

HOW FAITH-FLUENT IS YOUR BRAND?

Score your brand across these 5 points. Be honest. This works better if you use it as a mirror.

Rate yourself 1–5 on each line below, then add up your total.

01 VOICE CLARITY

Sounds like everyone else

1 — 2 — 3 — 4 — 5

Unmistakably you

02 CONVICTION VS. PERFORMANCE

Feels rehearsed

1 — 2 — 3 — 4 — 5

Feels fully genuine

03 WHO DO YOU SERVE

Trying to reach everyone

1 — 2 — 3 — 4 — 5

Speaks straight to your person

04 SHOWING OFF VS. SHOWING UP

Loud, cluttered, trying too hard

1 — 2 — 3 — 4 — 5

Confident and anchored

05 APPROACHABILITY

Cold and corporate

1 — 2 — 3 — 4 — 5

Warm and credible

YOUR TOTAL: _____ / 25

WHERE ARE YOU?

TOO HIDDEN

Your brand blends into the background when people should be deciding to trust you.

Next Move: Get specific about who you're for - and what you won't compromise on.

Start with the Brand Clarity Diagnostic -> www.thegoodnamecreative.com/services

SCORE 5–11

TOO LOUD

You're just trying things hoping that something sticks, and it shows.

Next Move: Trade the noise and confusion for clarity.

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SCORE 12–18

CONVINCINGLY CLEAR

People can feel what you believe before you ever say it outright. That's rare - and it's worth protection

Next Move: Protect it. Growth is exactly when brands quietly drift. Lock your strategy in today.

You're closer than you think - take your next step today -> www.thegoodnamecreative.com/services

SCORE 19–25

GOODNAME CREATIVE

Marketing Isn't Spending. It's Stewardship.

www.thegoodnamecreative.com