

BRAND CLARITY & GAP AUDIT

An entrepreneur's 10-minute guide to gain clarity and position your brand with confidence in today's AI-driven market.



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VISIONARY BRAND STRATEGIST

If you're like the service-based entrepreneurs I've guided for 20+ years, you're experiencing that stubborn gap between the exceptional value you deliver and the steady flow of qualified leads your business deserves.

And here's what most experts won't tell you: it's not about working harder, hustling more, or chasing the latest marketing tactics... or blindly churning out AI-generated content.

The real culprit is a missing foundation: crystal-clear, differentiated brand positioning.

Without this clarity, even the smartest tools (including AI) will drain your time, budget, and confidence, leaving you watching ideal clients choose your competitors instead.



But with the right foundation in place, you can start:

- ✔ Pricing your services that respect your expertise and attract clients who value quality.
- ✔ Creating content that connects authentically with your target audience (without ever sounding “salesy” or robotic).
- ✔ Attracting ideal clients instead of constantly chasing after them (giving you back precious time and peace of mind).

This ten-minute self-audit shows you exactly where clarity is leaking so you can stop:

- ✔ Watching ideal clients choose competitors (even when your services are superior).
- ✔ Spending precious time and money on tactics that fail to convert qualified leads.
- ✔ Second-guessing every business and marketing decision (and feeling stuck in analysis paralysis).
- ✔ Sounding inauthentic because AI is driving your content instead of your expertise.

So let's get started! Pinpoint the high-impact fixes that will shift your marketing from scattered efforts into a clear, strategic approach, all while ensuring AI strengthens rather than weakens your brand.

How to use this guide

- ✔ Read the statement and the short description of "what good looks like."
- ✔ Check **Yes** if it is 100% true for your business today. Check **No** if it is "not fully in place".
- ✔ Tally your Yes answers and read the score interpretation at the bottom.

Have fun!



PHASE 1: FOUNDATIONAL CLARITY

Who You Are & Whom You Serve

Your Compelling Story

A concise statement that explains why your business exists and the transformation you enable for clients (not just what services you provide).

Yes No

Specialized Focus

A tightly defined niche that positions you as the trusted expert rather than a generalist competing on price alone.

Yes No

Ideal Client Profile

A written snapshot of one group of perfect clients that captures their pains, fears, desires, and buying triggers. Written in your own words, not industry jargon.

Yes No

Brand Personality

Documented tone and traits (e.g., warm and empathetic, bold and authoritative) that guide every client touchpoint.

Yes No

Customer Journey Map

A visual outline of each stage (Awareness, Consideration, Decision, Loyalty) showing client goals, questions, and touchpoints so you deliver the right message at the right moment.

Yes No

AI Brand Voice Alignment

Guidelines for training AI on your brand positioning, tone, and audience insights so it amplifies your unique voice instead of damaging it.

Yes No

PHASE 2: STRATEGIC POSITIONING

How You Stand Apart

Vision Statement

A vivid picture of the future state you are committed to creating.

Yes No

Mission Statement

A short declaration of what you do, for whom, and how you do it consistently.

Yes No

AI as Support, Not Strategy

Clear rules for using AI to support research and execution without outsourcing your expertise.

Yes No

PHASE 3: COMMUNICATION STRATEGY

How You Connect & Convert

Messaging Pillars

Three to five core ideas that anchor all content and speak directly to your clients' priorities, not just your service features.

Yes No

Stand-Out Factor

A single line that states the unique benefit clients get from you (e.g., “The only HR consultant in Texas specializing in conflict-free workplace cultures”).

Yes No

Core Values

Three to five guiding principles visible internally and externally.

Yes No

AI Oversight & Humanization

A process to review and humanize AI drafts so content stays accurate and empathetic.
Red flag: "In conclusion, effective communication is vital." Rewrite to sound like you: "Clear communication builds trust and avoids costly misunderstandings."

Yes No

PHASE 4: VISUAL IDENTITY

How You're Recognized & Remembered

Logo Suite

Primary, secondary, and icon versions in scalable formats.

Yes No

Colour Palette

A limited, accessible palette with HEX, RGB, and CMYK codes that evokes the right emotional response from your target audience.

Yes No

Tagline / Elevator Pitch

A concise, memorable phrase that captures your unique value.

Yes No

Voice & Tone Guidelines

Documented rules for style so every piece sounds unmistakably you.

Yes No

Desired Perception

A clear statement describing how you want clients to feel and speak about your brand once you've helped them.

Yes No

Typography

Two or three fonts with clear usage rules for hierarchy and emphasis, ensuring readability and brand recognition.

Yes No

Imagery & Graphic Style

Guidelines for photos, illustrations, and icons that reflect your brand personality and resonate with your ideal clients.

Yes No

Brand Style Guide

One document that packages all visual rules for quick reference by your team or contractors, eliminating inconsistencies.

Yes No

AI Content Style Guardrails

A checklist for removing “AI-isms” (such as generic filler, robotic phrasing, overuse of em dashes or emojis) so your voice stays authentic.

Yes No

PHASE 5: CONTENT STRATEGY

How You Demonstrate Value & Build Trust

Content Pillars

Topics aligned to your messaging pillars and the various customer-journey stages, ensuring every piece serves a strategic purpose.

Yes No

90-Day Content Plan

A 90-day marketing & promotional calendar with formats, channels, and clear calls-to-action that move prospects through your sales pipeline.

Yes No

Lead Magnet

A free resource that solves an urgent problem and moves leads to the next step in your funnel, building your database with qualified prospects.

Yes No

AI Content Integration

Guidelines for repurposing or scaling content with AI (e.g., blog → social posts) while preserving your authentic brand voice.

Yes No

Achieve More With a Stronger Brand Foundation

Your tally shows where clarity is missing. Unchecked boxes explain why tactics stall, budgets disappear, and ideal clients drift to competitors.

Unchecked AI boxes may also explain why your content feels inauthentic, generic or disconnected. Without clarity guiding both you and AI, your marketing risks staying tactical rather than strategic, leaving your brand vulnerable.

Your Score Tally – Where You Stand Today

Count the total number of Yes boxes you checked across all five phases. Then find your range below to gauge the strength of your own Brand Blueprint.

Yes Answers	What It Means
21-28	Your brand foundation is strong. You're using AI to support your strategy, not replace it. Keep refining and scaling for greater impact.
15-20	Solid progress, but key gaps (including AI use) could still dilute your ROI and limit your ability to attract premium clients. Becoming more strategic will pay off.
8-14	Several critical areas need attention before you invest in more tactics. Without strategy, AI may be amplifying weak or inconsistent messaging.
0-7	Start with the basics. Work on clarity first, then marketing. Without a strategy to guide both you and AI, you risk wasting time, money, and credibility.

Why keep guessing?

The No More Wasted Marketing Workbook

This 90+-page, fill-as-you-go guide walks you through the very process I use with private clients who transform their businesses from overlooked to in-demand. It will help you:

- ✔ **Clarify** your purpose, niche, and ideal client so you speak directly to the right people with messaging that resonates.
- ✔ **Differentiate** your services with a Stand-Out Factor that ends price-shopping and positions you as the obvious choice.
- ✔ **Craft** messaging pillars, taglines, and a signature story that convert.

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- ✓ **Formulate** a consistent visual identity that builds recognition and trust.
- ✓ **Plan** a 90-day content calendar that attracts qualified leads instead of random clicks that waste your follow-up time.
- ✓ **Leverage AI** responsibly with built-in prompts and guardrails that keep your brand authentic, strategic, and trustworthy
- ✓ **Activate** your new brand with an action checklist and a built-in review cadence to keep you accountable and moving forward.

This workbook isn't just theory. It's loaded with instructions, examples, tips and AI prompts that are all designed to help you define your brand positioning with confidence.

By the final page, you'll hold a complete Brand Blueprint anyone on your team can use to create on-brand marketing that converts.

Ready to stop wasting time and money?

[Get instant access to the Workbook Here](#)

It's time to turn confusion into clarity, and clarity into clients who value what you do!

To your success,

Susan Friesen

Small Business Brand Positioning Strategist

P.S. Prefer live guidance? Book a free 30-minute Brand Clarity Consultation. We'll walk through your audit, identify high-impact fixes, and map your first profitable steps to a stronger brand that attracts your ideal clients.

[Schedule a free 30-minute consultation today](#)

WHO IS SUSAN FRIESEN?

Susan Friesen is the founder of eVision Media, an award-winning Canadian boutique agency that helps service-based small business owners build clear, trustworthy brands that attract the right clients.

But what truly sets Susan apart isn't just her 20+ years of experience in brand strategy, website development, and digital marketing — it's why she does this work.

She's seen too many talented entrepreneurs waste time, money, and energy on marketing that doesn't work because their brand message is unclear, their online presence feels scattered, and they don't know who to trust.

That's where Susan steps in, not with one-size-fits-all solutions, but with strategic guidance, honest feedback, and a step-by-step process that brings her clients peace of mind and real results.

She's more than a strategist, she's a trusted partner who sees the big picture and helps make it real.

When you work with Susan, you're not just improving your brand. You're gaining clarity, confidence, and a renewed connection to your business goals... so you can finally focus on what you love most and build a brand that reflects the heart of who you are.



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