

# 15 MINUTE BRAND AUDIT

FOR MAKERS  
& ARTISANS

LET'S DO  
THIS!

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# 15-MINUTE BRAND AUDIT

## INSTRUCTIONS

1.

### PREPARE:

TAKE OUT A SHEET OF PAPER AND A PEN.

2.

### ANSWER:

HONESTLY ANSWER THE 10 QUESTIONS BELOW.

3.

### SCORE:

GRADE YOURSELF FROM 1 – 5 ON EACH QUESTION  
ACCORDING TO THIS KEY:

5 = YES!

4 = likely yes

3 = Perhaps

2 = unlikely no

1 = NO!

4.

### ASSESS:

WHEN YOU'RE FINISHED, TALLY UP YOUR "BRAND  
HEALTH SCORE" AT THE BOTTOM.

### A LITTLE ADVICE:

DONT BE ASHAMED AND HACK YOUR ANSWERS. BE HONEST ABOUT WHERE  
YOU AND YOUR COMPANY ARE AT...Let's Do This.



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## LET'S DO THIS

### 1. I TOTALLY GET WHAT BRANDING IS...

I clearly understand what a brand is, how "branding" is different from "marketing," and what is necessary to create a great brand experience.

Score: 1 - 2 - 3 - 4 - 5

### 2. AWESOMENESS

I know clearly where my company naturally, easily, and consistently excels. I avoid working on products and/or services for which I do not have differentiated core expertise.

Score: 1 - 2 - 3 - 4 - 5

### 3. TARGET MARKET & COMPETITION

I clearly understand the "big issue" our target market experiences every day, and we are committed to help our target market solve that problem. I understand clearly where our competition is weak (and strong) in our market space, and the opportunities and threats that this creates for us.

Score: 1 - 2 - 3 - 4 - 5

### 4. BRAND POSITIONING & BRAND PROMISE

I get the concept of brand positioning and have defined and articulated my or our brand promise. Our brand promise is our "what drives us", and it deeply resonates with our target market. I regularly monitor how well we keep our promise.

Score: 1 - 2 - 3 - 4 - 5

### 5. BRAND PERSONALITY

We understand our brand personality, brand archetype, and our story and regularly use them in our marketing and branding.

Score: 1 - 2 - 3 - 4 - 5

### 6. CORE BRAND VALUES

We understand our core brand values and all of our marketing and structure adheres to them.

Score: 1 - 2 - 3 - 4 - 5

### 7. MARKETING STRATEGY

I understand how branding and marketing are united and created a marketing strategy that has combined both.

Score: 1 - 2 - 3 - 4 - 5

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#### SCORE KEY

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## 8. DESIGN: QUALITY & CONSISTENCY

I understand the power of world-class design, and I always get compliments regularly. My visual branding across all channels are cohesive and I am committed to the key advantage that design awesomeness brings. My visual brand across all media—print, web, and mobile—all form a powerful, consistent, and coherent picture of exactly who we are, and what sets our solution apart.

Score: 1 - 2 - 3 - 4 - 5

## 9. SOCIAL MEDIA BRANDING

I get how to leverage the power of our brand on social media, and we have a consistent brand footprint across all social media.

Score: 1 - 2 - 3 - 4 - 5

## 10. BRAND VISION-CASTING

I spend enough time brainstorming, dreaming, and strategizing about what our brand can be and how it can delight people – and come up with ways that I can make that happen.

Score: 1 - 2 - 3 - 4 - 5

### SCORE KEY

5 = YES!

4 = likely yes

3 = Perhaps

2 = unlikely no

1 = NO!

### TALLY UP YOUR SCORE

Now that you've gone through the questions, tally your Brand Health Score by adding up scores from all questions.

**45 – 50 points = 90 – 100%**

#### SWEET AWESOMENESS

Excellent brand health. You totally get the various building blocks of a strong brand. Rock on!

**40 – 45 points = 80 – 90%**

#### DOING ALRIGHT BUT...

Good start, but there is room for improvement. Think about how to improve areas of lower-scoring questions.

**35 – 40 points = 70 – 80%**

#### LET'S MAKE SOME CHANGES

Be careful. Take some time to look into your lower answers and brush up on branding basics.

**30 – 35 points = 60 – 70%**

#### YIKES, GOT A FEW THINGS...

So your score may indicate some serious blind spots that are causing a few issues. Time to get help.

**Under 30 = 60% and under**

#### TIME TO INVEST IN YOUR BRAND

I am so proud of your honesty...you have room to make some huge gains in your brand if you will invest in some professional help.

