

YOUR STORY, YOUR BUSINESS

A DIY Audit Guide for Your Brand

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Your brand isn't your logo, your colors, or your Instagram grid — it's whether the person you're trying to reach can tell, in five seconds, that you're for them.

This guide walks you through six steps to find out, honestly, on your own. No fluff, no guessing — just the questions worth sitting with.

1. Identify Your Ideal Client

- **Who are they?** (Demographics, interests, what their life looks like)
- **Where do they engage?** (Geography, online or offline spaces)
- **What do they do?** (Industry, role, how they spend their hours)
- **What do they love?** (Values, passions, what lights them up outside of work)
- **Where do they show up online?** Be specific: which platform and why you would find them there.

Understand Their Pain Points:

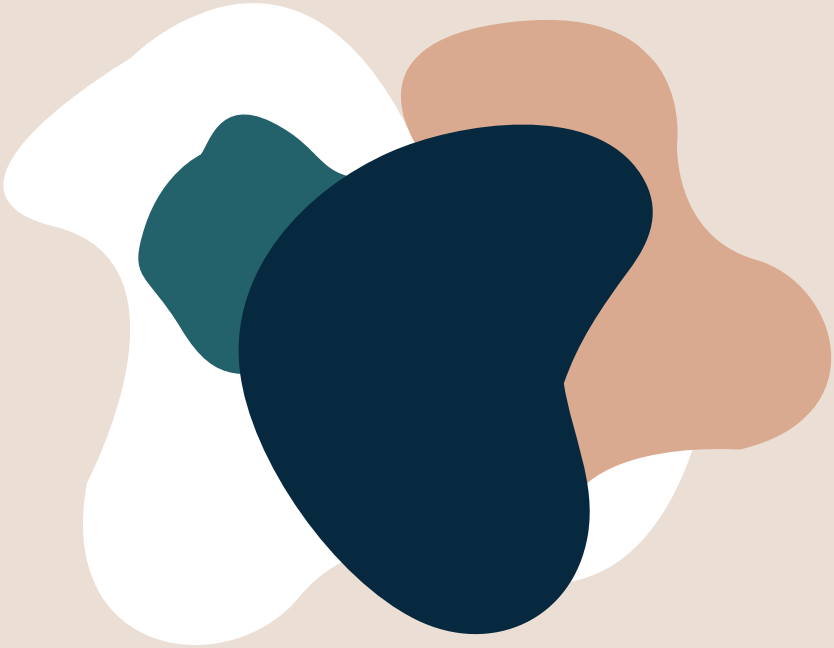
- What challenges keep them up at night?
- How do these challenges impact their lives?

Reflection: What do you wish your clients knew about your solutions, and how could you say that more clearly.

2. Define Your Brand Framework

- **Mission:** What is your brand actually here to do?
- **Vision:** What's the long-term impact you're building toward?
- **Values:** What principles guide the way you work, even when no one's watching?
- **Messaging:** What are the two or three things you need people to walk away knowing?
- **Tone of Voice:** How should your brand sound when it talks? Warm? Bold? Dry? Pick words, not vibes.

Remember: This is the part most people skip, then wonder why their marketing feels scattered. Get clear here first.



3. Align & Audit Your Current Brand

Now go look at what you've actually built with fresh eyes.

- Pull up your website, your social media, your marketing materials — all of it.
- Does it match what you just uncovered in Steps 1 and 2?
- How does it make you feel, looking at it like a stranger would?

Matching Check: Does your online presence say what you actually want it to say? If not, get curious about why and name the specific changes that would close the gap.



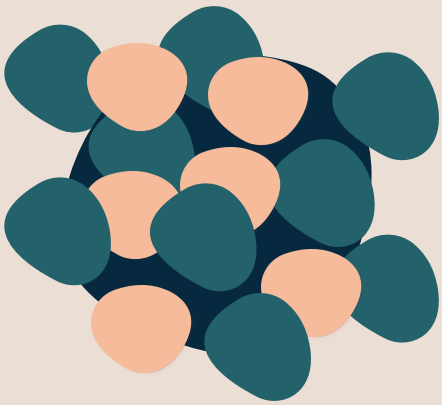
4. Name What's Actually Stopping You

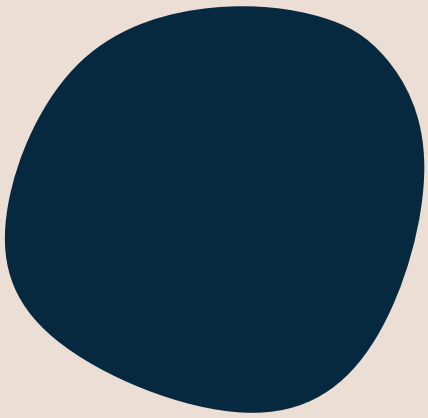
Here's the truth: most brands don't stall out because the strategy is wrong. They stall out because something in the owner's head is louder than the strategy. The usual suspects:

- **Fear of judgment** "What will people think?"
- **Self-doubt** "Am I even good enough for this?"
- **Perfectionism** "It has to be perfect before it goes out."
- **People-pleasing** "I need this to make everyone happy."
- **Fear of being seen** "Showing the real me feels too risky."

Dig a little deeper:

- Where did this belief come from?
- What do you feel when it shows up?





5. Do Something About it

Insight without action is just a nicer kind of stuck. A few ways to move:

- **Say it out loud.** Write down a couple of statements and actually repeat them: “My story is worth sharing.” “Imperfect action still counts as progress.”
- **Don't do it alone.** Talk it through with a mentor, a coach, or someone you trust.
- **Take one uncomfortable step. Not ten.** One, like posting the personal story you've been sitting on.
- **Go easy on yourself.** Notice the progress. Don't wait for perfect to count it.



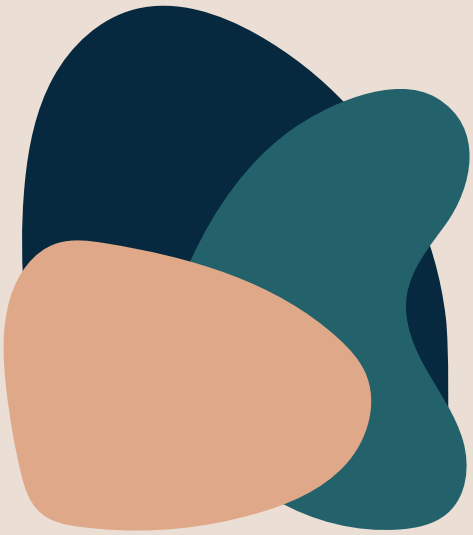
6. Reflect

Insight without action is just a nicer kind of stuck. A few ways to move:

If any of this feels like a lot, or your brand still doesn't match where you're trying to go, that's a normal place to land, not a sign you did it wrong. A brand consultant can give you the outside eye, the accountability, and the clarity to get unstuck faster than doing it solo.

That's what we're here for.

Building a brand you actually recognize isn't a straight line, and every honest answer above is progress, whether or not it feels like it yet.



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