, and create a brand that truly aligns with who you are and what you stand for. Let's bring your brand into focus and elevate your impact.

Review your brand touchpoints

- Website & Landing Pages
- Social Media Profiles
- Email Promotions
- Bus Cards & Brochures
- Packaging & Signage
- Client Documents & Proposals
- Presentations

Ask yourself: Is the look and feel consistent across platforms? Does each touchpoint reflect the experience I want my audience to have?

Evaluate your reputation

- Google your business, what comes up first? Are the reviews positive or negative?
- Are you known for something specific? (Niche or signature offer)
- Ask people what is their first thought when they think about your business?

Look at your visuals

- Logo: are there old versions floating around?
- Colours & Fonts: are they consistent or mismatched?
- Imagery: do they have a consistent vibe & style?
- Icons: Are all your icons & symbols consistent?

Seek Feedback

- Ask loyal clients: Why did you choose my business?
- Post a poll or question on socials - what comes to mind when you think about my brand?
- Send a short survey (max 5 questions). Ask about your logo, tone, messaging.
- Ask peers or mentors for an honest first impression.

Assess your tone of voice

- Captions & blog posts
- Website copy
- Email marketing
- Ads & Promo Materials

Does your tone match your brand personality & does it all sound like it came from one person?

Conduct a competitor analysis

Look at 3-5 businesses in your space with similar offerings or audience and ask;

- What are they doing really well?
- How are they promoting their brand, products & services?
- How do they compare? What are the similarities & differences between your brand and theirs. Think about the offering, messaging, look & market position.

Consider your messaging

- Is your message clear and easy to understand?
- Are you attracting the right audience?
- Is your message aligned with your values and purpose?
- Is your messaging catchy and memorable?

Think about your brand purpose

- Why does your business exist beyond making a profit? Is your existing brand a reflection of this?
- What impact do you want to have on clients & community?
- Do you have a brand statement that expresses what your brand is all about? Have you established your brand heart? (Purpose, Mission, Vision & Values).

Appraise your brand personality

- What are your five key personality traits?
- Bold, Empowered, Nurturing, Fun, Rebellious, Playful, etc...

Does your brand match with your identified brand personality traits?

Rate yourself

Rate each category from 1-5.
(1 - needs work, 5 - totally aligned).

- Visual Identity (logo & imagery)
- Tone of Voice & Brand Message
- Brand Heart - Your purpose beyond profit
- Brand Personality
- Brand Reputation
- Consistency & Cohesion

Need help getting back on track? Speak to us about our brand discovery sessions & brand revamp packages.

Knowledge is power, fuel your brand's growth.

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