

Growth ALCHEMY



FREE WORKSHEET

The Brand Intelligence Audit



A guided worksheet to pressure-test how clearly your brand is understood, by you, your customers and the market.

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Growth Alchemy

Know your brand

A brand is not your logo. It is the gap between what you think you stand for and what your market actually believes. This audit surfaces that gap so you can close it.

Work through each section honestly and, ideally, twice: once from your own perspective and once from a customer's. Where the two answers diverge is exactly where your brand is losing clarity, and money. Set aside 30 focused minutes. Write real answers, not aspirational ones.

Tip: the most useful answers are uncomfortable. If every box feels easy and flattering, you are auditing your hopes, not your brand.

SECTION 1

Identity & promise

In one sentence, what does your brand actually do, and for whom?

What is the core promise you make to customers?

If your brand disappeared tomorrow, what would customers genuinely miss?

What three words do you want customers to associate with you?

SECTION 2

Audience clarity

Describe your single best customer. Who are they, really?

What problem are they trying to solve when they find you?

What would they have used instead if you did not exist?

Where does this customer spend attention online?

SECTION 3

Differentiation

Name your three closest competitors.

What do you offer that they genuinely cannot or do not?

Be honest: could a customer swap you for a competitor and barely notice? Why / why not?

Quick self-check

- ☐ Our positioning is specific enough that not everyone is the target.
- ☐ We can name a real, defensible difference, not just 'better service'.
- ☐ Our pricing reflects our positioning rather than contradicting it.

SECTION 4

Perception gap

This is the heart of the audit. Compare your intended brand with the evidence of how it is actually received.

How do you describe your brand?

How do customers describe you in reviews, messages and replies? (use their words)

Where do those two descriptions differ most?

Your priority: the biggest gap you wrote above is your number-one brand fix. Closing it usually lifts conversion before you spend another dollar on traffic.

WRAP UP

Your brand scorecard

Score each area from 1 (unclear) to 5 (crystal clear). Anything 3 or below is a priority.

Area	Score (1-5)	Priority?
Identity & promise		
Audience clarity		
Differentiation		
Perception gap		

My single most important brand action from this audit:

Want a second opinion? We run this audit with fresh eyes and your real customer data, then hand you a prioritised fix list. Get in touch at growthalchemy.com.

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