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IS YOUR BRAND IN ALIGNMENT?



A simple gut-check to know if your brand is just looking good... or actually working.

CLARITY

Can you clearly articulate...

- Who you are (your purpose beyond your product)
- Who you're for (your ideal audience—not "everyone")
- Why you exist in the market (your unique role or POV)

CONSISTENCY

Are you showing up the same way across...

- Website copy and design
- Social media tone and visuals
- Packaging, product experience, customer support
- Internal culture and team communications

CONNECTION

Is your brand actually resonating?

- Customers describe you in the way you want to be known
- Your team feels aligned with the brand's mission
- People refer to your brand with emotion (not just function)
- You're seeing loyalty, repeat engagement, or brand evangelism

GUT FEELING

Be honest...

- Are you proud of how your brand shows up today?
- Does your brand feel like an authentic reflection of you?
- Do you feel excited—or stuck—when you talk about it?