DoteWorks

The brand first-aid kit

A quick self-check for founders and teams who want to reconnect with what their brand really stands for.

Every brand drifts over time. The question is — where has yours lost its spark?
Use this short reflection to see where clarity could unlock new energy, focus and confidence.

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1. You feel unclear or disconnected

(Internal clarity)

☐ My team is unclear on what our brand stands for

☐ I struggle to explain our value or purpose clearly

☐ We've pivoted, but our brand hasn't caught up

☐ We're expanding or rebranding without a clear direction

☐ Our audience feels too broad — we lack a clear ideal customer

Reflection:

Which of these feels most frustrating right now?

2. Your audience isn’t connecting

(External clarity)

☐ Customers buy once but don’t return

☐ Engagement is low — people don’t seem to connect with us

☐ Competitors are more visible or seem more relevant

☐ I struggle to clearly explain what makes us different

☐ Customer experience varies too much between platforms or people

Reflection:

Which one, if solved, would move the needle most?

3. Your marketing feels hit-or-miss

(Execution clarity)

☐ Our campaigns feel inconsistent or scattered

☐ We’re guessing what to say or post

☐ We spend time or money but don’t see lasting impact

Reflection:

What would make your marketing feel easier or more effective?

Your brand clarity insight

If you ticked mostly from:

Section 1 — You're in the Identity Phase
Your brand may have drifted from its core. Reconnect with your *why* and who you serve.

Section 2 — You're in the Connection Phase
You know who you are, but your audience doesn't — yet. Time to clarify your message and make it resonate.

Section 3 — You're in the Consistency Phase
You've got the essence right, but the expression is uneven. Bring alignment to how your brand shows up.

Next step (only if you want to go deeper)

At Doteworks, we help founders and teams rediscover the heart of their brand in a **Brand Clarity Sprint** — a guided process to reconnect, refocus and move forward with confidence.

Want a second pair of eyes? Send us an email via the Contact page

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> *Clarity isn't about having all the answers. It's about knowing what truly matters — and letting everything else fall into place.*