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## **Brand Health Check: Your 15-Minute Brand Diagnostic**

### How to Use This Guide

Take 15 minutes to honestly assess each area of your brand. Score each item from 1-5, where:

1 = Needs urgent attention

5 = Working extremely well

## **1. Brand Clarity**

### Foundation Check

- ☐ Can you explain what makes your brand different in one sentence?
- ☐ Do all team members describe your brand consistently?
- ☐ Is your target audience clearly defined?
- ☐ Do you have documented brand values that guide decisions?
- ☐ Can you name your top three competitors and how you differ?

Score/Notes:
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### **Red Flags to Watch For:**

- Different team members describe your brand differently
- You struggle to make quick brand-related decisions
- Your messaging changes frequently

## **2. Brand Expression**

### Visual Health

- ☐ Do all your materials look consistently branded?
- ☐ Is your visual identity memorable and distinct?
- ☐ Do you have brand guidelines that are actually used?
- ☐ Are your visuals appropriate for your target audience?
- ☐ Is your brand recognizable even without your logo?

Score/Notes:

#### Voice Check

- ☐ Do you have a consistent tone of voice?
- ☐ Does your communication style resonate with your audience?
- ☐ Are your messages clear and jargon-free?
- ☐ Do you have documented communication guidelines?
- ☐ Is your brand voice distinct from competitors?

Score/Notes:

### 3. Brand Experience

#### Customer Journey

- ☐ Is your brand experience consistent across all touchpoints?
- ☐ Do you regularly gather customer feedback?
- ☐ Are customer pain points actively addressed?
- ☐ Do you have systems to maintain consistency?
- ☐ Is there clear alignment between promise and delivery?

Score/Notes:

## Digital Presence

- ☐ Is your website clearly communicating your value?
- ☐ Are you active on the right platforms for your audience?
- ☐ Is your content strategy supporting your brand goals?
- ☐ Do you have a plan for brand growth?
- ☐ Are you measuring the right metrics?

Score/Notes:
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## Scoring Your Brand Health

Total your scores for each section:

20-25: Strong foundation

15-19: Solid but room for improvement

10-14: Needs attention

Below 10: Requires immediate action

## Next Steps

If You Scored 20-25:

- Focus on innovation and staying ahead
- Look for ways to scale your success
- Document what's working well

If You Scored 15-19:

- Identify specific areas for improvement

- Create action plans for weak spots
- Consider getting expert guidance

If You Scored 10-14:

- Prioritise addressing significant gaps
- Review your brand strategy
- Consider professional brand support

If You Scored Below 10:

- Time for a brand strategy reset
- Get expert help to rebuild foundations - [hello reach out and book a free call!](#)
- Focus on core brand elements first

**Red Flags That Need Immediate Attention:**

- Inconsistent brand presentation
- Unclear value proposition
- Misaligned team understanding
- Poor customer feedback
- Declining engagement

**Want a Deeper Dive?**

Book a Brand Therapy session with me for a thorough analysis and customised action plan. Together, we'll:

- Identify your brand's specific challenges

- Create a clear path forward
- Build systems for long-term brand health

*Remember: A healthy brand isn't built overnight, but small, consistent improvements add up to significant results.*

Free intro call - [book here.](#)

Wishing you the best,

Sophie

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