# The Brand Clarity Check

## Make your value clear. Give people a reason to choose you.

For businesses and personal brands. Choose one homepage opening, service page, bio or introduction. Judge what it actually says, not what you intended it to mean.

**Message or URL:** _____

**Intended audience:** _____

**Clear** = specific and understandable. **Vague** = present but unclear. **Missing** = not found.
Quote the exact words for each check. For proof, identify the supporting item or link.

### 01 What do you offer?

☐ Clear ☐ Vague ☐ Missing

Could someone name the product, service or expertise available?

Exact words or evidence: _____

### 02 Who is it for?

☐ Clear ☐ Vague ☐ Missing

Can the right person recognize themselves or their situation?

Exact words or evidence: _____

### 03 Why does it matter?

☐ Clear ☐ Vague ☐ Missing

Does it explain a useful change, not just activities or features?

Exact words or evidence: _____

### 04 Why choose this?

☐ Clear ☐ Vague ☐ Missing

Is there a concrete reason to choose you, such as approach, fit or access?

Exact words or evidence: _____

### 05 What supports the claim?

☐ Clear ☐ Vague ☐ Missing

Is there a relevant example, result, review or credential people can verify?

Exact words or evidence: _____

### 06 What happens next?

☐ Clear ☐ Vague ☐ Missing

Is one useful next action obvious and easy to take?

Exact words or evidence: _____

**Find the first useful fix.** Circle the unclear or missing point most likely to leave someone unsure what you offer, why it matters or what to do next. Improve that before polishing adjectives.

# Turn a vague message into a clear one

A worked example using a fictional office plant service.

BEFORE

“We bring spaces to life with innovative solutions and exceptional service.”

AFTER

## Office plants, without the upkeep.

Indoor plant design, installation and ongoing care for workplaces. We choose plants for your light conditions and handle the maintenance.

**Proof to show:** A real workplace project or a clearly labeled sample planting plan.
**Next step:** Request a site assessment.

The message names the offer, buyer, benefit and approach, then points to evidence and one next step. Your proof must actually exist and support the claim beside it.

## Build your version

Start with: **I / We provide [offer] for [audience] so they can [valuable outcome].**
**Our / My [specific approach] matters because [relevant reason].**

**Headline** The offer or useful outcome in plain language.

**Supporting sentence** Who it is for, what you provide and what matters.

**Proof** One relevant fact or example, plus where to find it.

**Call to action** One specific action that fits this offer and audience.

**Writing an introduction instead?** Turn your headline and supporting sentence into two natural sentences. Add relevant proof when useful. Keep the same core message rather than inventing a new identity for every channel.

# Check what people actually understand

Show your draft to someone who could realistically be a buyer and is not already familiar with your work. Give them a brief look, then hide it. Do not explain it first.

Ask these questions and record their words. You are testing understanding, not taste.

1 **What do you think I or we offer, and who is it for?**

2 **Why would someone choose this?**

3 **What would you do next?**

## Let the misunderstanding guide the edit

| IF THE READER | CHANGE THIS FIRST |
|---|---|
| Cannot name the offer or audience | Name both in the opening sentences. |
| Remembers features but not the benefit | State a useful outcome in the buyer's language. |
| Sees a benefit but no reason to choose you | Show relevant proof or explain your approach. |
| Describes several unrelated offers | Give distinct audiences or offers their own clear paths. |
| Does not know what to do next | Use one specific action that matches the offer. |

## Choose one change

Fix the misunderstanding that most affects what someone thinks you offer or why they should choose you. If several offers need separate paths, start with clearer pages or introductions. A new website is not automatically necessary.

**The exact change I will make:**

**Where:** **Retest by:**

**Want a second set of eyes?** Bring your completed worksheet to a paid Pick My Brain session to work through your message.

Book Pick My Brain