

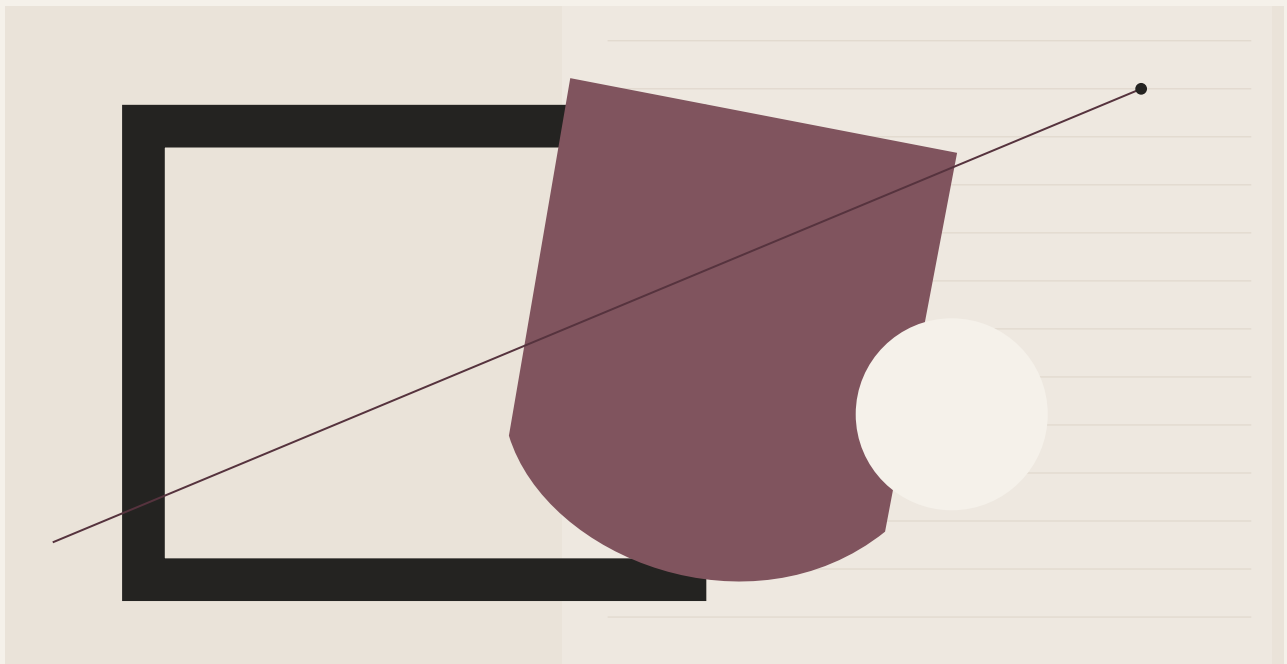
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FREE BRAND STRATEGY RESOURCE

The 10-Minute Brand Checkup

Is Your Brand Making the Right Impression?

10 simple questions. 5 essential areas. One clearer direction.



A practical self-assessment for professionals, creators, and businesses.

How strong is your brand's first impression?

Your brand makes an impression before a conversation begins. Set aside about 10 minutes to review five essential areas of how you present yourself or your business. Look at your website, main profiles, portfolio, or recent content as a first-time visitor would. Answer from visible evidence rather than intention, and interpret each question in relation to your audience and professional goals. This checkup works for both personal and business brands.

Select one answer per question, based on what someone can see today.

Yes: clearly demonstrated / Partly: inconsistent / No: missing or unclear

	Yes	Partly	No
BRAND CLARITY			
01 Can someone quickly understand what you do or offer?	☐	☐	☐
02 Is it clear who your brand is intended to serve?	☐	☐	☐
POSITIONING & DIFFERENTIATION			
03 Can you explain what makes your approach or offering relevant and distinctive?	☐	☐	☐
04 Do your main messages consistently communicate that value?	☐	☐	☐
VISUAL IDENTITY			
05 Do your main brand touchpoints look recognizably connected?	☐	☐	☐
06 Is your visual presentation readable, professional, and appropriate for your audience?	☐	☐	☐
TRUST & CREDIBILITY			
07 Can visitors find meaningful evidence of your experience, work, or expertise?	☐	☐	☐
08 Is the information you share accurate, current, and easy to verify?	☐	☐	☐
DIGITAL PRESENCE & DIRECTION			
09 Do your website or main profiles give visitors a clear next step?	☐	☐	☐
10 Does your recent content support the audience and goals you want to reach?	☐	☐	☐

Not enough information? Leave the answer blank and investigate before interpreting your total. Missing evidence is a prompt to look closer, not an automatic failure.

What is your brand telling you?

Use your answers to identify areas worth improving. This is a starting point for reflection, not a scientific certification of brand performance or a prediction of commercial results.

YOUR TOTAL

/ 20

Yes = 2 points / Partly = 1 / No = 0

Add all 10 answers and enter your total. Resolve any unanswered questions first. Maximum: 20 points.

0-7

Foundations need attention

Several essential elements may need clarification or stronger supporting evidence.

8-14

Developing consistency

Your brand may have useful foundations, but presentation or communication gaps deserve attention.

15-20

Strong starting point

Your brand demonstrates several important fundamentals. Further review can reveal opportunities to refine and strengthen it.

These are indicative planning categories, not validated benchmarks. A high score does not guarantee growth, sales, or professional success.

TURN YOUR ANSWERS INTO DIRECTION

What is already working well?

Which two questions deserve the most attention?

What is one small improvement you could make this week?

Clarity is the first step. Strategy comes next.

THREE PRACTICAL NEXT STEPS

01

Clarify your message

Check whether a first-time visitor can understand your work, audience, and value.

02

Strengthen your evidence

Support one important claim with an example, project, testimonial, or other relevant proof.

03

Choose one priority

Choose one gap from your checkup and define a realistic next action.

Continue your brand journey

The first two options focus on personal branding. Enquire for current availability and details.

01 / WORK INDEPENDENTLY

Personal Branding Audit Kit

€29

A 40-page guided workbook with 30 assessment criteria, structured exercises, examples, and a practical 30-day improvement plan.

Ask about the full audit kit →

02 / GET A PERSONALIZED PERSPECTIVE

Personal Brand Audit & Strategic Roadmap

€149

A tailored review of your positioning, digital presentation, messaging, credibility, and improvement opportunities, with a prioritized PDF roadmap.

Ask about a personalized audit →

03 / EXPLORE PROFESSIONAL SERVICES

Brand Strategy, Marketing & Creative Consulting

Broader support for businesses and professionals with positioning, communication, content, and visual identity.

Discover my services →

A stronger brand starts with understanding what people see and deciding what matters next.

Niki Martinov

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