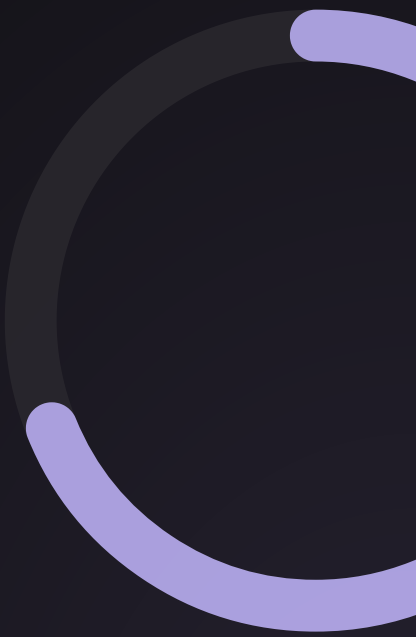
The Wider Collective

THE WIDER COLLECTIVE · BRAND SELF-AUDIT

Could a competitor put their name on your brand?

An afternoon of tests that show your brand the way customers see it, and a Brand Charter at the end.



Company

Date

Who was in the room

START HERE

How to use this

The online score took four minutes and your own judgement. This takes an afternoon and other people's. That's the point: your own view of your brand is the least reliable one in the room.

Who

3 to 5 people. The founder, whoever runs marketing, someone in sales and someone who joined recently.

Time

About 3½ hours: 45 minutes on who you are, then around 40 minutes per pillar.

Have open

Your homepage, your company bio, your last three posts, your sales deck and your last ten quotes or proposals.

Before the session

Send test 3.1 (the name-hidden test) to five customers or peers. Replies take a day or two.

Rule for the room

Write answers down before anyone speaks. The first loud answer shapes everyone else's.

Three parts

1. **Who you are.** The exact questions we ask in our $1M+ founder workshops.
2. **Four tests.** Positioning, Message, Distinctiveness, Memory & pricing. You collect the evidence: what people said, what customers guessed, where they came from. No self-scoring.
3. **Your Brand Charter.** Save this PDF with your answers and upload it at thewidercollective.com/charter. We score each pillar from your evidence, name your weakest, and email you a Brand Charter with a plan to fix it, free.

Every grey box is typeable. Click it and write. Tick boxes click on and off. Save the file to keep your answers.

WHY THIS MATTERS

Two numbers to keep in mind.

6%

Only 6% of B2B SaaS marketing leaders describe their own messaging as very distinctive. The rest call it only somewhat or slightly distinctive, or say they blend in.

Wynter, 2025

2%

In an Ehrenberg-Bass Institute study, only 2% of marketers could predict how recognisable their own brand elements were to within 5 points. Most overestimated how well known their brand was.

Journal of Brand Management

The first number says sounding the same is normal. The second says you probably can't see it from the inside. So every test in this audit asks you to check with someone else, or to compare yourself side by side with a competitor.

When a brand blends in, buyers fall back on the only difference they can see: price. Everything in this audit is about giving them another one.

PART 1 · 45 MINUTES

Who you are

These are the exact questions we ask in our $1M+ founder workshops. The most useful answers are rarely about design. They're the specific details hiding inside vague words. One founder kept saying "support"; it turned out to mean co-teaching a lesson, then observing and giving feedback. That detail changed the whole brief. Look for yours.

Answer in full sentences, in the words you'd use with a friend, not the website.

A · Where you came from

Why did the business start? What problem, frustration or ambition?

The one early decision that still shapes how you work today

Where the name and logo came from, if anyone knows

B · What you actually do

Describe it so concretely that someone could picture it. Then pick the vague word you lean on most (support, solutions, quality, service) and say what it really means here.

What we do, in one paragraph

Our vaguest word, and what it actually means

C · Who chooses, who uses

The person who buys is often not the person who uses. A parent chooses a children's programme; a procurement team chooses a supplier the factory floor relies on.

	WHO THEY ARE	WHAT THEY NEED TO HEAR BEFORE SAYING YES
Chooses		
Uses		
Influences		

D · Why customers really pick you

Not why you think they should. Ask your three longest-standing customers, or recall what they've said.

What customers say, in their words

What you'd have to stop doing for them to leave

E · What you won't compromise on

Up to four values. For each, one thing you've actually done, or turned down, because of it. A value with no example is a wish.

VALUE	THE TIME IT COST US SOMETHING, OR WE SAID NO

F · Your personality, honestly

Score 1–5 where your brand is today and where it should be. Everyone marks separately first.

ONE END	TODAY 1–5	SHOULD BE 1–5	OTHER END
Bold			Subtle
Playful			Serious
Accessible			Technical
Human			Industrial
Traditional			Modern
Local			Global

The biggest gap between today and where we should be

G · Where you're going

What the business will be in three years, if it goes well

Is the company becoming bigger than its current product or programme?

☐ Yes ☐ No

If yes, how

The part of our brand we already know is out of date (website, deck, logo, tone)

PILLAR 1 · POSITIONING

Why you, instead of the alternative?

If your team can't say in one sentence why customers should pick you, customers can't either.

1.1 The "why us" test 15 MIN

Everyone writes, alone and without talking: *Why should a customer pick us over the closest alternative?* One sentence each. Read them out; circle words that repeat. If nothing repeats, that's your finding.

PERSON	THEIR ANSWER	PRICE?
		☐
		☐
		☐
		☐
		☐

1.2 The logo-cover test 10 MIN

Cover your name and logo on each item. Could a competitor put their name there and it would still be true?

ITEM	STILL TRUE FOR A COMPETITOR?	THE LINE THAT'S ONLY TRUE OF YOU
Homepage hero	☐ Yes ☐ Partly ☐ No	
Sales deck, slide 2	☐ Yes ☐ Partly ☐ No	
Latest proposal intro	☐ Yes ☐ Partly ☐ No	
LinkedIn "About"	☐ Yes ☐ Partly ☐ No	

1.3 Write your positioning 15 MIN

Don’t polish. Be specific.

If we didn’t exist, customers would use

What we have that they don’t

Which means customers get

The customers who care most about that

OUR ONE SENTENCE

For _____ who _____, we are the only _____ that _____.

If you can’t finish it without “best”, “quality” or “service”, you haven’t found it yet.

WATCH FOR

“We’re the best” · “Great service” · the founder and sales give different reasons · the deck and the website describe different companies

PILLAR 2 · MESSAGE

One promise, said the same way everywhere.

Category clichés make you sound like everyone else before anyone has read your second sentence.

2.1 The cliché count 10 MIN

Tally these in the headline and first paragraph of each page: *innovative, trusted, quality, solutions, leading, end-to-end, passionate, world-class, seamless, cutting-edge, one-stop, tailored.* Add your category's own favourites first.

Our category's clichés

PAGE	COUNT	WORST OFFENDER
Homepage		
About page		
Main service or product page		
LinkedIn "About"		
Sales deck, slide 1		
Total		

2.2 The first-line check 15 MIN

Copy the first line people see on each touchpoint, word for word. Is it the same promise as the homepage?

TOUCHPOINT	FIRST LINE, WORD FOR WORD	SAME PROMISE?
Homepage		—
Company bio		☐ Same ☐ Similar ☐ Different
Email signature or intro		☐ Same ☐ Similar ☐ Different
Sales deck		☐ Same ☐ Similar ☐ Different
Proposal		☐ Same ☐ Similar ☐ Different
Latest ad or post		☐ Same ☐ Similar ☐ Different

2.3 Write one core promise 10 MIN

Start from your positioning sentence in 1.3. Cut it to something a customer would repeat.

Our core promise, under 12 words

Three words we will stop using

Where it goes first (the page most people see)

> **WATCH FOR**
> Your homepage opens with what you do, not why it matters · every channel was written by a different person · you can't remember your own tagline

PILLAR 3 · DISTINCTIVENESS

Would they know it’s you without the logo?

Most people scroll before they read. If your work isn’t recognisable without the logo, every post builds your category, not you. An asset counts when many people link it to you, and only to you.

3.1 The name-hidden test SEND BEFORE THE SESSION

Hide your name and logo on a recent post or ad. Send it to five customers or peers: *Which company do you think this is from?* If they guess a competitor, write down which one.

PERSON	THEIR GUESS	RIGHT?
		☐
		☐
		☐
		☐
		☐

3.2 The side-by-side 10 MIN

Your last three posts next to your closest competitor’s, logos covered. Could someone who doesn’t know you tell which are yours?

What gives it away, or what makes them look the same

3.3 Your asset grid 20 MIN

List every element that could signal your brand: colour, typeface, shape, character, photo style, phrase, sound. Mark each using 3.1 and 3.2 as evidence, not opinion.

ASSET	LINKED TO US BY	ONLY US?	DECISION
	☐ Many ☐ Some ☐ Few	☐ Yes ☐ No	☐ Keep ☐ Build ☐ Drop
	☐ Many ☐ Some ☐ Few	☐ Yes ☐ No	☐ Keep ☐ Build ☐ Drop
	☐ Many ☐ Some ☐ Few	☐ Yes ☐ No	☐ Keep ☐ Build ☐ Drop
	☐ Many ☐ Some ☐ Few	☐ Yes ☐ No	☐ Keep ☐ Build ☐ Drop
	☐ Many ☐ Some ☐ Few	☐ Yes ☐ No	☐ Keep ☐ Build ☐ Drop

Keep
Well known and only yours. Use it everywhere.

Build
Only yours, not known yet. Use it more, next to your logo.

Drop
Shared with competitors. It helps them as much as you.

The one or two assets we'll use every single time

WATCH FOR
You've changed colours or style in the last year · your best-known asset is a colour every competitor uses · each designer or agency had their own take

PILLAR 4 · MEMORY & PRICING

Do they know you before they need you?

Most of your future buyers aren’t buying right now. If they don’t know you when they start looking, you’re one search result among many, and price becomes the tiebreaker.

4.1 The source log 15 MIN

Your last ten new customers. How did each one first come to you? Check your CRM or inbox, or ask them.

CUSTOMER	HOW THEY FIRST CAME TO US
	☐ By name ☐ Referral ☐ Category ☐ Ad / outreach
	☐ By name ☐ Referral ☐ Category ☐ Ad / outreach
	☐ By name ☐ Referral ☐ Category ☐ Ad / outreach
	☐ By name ☐ Referral ☐ Category ☐ Ad / outreach
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	☐ By name ☐ Referral ☐ Category ☐ Ad / outreach
	☐ By name ☐ Referral ☐ Category ☐ Ad / outreach

TOTALS	SEARCHED FOR US BY NAME	REFERRAL	FOUND THE CATEGORY, THEN US	AD OR OUR OUTREACH

4.2 The quote log 15 MIN

Your last ten quotes or proposals.

QUOTE	WON?	COMPARED TO CHEAPER?	DISCOUNTED?
	☐ Yes ☐ No	☐	☐
	☐ Yes ☐ No	☐	☐
	☐ Yes ☐ No	☐	☐
	☐ Yes ☐ No	☐	☐
	☐ Yes ☐ No	☐	☐
	☐ Yes ☐ No	☐	☐
	☐ Yes ☐ No	☐	☐
	☐ Yes ☐ No	☐	☐
	☐ Yes ☐ No	☐	☐
	☐ Yes ☐ No	☐	☐

When we lost, the reason they gave

4.3 Who knows us before they need us? 10 MIN

Where our future buyers spend time before they're buying

Do we show up there at least monthly, in the same recognisable way?

☐ Yes ☐ Sometimes ☐ No

One place we'll show up consistently for the next 90 days

WATCH FOR

You can't say where your last five customers came from · discounts are routine · growth stops when ads or referrals pause

BEFORE YOU SEND IT

Tell us what you noticed.

You've gathered the evidence. We'll do the judging: we score each pillar from what you found, name your weakest, and write the plan to fix it. These answers help us get it right.

The biggest surprise from today

Where do you think you're weakest? A guess is fine. We'll compare it with our read.

- [ ] Positioning
- [ ] Message
- [ ] Distinctiveness
- [ ] Memory & pricing

Why you think so

What you want the charter to help with

Your online brand score, if you took it (out of 100)

Anything else we should know

WHAT GOOD LOOKS LIKE

What happens when a brand communicates its value better.

Three projects that started with different problems. Each one came down to how the company was perceived, what it communicated, and where that could be improved.

EDUCATION · POSITIONING, MESSAGE

+31% new student enrollments in 90 days

An established education business needed to communicate its value more clearly to parents while building a brand capable of supporting future growth. We developed its brand positioning, architecture, visual identity and messaging. That's Who you are, 1.3 and 2.3 in practice: one clear reason to choose them, said the same way to every parent.

AVIATION · MEMORY & PRICING

+23% ticket sales on promoted routes

An airline needed to generate more demand for its promoted routes. We developed a four-episode travel series and supporting campaign content designed to make the destinations more appealing to prospective travellers. That's 4.3 in practice: showing up for people before they're ready to buy, so the brand is the one they remember.

APPAREL MANUFACTURING · DISTINCTIVENESS

19 qualified buyer conversations and 6 RFQs

A major apparel manufacturer needed to communicate its scale, production capabilities and credibility to international buyers. We created a corporate brand film that brought its operations, people and manufacturing capabilities together into one compelling story. That's Pillar 3 in practice: making what's already true about you impossible to mistake for anyone else.

PART 3 · FREE

Turn this audit into your Brand Charter.

A short document your team, freelancers and agencies can work from, written from your answers. We email it to you, free.

1. **Save this PDF** with your answers typed in.
2. **Upload it** at thewidercollective.com/charter, with the email you used for your brand score.
3. **Get your charter** by email: our score for each pillar with the reasons, your weakest pillar, your one sentence, core promise, audiences, values in action, voice rules, the assets to keep, and a 30-day plan to fix your weakest pillar.

It's the same discovery approach behind +31% enrollments for an education brand and six RFQs for an apparel manufacturer.

What's in it depends on what you put in.
Vague answers give a vague charter. If whole sections are empty, we'll tell you which ones before we write anything.

Upload your audit →

Or book a call ↗

Your answers are used only to write your charter. Stored privately, never used to train AI, deleted after 90 days unless you ask us to keep them. This audit is a self-assessment: a starting point for a conversation with your team, not a final verdict.