

The Real Cost of Misalignment

A Brand Comms Audit

Rate each statement 1 (not at all) to 5 (completely true). Total your scores below.

01

POSITIONING CLARITY

1 2 3 4 5

Our positioning can be stated in one sentence by anyone on our team — without looking it up.

If your team gives different answers, positioning is not embedded. It cannot show up in comms until it lives in people's heads.

02

WEBSITE HOMEPAGE

1 2 3 4 5

A stranger reading our homepage would understand who we work with and what problem we solve within ten seconds.

Test this with someone outside your business. No scrolling. If they can't say it back, the copy is working against you.

03

CONTENT TERRITORY

1 2 3 4 5

Our content consistently reinforces the same territory and values — not just the industry broadly.

Remove your name and logo from your last five posts. Would anyone know they came from you? Generic thought leadership builds no territory.

04

PROPOSAL LANGUAGE

1 2 3 4 5

Our proposal language matches our positioning language — same voice, same specificity.

Proposals written to cover all bases communicate nothing distinctive. The client cannot see why you, specifically.

05

CLIENT FIT

1 2 3 4 5

The clients we attract reflect the positioning we have defined. We are not serving everyone who asks.

If your client list is wildly varied, your positioning is not filtering. Attraction is more efficient than persuasion — but only when the signal is clear.

06

SAYING NO

1 2 3 4 5

We turn down work that falls outside our positioning and have clear reasons for doing so.

This is the hardest test. Saying yes to everything is a positioning decision — it just happens to be the wrong one.

07

VISUAL COHERENCE

1 2 3 4 5

Our visual identity — design, colour, photography — feels consistent with our verbal positioning.

Inconsistency signals internal confusion to the outside world, regardless of the quality of your thinking.

08

DECISION FILTER

1 2 3 4 5

When we make business decisions, we ask whether they align with our positioning.

Positioning embedded only in marketing materials is decoration. Positioning embedded in decisions is strategy.

32 – 40

Strong alignment.

Deepen, don't broaden.

TOTAL SCORE (add your 8 scores):

20 – 31

Partial alignment.

Fix your two lowest-scoring areas first.

____ / 40

Under 20

Foundation needs work.

No comms investment will compound yet.