

The Brand Clarity Scorecard.

Where is your brand losing value? A 10-minute self-assessment for expert firms, sales leaders and established businesses.

freshmedia

A good service is not enough.

If clients do not understand your value, they choose someone else. This scorecard shows where your message is unclear, and what to do about it first.

How to use it.

1

Answer eight questions

Two questions for each of the four pillars. Tick Yes, Partly or No. Answer as things are today.

2

Add up your scores

Yes scores 2, Partly scores 1, No scores 0. Each pillar has a maximum of 4 and the total a maximum of 16.

3

Read your weakest pillar

Each finding comes with one action you can take this month.

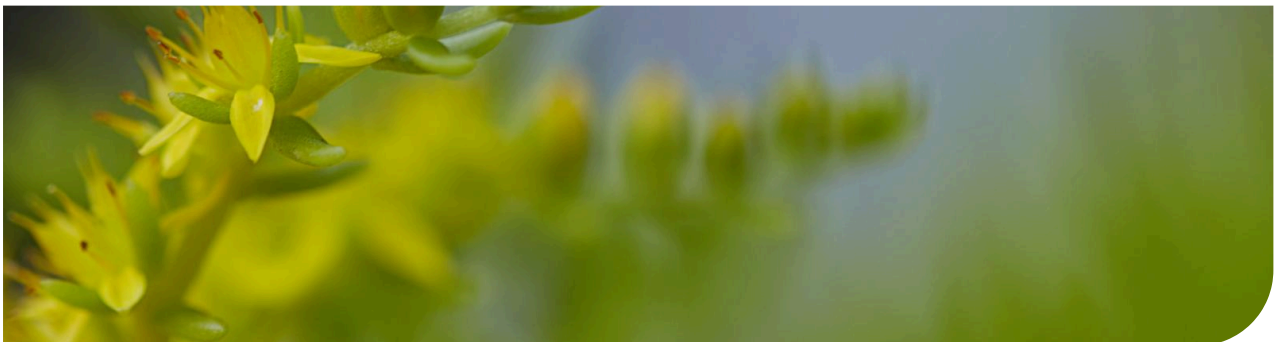
4

Complete your brand brief

Four questions on one page. Your answers form the start of a clear brand.

TIP

Ask two or three colleagues to complete the scorecard separately. If your answers differ, that difference is a finding in itself.



A clear brand stands on four pillars.

Each pillar answers one question your clients ask, often without saying it aloud.

1

Audience

Who do you serve, and what problem keeps them awake at night?

The thing you explain most often is where your marketing is failing you.

2

Position

Why should a client choose you over the alternatives?

If you cannot name your difference, clients see a commodity.

3

Story

What do you believe, and can your whole team tell it?

A story that lives in one person's head cannot grow with the business.

4

Build

Does every touchpoint carry the same promise?

If your team is confused, your clients are confused.

1 AudiencePillar score /4**1. Can prospects understand what you do without you explaining it again?**

The thing you explain most often is where your marketing is failing you.

☐ Yes (2) ☐ Partly (1) ☐ No (0)

2. Does your website's main headline name your client's problem?

A headline such as “Established in 1990” talks about you. “Stop missing deadlines” talks about them. If you do not name the problem, clients will not value the solution.

☐ Yes (2) ☐ Partly (1) ☐ No (0)

2 PositionPillar score /4**3. If a competitor matched your features and price tomorrow, could you name the reason clients would still choose you?**

A clear position protects you from price competition and makes you the obvious expert.

☐ Yes (2) ☐ Partly (1) ☐ No (0)

4. Do prospects accept your price without asking you to defend it against cheaper options?

When value is unclear, price is the only thing a client can compare.

☐ Yes (2) ☐ Partly (1) ☐ No (0)

3 StoryPillar score /4**5. Can you state the belief that drives your business, beyond making a profit?**

People connect with beliefs. Your reason for existing is what clients remember.

☐ Yes (2) ☐ Partly (1) ☐ No (0)

6. Is your sales story written down so that anyone on your team can use it?

A story that lives in one person's head cannot grow with the business.

☐ Yes (2) ☐ Partly (1) ☐ No (0)

4 BuildPillar score /4**7. If a prospect asked three of your staff “Why should I buy from you?”, would they hear the same answer?**

If your team is confused, your clients are confused. Confused clients do not buy.

☐ Yes (2) ☐ Partly (1) ☐ No (0)

8. Do your website, sales materials and social profiles look and sound like one company?

Inconsistent visuals and voice are the fastest way to lose trust.

☐ Yes (2) ☐ Partly (1) ☐ No (0)

YOUR SCORE

Add up your results.

Pillar	Questions	Your score
1 · Audience	1 and 2	____ / 4
2 · Position	3 and 4	____ / 4
3 · Story	5 and 6	____ / 4
4 · Build	7 and 8	____ / 4
Total		____ / 16

What your total means.

13–16

Clear

Your foundations are strong. The next gains come from consistent execution across every channel.

8–12

Developing

Some parts of your brand work well, yet clients receive a mixed message. Fix your weakest pillar first.

0–7

Unclear

Clients are likely to find it hard to see why they should choose you. Start with Audience and Position.

What each pillar score means.

4

A strength. Protect it and build on it.

2–3

Needs attention. It works in places and is inconsistent in others.

0–1

Your priority. Start here.

If two pillars have the same low score, start with the one that comes first. Each pillar builds on the one before it.

Read the finding for your lowest score.

1

Audience

WHAT IT MEANS

You know your clients' profile. What drives their decisions is less clear, so your message speaks to everyone and convinces few.

YOUR ACTION THIS MONTH

Speak to five of your best clients. Ask what problem made them look for help, and what nearly stopped them from buying.

Thinking pattern: Curse of Knowledge. You know your field so well that you assume clients see what you see.

2

Position

WHAT IT MEANS

Clients compare you on price because your difference is not stated clearly.

YOUR ACTION THIS MONTH

Write down three reasons clients choose you that a competitor could not claim. Test them in your next two proposals.

Thinking pattern: Bandwagon Effect. Following what competitors say makes you sound like them.

3

Story

WHAT IT MEANS

Your story depends on one or two people and is not written down. It cannot be repeated or scaled.

YOUR ACTION THIS MONTH

Record your best sales conversation. Turn it into a one-page narrative: the client's problem, your view of it, your method and the result.

Thinking pattern: Information Bias. Lists of features and services replace the meaning clients are looking for.

4

Build

WHAT IT MEANS

Clients meet a different brand at each touchpoint, and every inconsistency costs a little trust.

YOUR ACTION THIS MONTH

Put your website, a recent proposal and three social posts side by side. Mark every difference in message, look and tone.

Thinking pattern: Blind Spot Bias. Inconsistency is hard to see from the inside and easy to see from the outside.

All four pillars at 4?

Your foundations are strong. Focus on execution: a steady content rhythm, trained staff and regular measurement.

Four decisions that shape a clear brand.

1 · Audience: Who is the one client you serve best, and what keeps them awake at night?

2 · Position: If a competitor matched your price and features, why would clients still choose you?

3 · Story: Beyond making a profit, why does your business exist?

4 · Build: Which touchpoints do clients see first, and which of them feel off-brand?

Your message in one sentence.

We help	_____	who you serve
who struggle with	_____	their problem
by	_____	your method
so that they	_____	the result

YOUR NEXT STEP

Turn your score into a plan.

Insight becomes valuable once you act on it. The free Brand Alignment review shows where your brand is today, where it needs to be and the order in which to close the gap.

How the free review works.

- 1 You complete a short questionnaire about your clients, their problems and your current marketing.
- 2 We review your brand against the four pillars and your top three competitors.
- 3 We meet for 15 minutes with your leadership to discuss the findings.
- 4 You receive a written roadmap within two working days, with no obligation.

Book your free Brand Alignment review.

Freshmedia has guided expert firms and sales leaders for 25 years. We turn complex expertise into simple messages that build trust and growth.

Book your review

hello@freshmedia.co.za
+27 (0)82 650 8187
freshmedia.co.za