

# BRAND PERSPECTIVE CHECKLIST

GAIN PERSPECTIVE.  
BUILD CONFIDENCE.  
ELEVATE YOUR BRAND.

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Your brand is more than a logo, it's the way your business shows up in the world. But when you're in the thick of running things, it's easy to lose sight of whether your brand is working for you or just... *floating along*.

The following exercises will help you get there!

This checklist will help you take a step back and evaluate how clearly your brand is communicating your value. Think of it as a quick tune-up, a moment to get perspective and pinpoint where you might need a little lift.

*Remember:*

The goal is not perfection.  
It's alignment.

Let's see how your brand's doing.

## THE CHECKLIST

Review each of the following statements. Score yourself on a scale of 1 to 5.

1 = Not at all true  5 = Absolutely true

### Brand Message & Positioning

- I can clearly articulate what I do, who I serve, and why it matters.
- My audience understands what sets me apart from competitors.
- My brand messaging is consistent across all platforms. (website, social, print, etc.)
- I feel confident introducing my business and explaining its value.

### Visual Identity

- My logo, colors, fonts, and imagery reflect the personality and values of my brand.
- My visual style is consistent everywhere my brand shows up.
- My brand feels polished, professional, and aligned with the audience I want to attract.

### Audience Connection

- I know who my ideal client is and speak directly to them.
- My brand builds trust and makes my audience feel understood.
- I regularly receive compliments on my brand or how professional it feels.

### Brand Experience

- My website and materials are easy to navigate and aligned with my brand.
- My brand looks and feels like me and is authentic, intentional, and aligned with my business goals.
- I have systems in place (templates, tone guides, etc.) that make it easy to stay consistent.

## WHAT YOUR SCORE SAYS ABOUT YOUR BRAND

Add up your total score from all 13 items. Then check your range below.

Score: \_\_\_\_\_

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### 44–65: Clear for Takeoff!

Your brand is working well, but it might be time to refine or evolve for your next level of growth.

### 22–43: Brand in Progress

You're on the right track, but there are some key areas where more clarity and consistency could create big results.

### Below 21: Time for a Brand Recalibration

Your brand may be causing confusion or leaving opportunities on the table. The good news? That means there's so much potential to unlock.

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## CONGRATULATIONS!

You've taken essential steps toward defining your brand identity. Remember, a strong brand is a continuous journey of growth and adaptation.

Let's chat if you want to take your brand to new heights so that it resonates with your audience and reflects your business purpose, position, and value!

[BOOK A CALL](#)

THANK  
YOU



LIGHTEN UP  
CREATIVE SERVICES



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