

# The Missing Five.

The answer isn't  
a mystery. It's in  
your business.  
Let's find it.

Your Checklist





# Read each symptom. Be honest. Keep score.

Recognise **1–2 symptoms** in a layer  
— your brand is weak here.  
Start paying attention.

Recognise **3–4 symptoms** in a layer  
— your brand is broken here.  
Start fixing it.

Recognise **5–6 symptoms** in a layer  
— your brand is missing this layer.  
This is your priority.

The layer with the highest score is where your  
brand is leaking most.

That's where you start.

## YOUR EXPERIENCE

# Where did your brand go? It leaked at the edges.

- The first impression is strong but the ongoing experience disappoints.
- Clients don't refer you even when the work is solid.
- Your touchpoints feel inconsistent — great website, average onboarding, slow response times.
- Different departments deliver completely different versions of the brand.
- You have no defined standard for what working with you should feel like.
- Retention is lower than it should be and you can't pinpoint why.

Your cash doesn't leak in the marketing. It leaks where marketing never looks.



## YOUR IDENTITY

# You built one layer. You needed six.

- Every new campaign requires a design debate.
- You've changed your logo more than twice in five years.
- Clients can't recognise your content without seeing your name.
- Your design feels dated but you don't know what to update.
- You have brand guidelines nobody follows.
- The identity keeps changing because nothing underneath it does.

You don't build your  
business on a logo.  
You build on an  
operating system  
called Brand.



## YOUR MESSAGE

# Your brand is saying six different things. At the same time.

- Your website, proposals, and social all sound like different companies.
- Your sales team wings every pitch in their own words.
- Marketing generates leads your sales process can't convert.
- You've briefed three copywriters and none of them captured it.
- New team members don't know how to talk about what you do.
- Your tone changes depending on who wrote the content that week.

**You don't need a better message. You need a message that's worth writing.**



## YOUR SERVICE

# You're selling one thing. Delivering another.

- Clients love your pitch but leave after the first project.
- Your reviews are inconsistent — great one month, average the next.
- The experience depends entirely on who they deal with.
- Your brand promises one thing and your operations deliver another.
- You over-promise in sales and under-deliver in execution.
- Referrals are rare even though the work is good.

More advertising won't fix your business. You'll just promote the problem.



## THE ESSENCE

# Your brand changes every time you leave the room.

- The brand feels different depending on who's running it that day.
- You can't step back without things drifting.
- New hires never quite get "the vibe" — and no one can explain it to them.
- Brand decisions are made by gut feel, not a guiding principle.
- The brand feels consistent in your head but inconsistent in the market.
- Every campaign feels like starting from scratch.

Your brand isn't  
inconsistent.  
You are consistently  
inconsistent.



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## THE PUNCH

This is the one that runs everything. And it isn't there.

- Your team can't answer "why you" the same way twice.
- You win work but can't explain why.
- Your competitors sound exactly like you.
- Your pricing is always under pressure.
- You chase every opportunity that comes through the door.
- You've rebranded more than once without it sticking.

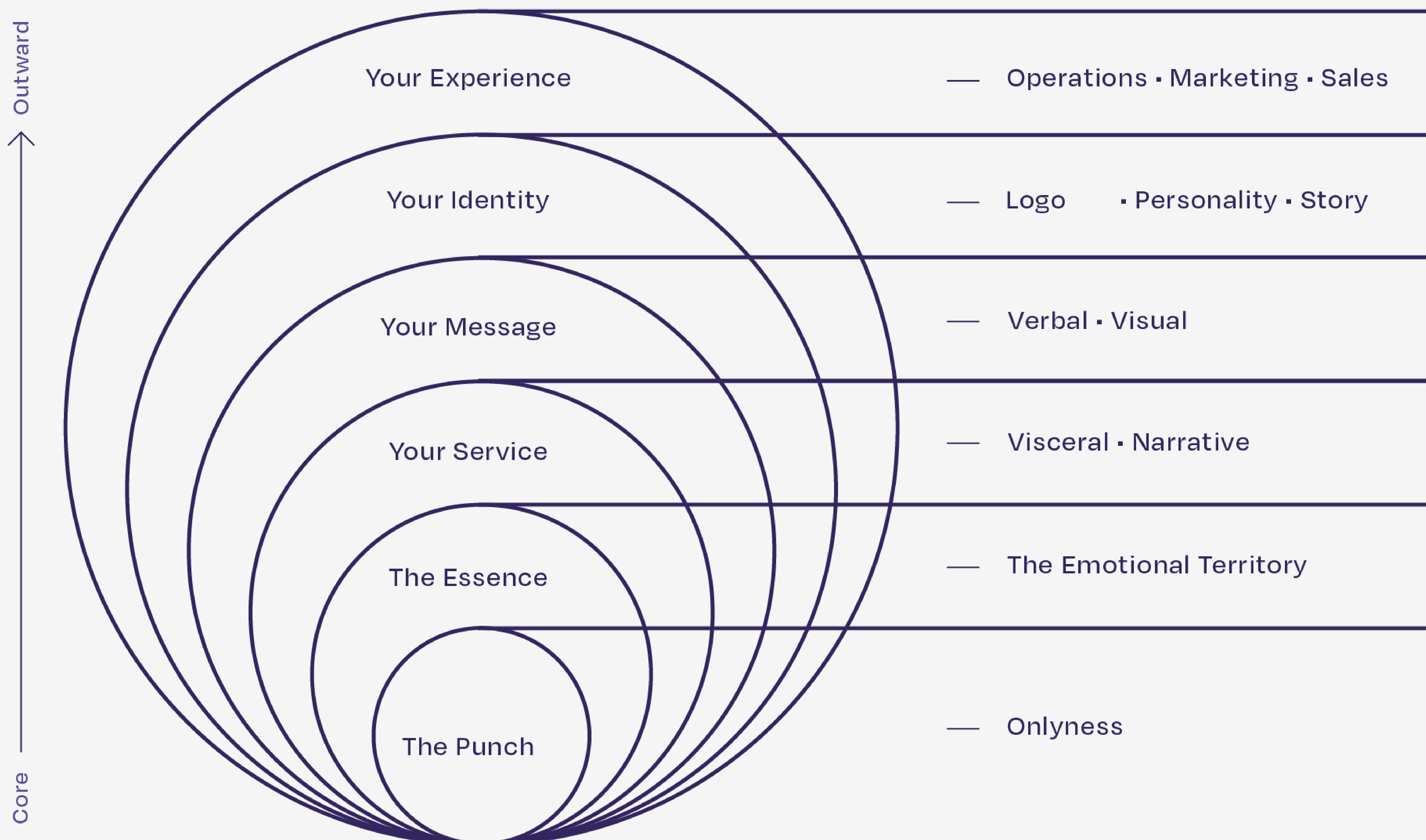
You don't have a positioning problem. You have no positioning at all.



## THE FULL SYSTEM

# Six layers. This is what the full system looks like.

Start at the core. Build out.  
That's how a Brand Operating System works.



# 71%

of global consumers  
say trust in a brand  
is a buy or boycott  
decision.

— Edelman Trust Barometer, 2024

Not a preference.  
Not a consideration.  
A decision to buy or  
walk away permanently.

Trust isn't built in the marketing.  
It's built in the five layers most  
businesses never build.



# The Missing Five. Found.

Every symptom points to a layer.  
Every layer points to the system.  
The answer isn't a mystery.

It's in your business. Now you know which layer is costing you most. That's where you start.

[Book a Free Vision Clarity Session →](#)

