

Brand–Market Fit Checklist

A strong product-market fit makes people understand the value.

A strong brand-market fit makes people choose it.

To discover if you have a strong brand-market fit, start by answering the questions below.

1 Are you clear about the problem you solve?

- ☐ The customer understands what it does.
- ☐ The solution is clear and meaningful.
- ☐ The solution is genuinely useful, not just “nice to have”.

2 Is your brand meaning distinct and clear?

- ☐ You know what your brand stands for.
- ☐ Your message is simple enough to repeat.
- ☐ The brand creates recognition, not confusion.

3 Can they identify you?

- ☐ People quickly understand what category you belong in.
- ☐ They know who it is (and isn't) for.
- ☐ They can explain why they chose it in plain language.

5 Can your audience identify themselves in your brand?

- ☐ The messaging and identity resonates with the right people.
- ☐ The brand feels like it was made for their world.
- ☐ It gives them something to identify with, not just something to buy.

4 Is there a personal reason to choose you?

- ☐ You are not relying only on being better, cheaper or faster.
- ☐ There is an emotional reason to prefer you.
- ☐ Choosing you reinforces their identity.

6 Does your brand create momentum?

- ☐ People repeat your language.
- ☐ Customers describe the brand the way you would.
- ☐ The market starts telling your story for you.

Give yourself one point for each yes. If you scored 12 or less, your brand-market fit needs work.