

BRAND HEALTH CHECK™ YOUR 4 WEEK PLAN

surgery 

WORK THAT WORKS®

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Diagnosis: **Generic Expert**

OVERALL BRAND HEALTH: 6/10

You're good. The problem is that many of your competitors are saying exactly the same thing.

week one

REVIEW YOUR COMPETITION

- Review three competitor websites
- List their key claims
- Compare them with yours

What you're looking for

Claims that appear repeatedly.

What to do next

Remove one generic claim from your messaging and replace it with something more specific and evidence-based.

week two

DEFINE YOUR DIFFERENCE

- What do we do differently?
- What do customers value most?
- What can we credibly own?

What you're looking for

One thing competitors cannot easily claim.

What to do next

Turn it into a single positioning statement. If it takes a paragraph to explain, it isn't clear enough.

week three

SHARPEN YOUR POSITIONING

- Rewrite your homepage headline
- Rewrite your LinkedIn description
- Focus on distinction, not capability

What you're looking for

Can somebody explain your difference after reading it once?

What to do next

Test it on three people outside the business.

If they can't repeat it, simplify it.

REVIEW YOUR BRAND EXPERIENCE

- Does your visual identity help you stand apart?
- Does your website feel distinctive?
- Could somebody recognise your business without the logo?

What you're looking for

Distinctive assets.

What to do next

Create one memorable brand asset:

- A visual style
- A message
- A point of view

Something competitors don't have.

CHECK-UP QUESTION

If your logo disappeared tomorrow, would people still recognise your brand?

PATIENT NOTES

What have you learned about your brand?

What surprised you most?

What's the one thing you're going to change first?

Three actions I'm committing to this month

①

②

③

Review Date

___ / ___ / ____