GUT CHECK

YOUR BRAND AUDIT CHECKLIST

with Paige Hogan, Owner of
Salesjob.studio and Hotline Tips

- [ ] AM I OK? YES | NO

- [ ] I CAN REBRAND MYSELF
- [ ] I NEED PROFESSIONAL HELP

DEFINE YOUR AUDIENCE

REACH MASS MARKETS	CREATE CULT LOYALTY

DOES MY DESIGN SPEAK?

- [ ] IT CAN IMPROVE
- [ ] WHAT SHOULD IT SAY!?
- [ ] YES, I AM A GENIUS

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GUT CHECK
CHECKLIST GUIDE

MENTAL READINESS

WHY IT MATTERS?
BUILDING A BRAND STARTS WITH INTERNAL CLARITY. MENTAL READINESS ENSURES CONSISTENCY, FOCUS, AND LEADERSHIP STABILITY.

ASK YOURSELF:
DO I HAVE THE EMOTIONAL BANDWIDTH FOR TRIAL AND ERROR?

AM I READY TO COMMIT TIME AND ENERGY CONSISTENTLY?

CAN I HANDLE CONSTRUCTIVE CRITICISM?

DESIGN EXECUTION: DIY OR DELEGATE?

WHY IT MATTERS?
DECIDING WHO HANDLES YOUR BRANDING IMPACTS QUALITY, TIME, AND RESOURCES.

ASK YOURSELF:
DO I HAVE BASIC DESIGN SKILLS AND TOOLS?

ARE YOU COMFORTABLE EXPERIMENTING WITH DESIGN?

CAN YOU AFFORD PROFESSIONAL HELP?

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AUDIENCE AWARENESS

WHY IT MATTERS?
UNDERSTANDING YOUR AUDIENCE ENSURES YOUR BRANDING RESONATES AND ENGAGES.

ASK YOURSELF:
WHO ARE YOU TRYING TO REACH?

HOW SHOULD THEY FEEL INTERACTING WITH YOUR BRAND?

FOR MASS MARKETS: THINK CLEAN (NOT BLAND), SIMPLE COLOR PALETTES, AND ADAPTABLE LOGOS THAT FIT ANYWHERE

FOR A CULT, NICHE: YOUR BRANDING SHOULD FEEL TAILORED, SPECIFIC, AND DEEPLY RESONANT.

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THE DESIGN REVISION PROCESS

WHY IT MATTERS?
REVISIONS SHAPE YOUR BRAND, BUT EGO-DRIVEN REACTIONS CAN DERAIL PROGRESS.

ASK YOURSELF:
CAN I ACCEPT FEEDBACK WITHOUT TAKING IT PERSONALLY?

DO I TRUST MY VISION WHILE STAYING OPEN TO INPUT?

CAN I IDENTIFY VALUABLE FEEDBACK VS. NOISE?