

Brand Simplicity Checklist

Keeping a brand promise to the point and emotionally relevant internally and externally is critical for focus and clarity in markets.

To discover if you have a clear, simple brand promise, start by answering the questions below.

1 Are you clear about the problem you solve?

- ☐ You can explain your promise in one sentence
- ☐ A stranger would understand it without extra context
- ☐ It avoids jargon, industry language, or internal shorthand

2 Does your message quickly answer:

- ☐ What is this?
- ☐ Is this for me?
- ☐ Why should I care?

3 Is there one clear idea?

- ☐ There is a single core idea behind the brand
- ☐ The idea is relevant to the market, not just the business
- ☐ You lead with the promise, not the process

4 Are you avoiding the “shopping list” problem?

- ☐ You haven’t listed every capability, service, method, and feature
- ☐ Your message prioritised
- ☐ Your lead message communicates one strong idea,

5. Is the promise emotionally relevant?

- ☐ Your brand connects to the customers’ identity
- ☐ It speaks to the customer’s world, not just your expertise
- ☐ It gives people a reason to care beyond function

6. Can people repeat it?

- ☐ People describe your brand accurately after one interaction
- ☐ Different people describe it in roughly the same way
- ☐ They explain it in five words or less

7 Does the brand promise shape the business?

- ☐ The promise influences your product, service, offer, and experience
- ☐ Simplicity is built into how you operate, not just how you market
- ☐ You use the brand promise as a decision-making filter

Give yourself one point for each yes. If you scored 16 or less, your brand promise needs clarification.