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A FOUNDRY12 TOOL

# brand health scorecard.

Ten yes/no questions in under three minutes to tell you whether your brand's earning its keep, or quietly costing you business.

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# brand health scorecard.

Ten yes/no questions in under three minutes to tell you whether your brand's earning its keep, or quietly costing you business.

Each of the following questions looks at your brand through a commercial lens rather than a design one, because brand problems rarely announce themselves as brand problems. They turn up as sales cycles that drag, prices that get questioned, and good work that never generates the reputation it deserves. Sections A to C look for the causes. Section D looks for the symptoms.

Answer them honestly. The score's only useful if you do. A yes scores 1 point, a no scores 0. Total it up at the end.

## The scorecard

### SECTION A — POSITIONING & CLARITY

**1** **Could you explain what makes your business the right choice, without mentioning your product, service or price?**

If your answer defaults straight to your features or delivery, your positioning isn't clear enough.

Yes ☐ No ☐

**2** **Does your brand make clear who it's for and what problem it solves within the first few seconds of someone landing on your website?**

Visitors form a view almost immediately. If understanding you takes effort, most won't stick around long enough to find out.

Yes ☐ No ☐

**3** **Is your positioning meaningfully different from the two or three closest competitors in your market?**

If your messaging could sit on a competitor's website with only minor changes, you're blending in and not giving people a reason to choose you over them.

Yes ☐ No ☐

### SECTION B — CUSTOMER UNDERSTANDING

**4** **Do you have a clear, evidence based understanding of what your customers are really trying to achieve beyond the product or service they're buying?**

Understanding your customers' pain points, needs and desired outcomes is what makes messaging land.

Yes ☐ No ☐

**5** **Do you know what a bad experience looks like to your customer, in their words, not yours?**

If you can't describe failure from their perspective, you can't reliably build against it.

Yes ☐ No ☐

## SECTION C — IDENTITY & CONSISTENCY

**6** **Does your brand look, sound and feel consistent everywhere people meet it – your website, social, email, proposals, and the way your team talks about the business?**

Inconsistency dilutes recognition, adds confusion and quietly undermines trust.

Yes ☐ No ☐

**7** **Do you have at least two or three distinctive brand assets, visual, verbal or tonal, that people associate specifically with your business?**

Distinctive assets are what make a brand memorable rather than merely recognisable.

Yes ☐ No ☐

## SECTION D — COMMERCIAL SYMPTOMS

**8** **Are your sales cycles roughly what you'd expect, without unexplained delays or prolonged 'thinking it over' from prospects?**

Sales cycles that run long often signal a brand that isn't giving buyers enough confidence to commit.

Yes ☐ No ☐

**9** **Are you able to hold your prices without significant discounting to win or keep business?**

Pricing pressure is frequently a brand problem in disguise. Differentiated brands that clearly communicate their benefits command a premium and deliver better margins.

Yes ☐ No ☐

**10** **Is your business generating referrals and inbound enquiries at a level that reflects the quality of the work you deliver?**

Strong brands earn word of mouth. If referrals are lower or slower than expected, your brand may not have enough awareness in your market or be memorable enough to recommend.

Yes ☐ No ☐

# Your score

| A ____ / 3 | B ____ / 2 | C ____ / 2 | D ____ / 3 | **Total** ____ / 10 |
|---|---|---|---|---|

| SCORE | WHAT IT MEANS | WHAT IT MEANS FOR THE BUSINESS |
|---|---|---|
| **8–10** | **Strong foundations** | The brand is in good shape. There may be refinements to make, but the fundamentals are working. |
| **5–7** | **Significant gaps** | Some real strengths, together with gaps that are almost certainly costing you commercially. Worth addressing sooner rather than later. |
| **0–4** | **The brand is working against you** | Your brand isn't doing the job it should be doing, and that has a cost attached. Strategic and identity work is needed. |

## What a low section score is telling you

Your total score tells you how much ground there is to make up. Where you lost the points tells you what kind of problem you're dealing with.

| | |
|---|---|
| **Section A — Positioning & clarity** | Your brand doesn't have a clear, differentiated point of view. Positioning and messaging are the place to start. |
| **Section B — Customer understanding** | Your brand is built on assumptions rather than evidence. Customer insight comes before messaging can be sharpened properly. |
| **Section C — Identity & consistency** | You have a recognition and trust problem. An identity audit and a workable consistency framework will do the heavy lifting. |
| **Section D — Commercial symptoms** | The brand is underperforming and it's showing up in the numbers. The root cause is almost always in A, B or C above. |

### If you scored under 8

This isn't a verdict on the business. Plenty of SMEs are still working with a brand that was built for a smaller or earlier version of themselves, and not for who they are now.

What matters more than your total is which of the four sections is doing the most commercial damage, and that's usually clear inside half an hour.

**I offer a free 30-minute brand clarity call.** No pitch and no deck. Bring your score and we'll start with the section that's costing you most.

Not ready for a call? Send me your score and I'll tell you where I'd look first.

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