

THE Growth Edit

This simple framework helps you evaluate your brand's unique identity. Please answer these questions to identify where your brand is strong, where it's weak, and how to sharpen your distinctiveness.

By Twirlics



Brand Audit
Kit

The Core

SECTION 1

THE WHY

Can you articulate your brand’s purpose in a single, memorable sentence? What is the one core belief that drives everything you do, beyond just making a profit?
* (Example: Our purpose is to make healthy living accessible to everyone.)

THE PROMISE

What is the one thing your brand promises to deliver to customers, consistently and without fail? This isn’t just a product feature; it’s the feeling or outcome they can count on.
* (Example: We promise a feeling of effortless, guilt-free indulgence.)

THE STORY

What is the authentic story behind your brand’s origin or mission? How do you connect with customers on a human level, sharing your journey and values?

The Experience

SECTION 2

THE LOOK & FEEL

If your brand were a person, how would they dress? Is your visual identity (logo, colors, typography) consistent and unique, or does it blend in with competitors?

* (Evaluate: Is your visual identity instantly recognizable without a brand name?)

THE VOICE

How do you speak? Is your brand's voice clear, consistent, and distinct? Are you formal, casual, witty, or inspiring? Do you use the same tone and language across all your channels?

* (Test: Write a short paragraph in your brand's voice without mentioning the name. Would someone who knows your brand recognize it?)

THE TOUCH

Where and how do customers interact with your brand? Do these touchpoints (website, packaging, customer service) feel unique and thoughtful? Do they leave a lasting, positive impression?

The Connection

SECTION 3

THE COMMUNITY

Do your customers feel like they are part of something bigger than just a transaction? Are you building a community around shared values or passions?
* (Consider: Do people talk about your brand with their friends or on social media because of what it stands for, not just what it sells?)

THE MEMORY TEST

Think about a recent customer experience. What would they remember most about their interaction with your brand? Was it the quality of the product, the service, the feeling they had, or nothing at all?
* (Hint: Great brands create moments people can't forget.)

THE ENVY FACTOR

Beyond your product, what would a potential customer envy about your current customers? What unique privilege or feeling do they get to experience by being part of your brand?

Final Assessment

Based on your answers, identify your top **three strengths** and your top **three weaknesses**.

Now, choose **one weakness** to focus on this week. What is one small, actionable step you can take to strengthen your brand's distinctiveness in that area?

Example: If "The Voice" is a weakness, your action might be to create a simple style guide with three words that define your brand's tone.

STRENGTHS

WEAKNESSES

WEAKNESS TO WORK ON

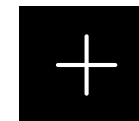


What's
Next!!

You've just completed a powerful exercise in self-awareness for your brand. This isn't just a document; it's a map to a more unforgettable brand. The key now is to move from insight to impact.

This is your moment to be deliberate. To build a brand that isn't just a product, but a beacon for your customers. To stop competing on price or features and start winning on connection.

I'd love to hear about your next steps. If you're ready to turn the insights from this audit into a powerful, unforgettable brand, I'm here to help you design its future.



JAMES@TWIRLICS.AGENCY



TWIRLICS.AGENCY