

Brand Clarity Checklist

A no-fluff diagnostic tool to fix where your brand is losing people.

Most businesses don't have a marketing problem; they have a **clarity problem**. If your audience doesn't understand exactly who you are, what you do, and why they should care within 5 seconds, they're gone. Use this checklist to audit your current brand foundation.

01. The 5-Second Test (Positioning)

Can you state your primary value in one sentence?

Avoid jargon ("We provide synergistic omnichannel paradigms"). Use plain language ("We help non-technical founders build apps").

Is it abundantly clear WHO you serve?

If your target audience is "everyone," it's no one. Niche down so your ideal customer instantly recognizes this is for them.

Do you solve a specific, painful problem?

People don't buy products; they buy solutions to their pain. Your messaging should agitate that pain before offering the cure.

02. Visual Consistency (Identity)

Are your fonts and colors identical across all platforms?

A business card, website, and Instagram profile that look like three different companies destroys trust instantly.

Is your logo legible when scaled down?

Intricate logos fail on mobile screens and social media avatars. Keep it bold, clean, and recognizable at tiny sizes.

Did you leave multiple boxes unchecked?

That means you are leaving money on the table due
to brand friction.

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