

A SELF-AUDIT GUIDE

The Brand Audit

*Six places your brand is quietly **losing** trust, attention,
and sales.*

BY ALTAURA

Your brand is leaking.

The only question is where. Most founders think their problem is visibility. Post more, show up more, run more ads. But visibility only multiplies what already exists. If your brand is unclear, visibility makes the confusion louder. If your brand looks cheap, visibility shows it to more people.

The real problem is rarely that people have not seen you. It is that they saw you and felt nothing. No trust. No memory. No reason to choose you over the next option. That is a leak. And it is silent. You never see the customer who scrolled past, or the client who almost reached out. You only see slow sales, and assume you need to push harder. This audit will show you where your brand is losing ground, across the six areas that decide whether people trust you, remember you, and buy from you.

<p>2 YES Clearly true for my brand</p>	<p>1 SOMEWHAT Partly true or unsure</p>	<p>0 NO Not true for my brand</p>
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Each section has five questions, worth 10 points. The full audit is out of 60. **Be honest. A flattering audit fixes nothing.**

01	Positioning	WHY YOU?
02	Visual Identity	JUDGED IN SECONDS
03	Messaging & Voice	CONFUSE AND LOSE
04	Customer Journey	FRICTION COSTS SALES
05	Perception Alignment	FEEL LIKE YOUR PRICE
06	Consistency & Systems	BRAND OR PERFORMANCE?

Positioning

The question your customer is silently asking: "Why you?"

Positioning is the space your brand occupies in your customer's mind. It is not your logo or your tagline. It is the answer to one question: why should I choose you instead of everyone else who sells what you sell?

Most struggling brands do not have a positioning problem they know about. They have one they cannot see. The products are good. The pages are active. But ask their customers what makes the brand different and you get silence, or worse, "good prices."

★
Customers can explain what makes the brand different in one sentence, without help. The brand is known for something specific, not just as something generic.

WHERE IT SHOWS UP

- ✓ You compete mostly on price
- ✓ Your customers cannot say what makes you different
- ✓ You describe your business the same way competitors do
- ✓ You attract everyone in general and no one in particular

AUDIT QUESTIONS		YES 2 · SOMEWHAT 1 · NO 0
1	Can you state in one sentence what makes your brand different from your closest competitor?	<input type="checkbox"/>
2	Would your customers give roughly that same answer if asked?	<input type="checkbox"/>
3	Do you have a clearly defined ideal customer, beyond "anyone who needs my product"?	<input type="checkbox"/>
4	Are you known for something specific in your market?	<input type="checkbox"/>
5	Could you raise your prices without losing most of your customers?	<input type="checkbox"/>

SECTION SCORE _____ / 10

Visual Identity

People judge your product by your brand before they ever try it.

Your visual identity is your logo, colors, typography, packaging, and the overall look of everything you put out. It is the first impression, and in crowded markets, often the only impression you get.

Quality that cannot be seen does not exist to a new customer. If your product is premium but your presentation looks improvised, customers do not think "hidden gem." They think "risky." Buyers judge in seconds, and they judge with their eyes.

✦
The brand looks like what it costs. Logo, colors, and packaging feel deliberate and consistent. A customer could recognize your post without seeing your name on it.

WHERE IT SHOWS UP

- ✓ Your visuals look different from post to post
- ✓ Your packaging undersells the quality inside
- ✓ You feel a little embarrassed sending people to your page
- ✓ Your brand looks like a template anyone could be using

AUDIT QUESTIONS

YES 2 · SOMEWHAT 1 · NO 0

- 1 Does your brand look as good as your product or service actually is?
- 2 Do you use consistent colors, fonts, and design style everywhere you show up?
- 3 Would a customer recognize your content without seeing your name?
- 4 Does your packaging or presentation make people trust the product before trying it?
- 5 Are you proud to send a high-value prospect to your page or website right now?

SECTION SCORE _____ / 10

Messaging & Voice

If you confuse, you lose.

Messaging is what your brand says and how it says it. Your captions, your product descriptions, your bio, your replies. Voice is the personality behind those words.

The damage here is rarely silence. Most brands are saying plenty. The problem is saying different things in different ways to different people, so nothing sticks. One day the brand sounds playful, the next day corporate. One post sells health, another sells luxury, another sells price. The customer's mind files it under "unclear" and moves on.

✦

One core message, repeated with discipline, in one recognizable voice. The audience could finish the brand's sentences.

WHERE IT SHOWS UP

- ✓ Your bio, captions, and website each describe you differently
- ✓ Your tone changes depending on who wrote the post
- ✓ You explain your offer differently every time someone asks
- ✓ Engagement is fine but inquiries are low

AUDIT QUESTIONS

YES 2 · SOMEWHAT 1 · NO 0

- 1 Do you have one core message your brand repeats consistently?
- 2 Is your brand voice recognizable and consistent across all platforms?
- 3 Does your bio clearly state what you do, for whom, and why it matters?
- 4 Can a first-time visitor understand your offer in under ten seconds?
- 5 Do your captions sell value and outcomes, not just describe products?

SECTION SCORE _____ / 10

Customer Journey

Every point of friction is costing you sales.

The customer journey is the path from "I'm interested" to "I've paid." How people find your prices, ask questions, place orders, and receive what they bought.

This is the most expensive loss of all, because it costs you customers who already wanted to buy. They found you. They liked you. Then they could not find your prices, or had to send three messages to order, or got a slow, confusing reply, and the moment passed. You never know they existed.

✦

Buying is effortless. Prices and offers are clear. Ordering takes one or two steps. The experience after payment feels as professional as the marketing before it.

WHERE IT SHOWS UP

- ✓ People regularly ask "how much?" because pricing is unclear
- ✓ Ordering requires back-and-forth messages
- ✓ Inquiries often go quiet after you reply
- ✓ The buying experience depends on you being available

AUDIT QUESTIONS		YES 2 · SOMEWHAT 1 · NO 0
1	Can a new customer find your offers and prices without asking you?	<input type="checkbox"/>
2	Can someone go from interested to paid in just one or two steps?	<input type="checkbox"/>
3	Do you respond to inquiries with a clear, consistent process rather than improvising?	<input type="checkbox"/>
4	Does your post-purchase experience (delivery, receipts, follow-up) feel professional?	<input type="checkbox"/>
5	Could your business take orders smoothly even on a day you are unavailable?	<input type="checkbox"/>

SECTION SCORE _____ / 10

Perception Alignment

Does your brand feel like its price?

Perception is the gap between what your brand is and what it appears to be. You can have premium quality, real expertise, and genuine results, but customers can only act on what they perceive.

This one shows up as a mismatch. A premium product presented like a budget one will be price-checked to death. An expert positioned like a beginner will be negotiated with, doubted, and compared on cost. When perception sits below reality, you pay the difference, usually in discounts.

✦

What customers feel matches what the brand charges. Premium offers look, sound, and behave premium at every touchpoint, so the price feels justified before it is even mentioned.

WHERE IT SHOWS UP

- ✓ Customers say you are too expensive despite your quality
- ✓ You attract bargain hunters instead of ideal clients
- ✓ People are surprised by your prices, in the wrong direction
- ✓ Competitors charge more for less, and get it

AUDIT QUESTIONS YES 2 · SOMEWHAT 1 · NO 0

1 Does your brand's look and feel match the price point you charge (or want to charge)?

2 Do customers rarely push back on your pricing?

3 Do you attract the caliber of customer you actually want?

4 Does every touchpoint (page, packaging, replies, invoices) feel consistent with your level?

5 If a stranger saw your brand with no prices visible, would they guess premium?

SECTION SCORE _____ / 10

Consistency & Systems

A brand that depends on your daily effort is not a brand yet. It is a performance.

Systems are what keep your brand coherent without you policing every detail. Templates, content plans, brand guidelines, repeatable processes. They are the least glamorous part of branding and the most decisive.

Without systems, consistency depends on memory and mood. The brand looks sharp when you have time and scattered when you do not. Growth makes it worse: more posts, more orders, more hands involved, more drift. Slowly, the brand stops being one thing and becomes whatever each day produced.

✦
*The brand runs on a system.
Content follows a plan.
Visuals follow templates.
Anyone creating for the
brand produces work that
looks and sounds like the
brand.*

WHERE IT SHOWS UP

- ✓ You design every post from scratch
- ✓ Your visibility rises and falls with your energy
- ✓ No documented brand colors, fonts, or voice guidelines
- ✓ If someone else ran your brand for a month, it would change

AUDIT QUESTIONS

YES 2 · SOMEWHAT 1 · NO 0

- 1 Do you have reusable templates for your content and brand materials?
- 2 Do you follow a content plan rather than posting whenever inspiration strikes?
- 3 Are your brand colors, fonts, and voice documented anywhere?
- 4 Would your brand stay consistent if someone else ran it for a month?
- 5 Has your brand stayed visible and coherent even during your busiest seasons?

SECTION SCORE _____ / 10

YOUR RESULTS

Add up your six section scores.

YOUR TOTAL SCORE

_____ / 60

48–60

ELEVATED

Your brand is doing what a brand is supposed to do: building trust, staying memorable, and converting attention into sales. Your work now is protection and refinement. Keep the system tight, and revisit this audit every quarter, because **elevated is a position you defend, not a destination you reach.**

30–47

LEAKING

Your brand has real strengths, and real weaknesses. This is the most common place for growing businesses to land, and the most dangerous, because things feel “fine.” But the sections where you scored lowest are quietly costing you customers every week. **Look at your two weakest sections. That is where your money is going.**

< 30

URGENT

Your brand is working against you. The product may be excellent, but the brand around it is draining trust faster than your effort can refill it. The good news: brands at this level see the most dramatic transformations, because every fix releases trapped value. **Fix in order: positioning first, then identity, then journey.**

One more thing before you close this guide. Whatever you scored, you now know something most founders never find out: exactly where your brand is losing trust, attention, and sales. The difference between brands that stay stuck and brands that get elevated is what happens next.

THE NEXT STEP

You found the leaks. Now let's fix them.

This audit shows you where the problems are. What it cannot show you is the strategy: which leak to fix first, what "fixed" looks like for your specific market, and how to do it without burning months on guesswork. That is where Altaura comes in. **The Altaura Brand Audit** is the professional version of what you just did: a deep diagnostic of your positioning, identity, messaging, and customer perception, done by a strategist, with a clear, prioritized plan of exactly what to fix and in what order.

5 wks

BRAND TRANSFORMED

5

WHOLESALE PARTNERS

60%

REPEAT & REFERRAL RATE

In five weeks, we took a grooming brand from invisible to supplying five barbershops with a 60% repeat and referral rate. Not with more posting. With strategy.

*Brands are not elevated by chance.
They are elevated by **strategy**.*

BOOK YOUR BRAND AUDIT

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BRAND ELEVATION STRATEGY