



BRANDNAMESITES

BRAND AUDIT WORKSHEET: EVALUATE YOUR BRAND IDENTITY

[Type the document subtitle] | Shayna Pittman



Introduction

Now that you've defined your brand's core elements; it's time to evaluate them. This Brand Audit Worksheet will help you assess each aspect of your brand identity and determine if any adjustments are needed to achieve a stronger, more cohesive brand.

1. Mission Statement Audit

Purpose: To assess if the brand mission is clear, impactful, and actionable.

Self-Assessment Checklist:

- Is your mission statement specific, clearly defining what your brand aims to achieve?
- Does it connect emotionally with your target audience?
- Is it inspiring and aligned with your long-term vision?
- Can you envision this mission driving all of your brand's actions and decisions?

Rating (1-5 scale): *Rate your mission's clarity and impact.*

Reflection:

- If your score is below 4, consider simplifying or clarifying your mission.
 - Ask yourself, "What specific change do I want to create for my customers, and how does my brand do this differently than others?"
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2. Core Values Audit

Purpose: To ensure that the chosen values resonate with the brand and are meaningful.

Self-Assessment Checklist:

- Are your core values unique, or do they feel generic?
- Do your values clearly support your mission and resonate with your audience's expectations?
- Are these values consistently reflected in how you run your business, communicate, and make decisions?
- Can your audience easily see these values in your brand interactions?

Rating (1-5 scale): *Rate the alignment and authenticity of your values.*

Reflection:

- If you scored below 4, revisit each value to see if it authentically represents your brand.
- Consider revising values to be more specific to your brand's unique identity and culture.



3. Target Audience Audit

Purpose: To verify that the target audience is well-defined and relatable.

Self-Assessment Checklist:

- Is your target audience description specific enough to guide your marketing and branding efforts?
- Do you understand your audience's pain points, motivations, and needs well?
- Can you easily visualize your ideal customer or even imagine speaking to them directly?
- Would your target audience see themselves in your brand and feel connected?

Rating (1-5 scale): *Rate the clarity and relatability of your target audience profile.*

Reflection:

- If you scored below 4, consider further narrowing down your target audience based on demographic and psychographic details.
- Identify specific customer problems or desires and how your brand directly addresses these.

4. Unique Selling Points (USPs) Audit

Purpose: To evaluate if the USPs are compelling, relevant, and distinctive.

Self-Assessment Checklist:

- Are your USPs truly unique to your brand, setting you apart from competitors?
- Do your USPs focus on specific benefits or qualities that your target audience values?
- Are they easy to communicate, concise, and memorable?
- Would your USPs make a potential customer choose you over another brand?

Rating (1-5 scale): *Rate the uniqueness and relevance of your USPs.*

Reflection:

- If you scored below 4, ask yourself what differentiates your brand from others in your industry.
 - Consider how to make your USPs more specific by focusing on unique features or exceptional customer benefits.
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5. Brand Voice Audit

Purpose: To assess if the brand voice is consistent, authentic, and appealing to the target audience.

Self-Assessment Checklist:

- Does your brand voice align well with your values and target audience preferences?
- Is your tone distinctive, memorable, and reflective of your brand's personality?
- Can you easily maintain this voice across different channels (social media, website, emails)?
- Does your brand voice naturally support your mission and goals?

Rating (1-5 scale): *Rate the consistency and distinctiveness of your brand voice.*

Reflection:

- If you scored below 4, re-evaluate how your brand's personality is coming across. Test different tones until you find one that feels genuine.
 - Think about your ideal customer—how would they prefer to be spoken to? Adjust your brand voice accordingly.
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6. Brand Identity Summary Audit

Purpose: To review if all elements work together cohesively to form a strong brand identity.

Self-Assessment Checklist:

- Does your brand identity statement clearly capture your mission, values, and purpose?
- Does it read cohesively, making it easy to understand your brand's essence?
- Can you imagine this statement inspiring your audience and resonating with their needs?
- Does your brand identity statement motivate you and your team to work towards this shared vision?

Rating (1-5 scale): *Rate the cohesiveness and effectiveness of your brand identity statement.*

Reflection:

- If you scored below 4, review each section of your brand identity and make sure each element aligns with your overall mission.
 - Make adjustments so that each part of your brand identity flows naturally and forms a clear, compelling statement.
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Overall Brand Readiness Score

- **Average your ratings** across all sections to get an overall Brand Readiness Score.
- **Score Interpretation:**
 - **4-5:** Your brand identity is well-defined and ready for the next stage of development!
 - **3-4:** Your brand has a solid foundation, but a few tweaks could help refine it further.
 - **Below 3:** Consider revisiting some elements to enhance clarity, cohesion, and alignment with your goals.

Next Steps:

- **Above 4:** Start implementing your brand identity in your marketing materials, website, and customer interactions.
- **3-4:** Refine the areas that need clarity or additional focus, and revisit this audit after adjustments.
- **Below 3:** Go back to the Brand Identity Worksheet to strengthen weaker areas before moving forward.

Congratulations on completing the Brand Audit Worksheet! This is a critical step toward creating a brand that resonates and endures. Keep this sheet as a reference as you continue refining your brand, and revisit it as your business grows to ensure your brand identity remains aligned and impactful.



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