



Brand Clarity Checklist

Is your message, audience, and website aligned for the year ahead?

Use this quick audit to find out.

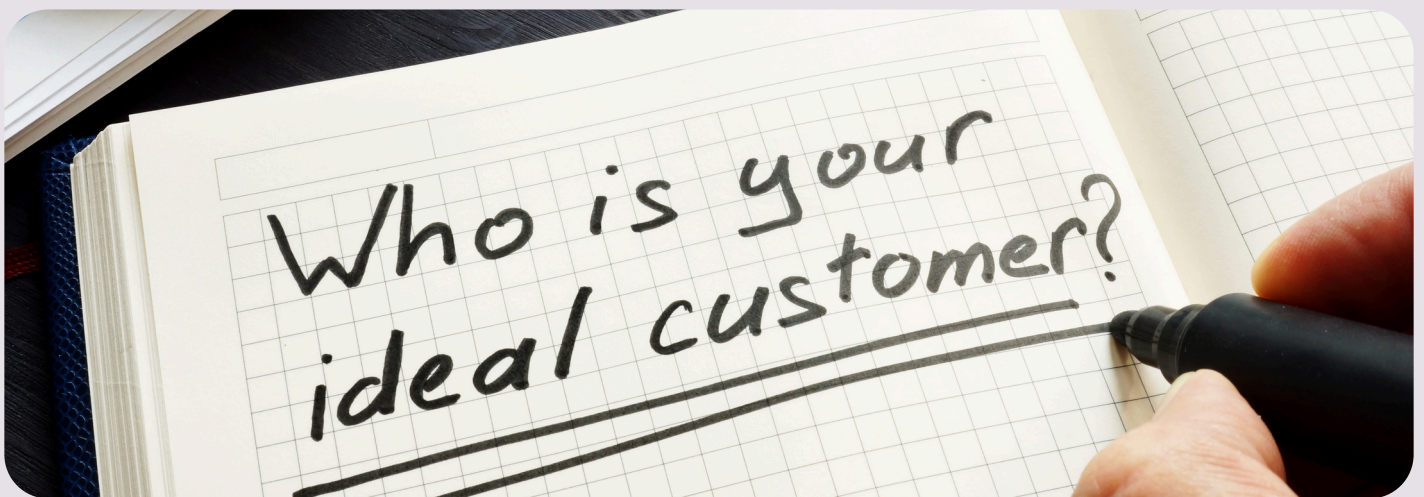
Your Ideal Customer

Do you deeply understand who you're speaking to??

- ☐ I have one clearly defined primary customer segment (not "everyone")
- ☐ I know their top 3 problems and pain points - in their own words
- ☐ I understand what they want most (the "promised land")
- ☐ I know what triggers their buying decisions and what slows them down
- ☐ My team shares a unified understanding of who we are for - and who we are not for

If you checked fewer than 4:

Your marketing is likely attracting the wrong audience or failing to resonate with the right one.



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Your Core Messaging

Is your brand story clear, compelling, and consistent?

- [] My customer is positioned as the hero - not my company
- [] I can explain what we do in one clear sentence that a 10-year-old could understand
- [] Our messaging focuses on outcomes, not features
- [] We clearly explain the problem we solve before talking about our solution
- [] We show prospects a simple, confident plan to get started
- [] We communicate what success looks like - and what failure looks like if they don't act
- [] Our call to action is consistent across all pages and channels

If you checked fewer than 6:

Your brand story isn't doing the heavy lifting it should - costing you conversations and conversions.



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Your Website Homepage

Does your website communicate value instantly?

- [] Visitors understand exactly what we offer within the first 5 seconds
- [] The homepage clearly states who we help and why it matters
- [] We have a strong, visible call-to-action repeated at least 3 times
- [] The layout is simple and scannable - not cluttered or overwhelming
- [] Messaging and visuals feel aligned, modern, and intentional
- [] This is a clear explanation of the problem we solve
- [] We highlight how life improves for the customer after working with us
- [] The homepage guides the visitor through a logical flow - no confusion, no friction

If you checked fewer than 7:
Your homepage is likely losing leads before your team ever sees them.



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Strategic Alignment

Is everything working together?

- ☐ Our messaging, audience definition, and website copy all tell the same story
- ☐ The brand voice is consistent across emails, social media, ads and website content
- ☐ We have a clear plan for our marketing based on our ideal customer and message
- ☐ Everyone on the team knows the brand story and how to communicate it
- ☐ We feel confident sending people to our website - because it reflects who we are

If you checked fewer than 4:

Your marketing foundation is misaligned, which causes scattered campaigns, inconsistent leads, and wasted effort.



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Scoring Guide

Add your checks



21 - 25 - You're in great shape - small refinements could create big wins.

15 - 20 - You're close - but clarity gaps are slowing growth. Time for realignment.

10 - 14 - Your marketing foundation is unclear. The right messaging and homepage refresh will transform results.

0 - 9 - You're operating with major friction. A full Marketing Reset will dramatically improve clarity, conversion and consistency.



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Next Steps



If this checklist showed you where things feel unclear or disconnected, the Marketing Reset Package is built to solve exactly that:



Identify your ideal customer



Clarify your messaging



Rewrite your homepage content to align everything



Build your next quarter's plan with confidence



Ready To Talk?

Book your Marketing Reset call by contacting hello@marketingguardians.com or call toll-free at 1 800 985 3929



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