

Brand *Audit* by TOC.

*"You do not need a rebrand.
You need a mirror. This is that
mirror and I built it to tell you
the truth."*

House of The Olive Chapter - The Olive Table

*A clarity-drive tool to evaluate, refine, and elevate
your brand*

The Audit is built on the same diagnostic framework
we use in our US\$ 750 Intensives.

A PERSONAL NOTE

Dear *Founder*,

You recieved this because something is off. Maybe you have felt it for a while, your brand that looks fine but does not quite convert. The copy that almost lands. The presence that is almost you, but not quite. That feeling is not doubt. It is data.

I built this audit because I kept meeting founders who were doing everything right - working hard, showing up, building something real and still feeling like the brand was not keeping up with what was actually inside the business. And the problem was never the business. It was always the clarity.

Most brands do not fail because the product is wrong.

They fail because no one on the outside can feel what is right about it.

This audit is built on the exact diagnostic framework we use with our highest-paying clients. It is not watered down because it is free. It is free because I believe that when you see the gaps clearly, and you will, you will know what to do about them.

Be honest in here. Brutally, uncomfortably, generously honest. The answers you give yourself today are the most valuable strategic intelligence your brand has ever had. Do not waste them on a version of yourself that is trying to look good on paper.

The House is ready when you are.

Neena Phillip

Strategy is sacred. Story is legacy. And this, right here - is where yours gets clearer.

Core Brand Identity Check 01

TOC INSIGHT

"Most founders can describe their offer in detail but struggle to say, in one sentence, what their brand stands for. That gap between what you sell and what you mean is where clarity breaks down."

QUESTION 01.01

In one sentence; what does your brand stand for? Not what it offers. What it stands for.

'This is not your tagline. It is the belief at the centre of everything you do. If you are struggling, that is important data.'

QUESTION 01.02

Who is your brand built for specifically? Not "women entrepreneurs." The actual person.

Describe the persona. Their situation. What are they trying to solve. What have they already tried.

QUESTION 01.03 RATE YOUR CORE IDENTITY CLARITY

1 - 5 How clearly defined is your brand's core identity right now?

1

2

3

4

5

QUESTION 01.04

What are the three values your brand holds non-negotiably even when they cost you?

Clarity

Precision

Depth

Integrity

Boldness

Elegance

Warmth

Authority

Creativity

Legacy

Messaging

Deep Dive 02

Words shape trust. They are the first thing your audience feels before they consciously process anything else. This section audits every layer of your brand's voice, from your bio to your CTAs to the tone that either makes people lean in or scroll past.

TOC INSIGHT

"The most expensive messaging mistake is sounding like everyone else in your category. If a competitor could copy-paste your bio without changing a word, you do not have a brand voice. You have a placeholder."

QUESTION 02.01 YOUR BIO

Paste or write your current brand bio here. Then read it as a stranger.

Does it tell someone what you do, who you serve, and why you are different; in under 10 seconds?

QUESTION 02.02

What is the one sentence that makes your ideal client think "They are talking about me"?

That sentence is the centre of your messaging. Do you have it? Write it.

QUESTION 02.03 THE TOC TONE TEST

How does your brand's current tone feel? Circle everything that applies.

Editorial	Empowered	Elegant	Warm	Direct	Playful
Generic	Inconsistent	Safe	Uncertain	Authoritative	Intimate

QUESTION 02.04 RATE YOUR MESSAGING CLARITY

1 - 5 Rate How clear and consistent is your messaging across all touchpoints?

1	2	3	4	5
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Scattered and unclear Precise and consistent

Visual Alignment Review 03

A strong brand feels cohesive even in silence. Before a single word is read, your visual language has already told a story. This section asks whether the story your visuals are telling is the one you actually want to be known for.

TOC INSIGHT

"Visual inconsistency creates distrust before a word is read. When what you look like and what you say do not match, people feel it. They just cannot name it and they scroll past."

QUESTION 03.01 THE 5-SECOND TEST

If a stranger landed on your website or Instagram right now, what would they understand in 5 seconds?

Not what you want them to understand. What they actually would. The gap between these two is your brief.

QUESTION 03.02

Three words that describe how your brand looks now. Three words for how you want it to look.

Write both honestly. The gap between these is your visual direction.

QUESTION 03.03 VISUAL COHESION ACROSS PLATFORMS

How consistent is your visual language right now?

Website & social fully aligned

Website strong / social inconsistent

Social strong / website needs work

Neither feels fully intentional

Different across every platform

QUESTION 03.04 RATE VISUAL-PRICE ALIGNMENT

Rate 1 – 5 Does your aesthetic match the price point and positioning you want to hold?

1

2

3

4

5

Completely misaligned

Perfectly matched

TOC INSIGHT

QUESTION 04.01 THE MOST VALUABLE QUESTION IN THIS AUDIT

Do not edit yourself here. The gap between these answers is the strategic work that needs to happen.

If your brand was a woman walking into a room, how would you describe her?

Rate 1 - 5 How strong and consistent is your brand presence across all channels?

1	2	3	4	5
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Unmistakably consistent

Gap Analysis & *Action Plan.*

05

You have seen it. You have named it. Now we turn it into a plan.

YOUR CLARITY SCORE SUMMARY: TRANSFER YOUR RATINGS HERE

CORE IDENTITY	MESSAGING	VISUAL	PRESENCE	<u>TOTAL SCORE</u>
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NAME YOUR THREE BIGGEST GAPS. WRITE WITHOUT SOFTENING

GAP 01: THE MOST URGENT

The thing I have been avoiding looking at is...

GAP 02 :THE MOST COSTLY

The gap that is quietly costing me clients is...

GAP 03: THE EASIEST WIN

The thing I could fix this week if I decided to...

YOUR 30-DAY ACTION PLAN

WEEK 01	Rewrite your core brand statement using Section 01. One sentence. What you stand for.
WEEK 01	Audit your bio across every platform. Rewrite one version using your Section 02 insights.
WEEK 02	Run the 5-second test on three competitors. Apply one visual observation to your brand.
WEEK 03	Address Gap 03, your easiest win. This week. Not perfectly. Just completely.
WEEK 04	Review everything changed. Write three sentences: brand now vs. 30 days ago.

YOU HAVE DONE THE WORK

Now you can see it.

What do you do with it?

The audit shows you the gap. That is the hardest part, most founders spend years not wanting to look. You looked. You named it. Now the question is: do you take the 30-day plan and work through it alone, or do you bring in someone who has closed this exact gap for brands like yours and compress months of work into weeks?

NEXT STEP

UD\$ 40

TOC Style Workbook

Lock in your visual and verbal identity. The brand vocabulary, tone codified, aesthetic direction. Everything your brand needs to feel like one consistent thing.

NEXT STEP

UD\$ 75

Capsule Brand Strategy Kit

The complete foundation. Mission, audience, messaging, voice, visual direction. The bridge between knowing something is wrong and doing something permanent about it.

NEXT STEP

Free

20-Min Discovery Call

Let someone who has fixed this a hundred times look at your brand with fresh eyes. No pitch. No pressure. The honest conversation your brand has been waiting for.

COMPLIMENTARY BONUSES INCLUDED WITH THIS AUDIT

- ♦ TOC Brand RedFlags Checklist - 12 signs your brand is diluting quietly
- ♦ Rebrand vs. Refine: When to start over and when to sharpen what you have
- ♦ Soft Power Phrases Swipe File: TOC-approved language for brand writing that converts

"Come back to this audit in 30 days. Your answers will have changed. That is how you know it worked." NEENA PHILLIP, FOUNDER · HOUSE OF THE OLIVE CHAPTER

COMPLIMENTARY BONUS

TOC Brand *Red Flags Checklist*

12 signs your brand is quietly diluting, and what each one is costing you.

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- | | |
|---|--|
| <p>01 You are always explaining what you do.
<i>If your brand requires constant explanation, it lacks positioning.
The strategy isn't settled yet.</i></p> | <p>07 You change your brand direction every 6 months.</p> |
| <p>02 You attract the wrong clients more than the right ones.
<i>This is the Unclear positioning attracts anyone.</i></p> | <p>08 Referrals can't describe what you do accurately.
<i>If your best clients can't pitch you, your messaging hasn't landed.</i></p> |
| <p>03 You discount because you can't justify the price.
<i>Premium pricing requires premium positioning.
If your brand doesn't look the part, your price won't either.</i></p> | <p>09 Your website doesn't convert visitors.
<i>Usually a positioning or messaging problem wearing a design costume.</i></p> |
| <p>04 Your content gets engagement but not inquiries.
<i>Likeable content ≠ converting content. This is a messaging and CTA gap, not an audience gap.</i></p> | <p>10 You feel off-brand when you post.
<i>Your brand and your voice have not been properly aligned.
This is fixable quickly.</i></p> |
| <p>05 You sound different on every platform.
<i>Inconsistent tone signals an inconsistent brand. Trust is built on predictability.</i></p> | <p>11 You're building followers but not building trust.
<i>Audience size without trust is a vanity metric. Depth of resonance is the real number.</i></p> |
| <p>06 Your visuals look different from last quarter.
<i>Visual inconsistency is brand dilution. It compounds silently over time. The courage follows.</i></p> | <p>12 You avoid raising your prices.
<i>Usually rooted in brand confidence which is rooted in brand clarity. Fix the</i></p> |
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The audit showed you what is off. We built an entire table around fixing exactly that.
Twenty minutes with our team. No pitch. Just the truth and what to do with it.

Take a Seat at The Olive Table.