



Do-It-Yourself Brand **CLARITY ASSESSMENT**



Scorecard

To assess the clarity of your brand, rate your reactions to each pair of phrases. Decide where you lie on the scale from 1 to 10. Consider speaking with one of our advisors to more thoroughly explore the significance of each score.

	1	2	3	4	5	6	7	8	9	10	
I clearly and consistently communicate what makes my business special.											I do not clearly and consistently communicate what makes my business special.
My clients understand, share and are motivated by my passion for what I do (your "why").											My clients do not understand, share and are not motivated by my passion for what I do.
My support team and partners (if applicable) all tell the same story about what makes my business special.											My support team and partners (if applicable) all tell a different story about what makes my business special.
How we describe the work we do and the results we cause directly correlates to the values, needs, challenges, and desires of my best clients.											How we describe the work we do and the results we cause does not directly correlates to the values, needs, challenges, and desires of my best clients.
When my best clients talk about my business, the way they describe what makes it special matches how I describe it.											When my best clients talk about my business, the way they describe what makes it special does not match how I describe it.

To clarify the meaning of each score and to identify opportunities for improving your brand answer these two questions:

Why did you give yourself this score?	What can be done to improve this score?

WHAT'S NEXT?

If you would like to review the results of this assessment with someone who has helped advisors like you improve the clarity and effectiveness of their brands, consider spending a few minutes with one of our senior team members. [Click here](#) to send your completed worksheet to us or call (941) 485-8220 to arrange a time to speak with one of our senior team members



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