

Audit Your Brand in 20 Minutes

How to Use This Workbook

This is not a test. This is not about impressing anyone. This is about seeing clearly.

1

Rate each statement from 1 to 5

1 = Not clear 2 = Slightly unclear 3 = Average 4 = Clear 5 = Very clear

2

Be brutally honest.

No one is watching. This is where growth begins.

3

Add notes where needed.

That's where the real insight lives.

4

Move to the Scorecard Dashboard

Review your results.

The goal of this audit is not perfection — it is awareness.

SECTION 1: BRAND CLARITY

Ask yourself... if someone stopped you mid-coffee and said "What do you do?" Would your answer land clean... or wander?

Question	Score (1–5)	Notes
I can clearly explain who I serve	---	
I know the core problem my brand solves	---	
My audience knows when they should come to me	---	
My offer is clear and specific	---	
I know what I do AND what I don't do	---	

SECTION 2: POSITIONING

This is where most people play safe... and disappear.

Question	Score (1–5)	Notes
My brand feels different from others in my space	---	
My content reflects my thinking, not trends	---	
People know what I am known for	---	
I am not trying to serve everyone	---	
My brand communicates a clear perspective	---	

SECTION 3: MESSAGING

Your words either **pull people in...** or quietly push them away.

Question	Score (1-5)	Notes
My bio/about clearly reflects my work	---	
My language feels natural and authentic	---	
My tone is consistent across platforms	---	
My visuals match my brand message	---	
My call-to-action is clear	---	

SECTION 4: AUDIENCE CONNECTION

If they don't feel seen, they won't stay.

Question	Score (1–5)	Notes
My audience feels understood	---	
My brand speaks to real problems	---	
My content receives meaningful engagement	---	
My brand feels human and relatable	---	
I use language my audience relates to	---	

SECTION 5: CREDIBILITY

Trust isn't built by saying "I'm good." It's built by showing it, repeatedly.

Question	Score (1–5)	Notes
I show proof of my work or results	---	
I share insights from real experience	---	
My brand builds trust over time	---	
I show my thinking and approach	---	
I confidently communicate my value	---	

BRAND SCORECARD DASHBOARD

Now the truth shows up in numbers.

Section Scores

Brand Clarity Score:

Positioning Score:

Messaging Score:

Audience Connection
Score: -----

Credibility Score:

**Overall Brand Score (Out
of 100)**

Your Score: -----

Interpretation

**85–100 → Strong
Brand Foundation**

**65–84 → Good, but
needs refinement**

**45–64 → Brand lacks
clarity**

**Below 45 → Brand
reset needed**

Brand Health Indicator & Final Reflection

Colour your scores mentally (or in sheet):



4–5

Strong



3–3.9

Needs work



Below 3

Major gap

No drama. Just data.

FINAL REFLECTION

This is where most people rush. **Don't.**

Sit with it.

1 Biggest Brand Gap I Discovered

2 What I Will Fix This Quarter

3 One Thing I Will STOP Doing

BONUS: BRAND ENERGY CHECK

Numbers tell logic. Energy tells truth.

What energy does your brand currently project? (*Check one*)

☐ **Confident**

☐ **Calm**

☐ **Inconsistent**

☐ **Scattered**

☐ **Invisible**

☐ **Thoughtful**

☐ **Authority**

Closing Thought

A messy brand is not a failure. It's just an unedited story.

Clean it up, sharpen the edges, and suddenly... people get you.

And when people get you, they trust you.

And when they trust you... business stops feeling like a struggle.