

# IS YOUR BRAND EFFORTLESS & ICONIC?

*A brand isn't just seen—it's felt. It's seamless, intentional, and unforgettable. Use this quick audit to assess your brand's luxury presence and areas for refinement.*

## THE DNA OF YOUR BRAND

- Is your mission and vision clear, aspirational, and memorable?
- Do your brand values align with your ideal client's lifestyle and expectations?
- Can someone instantly understand what makes your brand unique?
- Does your brand evoke a sense of exclusivity or prestige?

## THE SIGNATURE LOOK

- Is your logo refined, versatile, and timeless?
- Are your brand colors intentional and evocative?

## YOUR BRAND'S VOICE & STORY

- Is your brand voice confident, refined, and engaging?
- Are your key messages aspirational and emotionally engaging?

## YOUR ONLINE FIRST IMPRESSION

- Does your website feel seamless, polished, and immersive?
- Are your call-to-action buttons elegant yet persuasive?

## THE EXPERIENCE THEY REMEMBER

- Are your customer interactions as luxurious as your products or services?
- Have you built an engaged, aspirational community around your brand?

### Give Yourself 1 Point For Each Checkmark.

**(Total possible points: 12)**

#### > 10-12 Points

Your brand is refined, consistent, and positioned as a luxury leader. Keep elevating the finer details.

#### > 7-9 Points

Your brand is strong, but a few areas need refinement to reach top-tier status.

#### > 4-6 Points

Your brand has potential but lacks consistency. Focus on messaging, visuals, and customer experience.

#### > 1-3 Points

Your brand is missing key elements of a high-end experience. Invest in clarity, quality, and strategy.

#### > 0 Points

Your brand lacks cohesion and luxury appeal. A full rebrand may be necessary to attract premium clients.

**If you scored below 10, it's time to refine your brand!**

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