

Branding / Websites / Social / Marketing \* From Bottom Shelf to Top Shelf \* Branding / Websites / Social / Marketing \* From Bottom Shelf to Top Shelf

FOR ESTABLISHED BUSINESSES READY TO RECLAIM THEIR AUTHORITY

# The Brand Strength Check

BRAND CLARITY  
IN 5 MINUTES



TO HELP YOU CRAFT A COHESIVE BRAND ACROSS ALL YOUR MARKETING CHANNELS AND CUSTOMER TOUCHPOINTS.



# HELL! !

**Is your brand helping you  
win trust – or silently  
costing you credibility?**

As your business has grown, chances are your brand hasn't kept up. This quick checklist is built for established entrepreneurs who've outgrown their early branding – but haven't had time to clean it up.

Whether it's your website, pitch decks, proposals, or social media, inconsistent branding leads to lost trust, missed opportunities, and looking less professional than you really are.

This isn't about pretty colors or trendy logos. This is about:

**Clarity in your messaging  
Consistency in your client experience  
And credibility in every touchpoint**

If you answer "No" to more than 3 of these...  
👉 it's time for a strategic brand revival.

*Vanessa Gosiak*

Rebrand Strategist + Brand Positioning Expert



## Check your Visual First Impressions

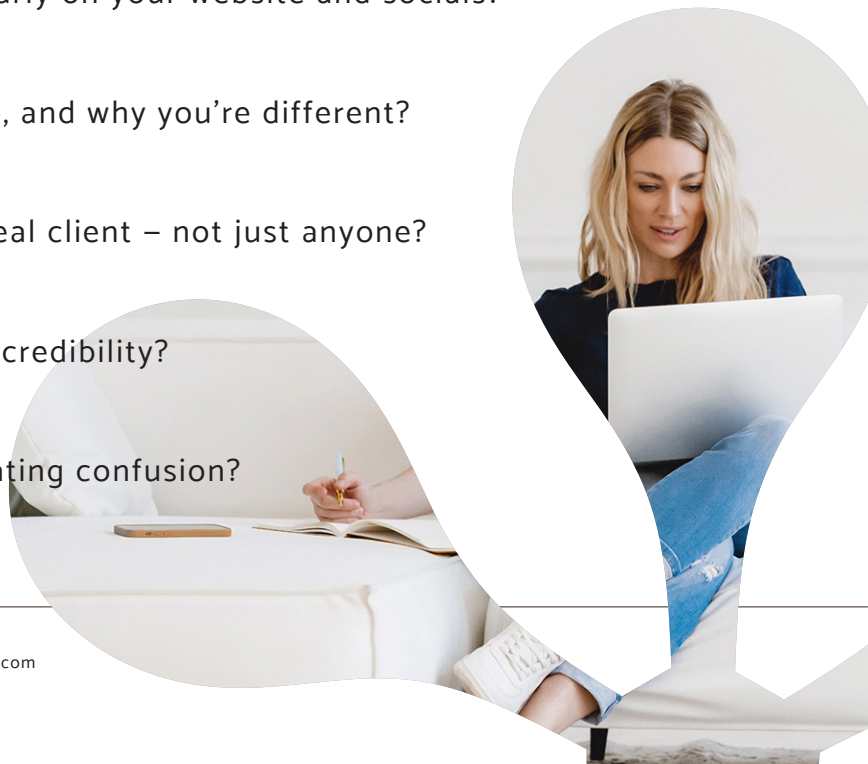
People judge your brand in seconds – based on what they see. If your visuals feel off, outdated, or inconsistent, you lose trust before the pitch.

- Are your logo, colors, and fonts consistent across every platform?
- Do your website, socials, and proposals feel like the same business?
- Does your business look modern and professional – or dated and disconnected?
- Do your brand visuals reflect where your business is now – not when you started?
- Are you visually communicating credibility – or DIY energy?

## Message with Clarity

Your brand should speak for you – fast. If people don't "get it" in 10 seconds or less, you're losing business.

- Can someone understand what you do in under 10 seconds?
- Are your core services described clearly on your website and socials?
- Is it clear what you do, who you help, and why you're different?
- Is your message speaking to your ideal client – not just anyone?
- Is your messaging aligned with your credibility?
- Is your brand building trust – or creating confusion?



## Audit your Social Presence

Your social presence isn't just for likes – it's a trust-builder. If your profile doesn't show clarity, value, and consistency, it's working against you.

- Your bio clearly communicates what you do and who you help
- Are you showcasing the results you actually deliver today
- Your highlights, reels covers, and graphics use your brand colors and fonts
- Your feed is visually consistent and instantly recognizable
- You're not just selling – you're consistently offering value
- Your posts generate real engagement, not ghost-town likes

## Website Presence Biggest Asset

Your website should speak your client's language – visually and verbally. If it feels generic or outdated, they'll move on.

- Your site uses your brand fonts and colours – not a random template
- Your About page or Team section includes real, professional headshots
- Your site feel current and resonates with your ideal client
- Your headlines have a strong hook to encourage CTAs
- Nothing on your site looks blurry, stretched, off-brand, or outdated
- Your visuals (images, graphics, mockups) feel aligned – not cheesy stock photos
- You have a strong, benefit-driven lead magnet featured clearly on your site
- You've optimized the site for mobile – nothing's broken or awkward
- Are you showcasing the results you actually deliver today



## Positioning

If you sound like everyone else, you disappear. Positioning is what makes people choose you – not just a service like yours. Own your difference, or blend into the noise.

- It's clear what makes you different from others in your space
- You're not just selling a service – you're solving a specific problem for a specific person
- Your brand doesn't feel generic or interchangeable with competitors
- You've defined your niche, but your value still feels elevated
- You know your market and speak directly to its pain points
- You've moved beyond "what you do" and into "why you're the only one who does it like this"
- People can explain what makes you different after they visit your site or hear your pitch

## Client Experience Touchpoints

Your clients experience your brand through every doc, deck, and deliverable. If those pieces feel messy or disconnected, it chips away at your credibility.

- Your proposals, invoices, and presentations are branded and cohesive
- Onboarding docs and client welcome packets match your visual identity
- You use branded slide decks, layouts, and iconography across materials
- PDFs, reports, and checklists reflect your tone, voice, and design system
- Email signatures, replies, and auto-responders feel aligned and professional
- Print materials (brochures, one-pagers, handouts) match your digital brand
- Your ad campaigns and promos use the same messaging, voice, and visuals
- Nothing feels off, rushed, or generic – it all looks like you



# That's it! How did you do?

## More than 3 “No”s?

Your brand's not broken – it's just outdated.

Let's bring it back to life with a strategy-first rebrand that actually reflects your authority.

# Pssst!

WANT A SNEEK PEEK 🙈

If this checklist exposed more than a few gaps – don't worry. That's what I'm here for.

I'm only taking on **10 EXCLUSIVE REBRAND SPOTS** this year, so each one gets my full attention, strategy, and creative focus. No fluff. No templates. Just a clear, aligned brand that reflects the business you've built – want in?

From “meh” to top of mind. Book a 15-minute 1:1 brand audit 📩 [www.sixthworkshop.com](https://www.sixthworkshop.com)