The Dimah Brand Check

Ten questions that show where your brand is losing people, and what to fix first.

1

Answer each question honestly. Yes, sometimes or no.

2

Add up your score on page 3. Yes is 2, sometimes is 1, no is 0.

3

Start with the fixes for every question you scored 0.

Ten questions

Takes about ten minutes. Ask someone who doesn't work in the business to answer with you.

		Yes	Sometimes	No
01	**Can you say what you do, for whom, in one sentence?** ● Not a slogan. The sentence you'd say to a stranger at a bus stop.	2	1	0
02	**Would your customers describe you the same way?** ● Read your last five reviews. Do they praise the thing you think you're best at?	2	1	0
03	**Do your logo, colours and fonts look the same everywhere?** ● Shopfront, website, Instagram, menu or price list, invoices, van. Lay them side by side.	2	1	0
04	**Does your brand still look like the business you are today?** ● If you've grown, moved upmarket or added a site since the logo was made, it may be holding you back.	2	1	0
05	**Does your website's first screen say what you do, where, and how to get in touch?** ● Open it on your phone. Can you find all three without scrolling?	2	1	0
06	**Do you post on social media on a steady rhythm?** ● Weekly and planned counts as yes. Bursts, then silence for weeks, counts as no.	2	1	0
07	**Are your photos and videos of your real people, place and product?** ● Stock images and phone snaps in bad light both tell people you're not quite sure of yourself.	2	1	0
08	**Does everything you write sound like the same person?** ● Website, captions, emails and signs. Same warmth, same words, same level of formality.	2	1	0
09	**Can a new customer see proof that you're good within ten seconds?** ● Reviews, testimonials, names of clients, before and after. Somewhere they'll actually see it.	2	1	0
10	**Do you know what you're posting next month, and why?** ● A plan tied to what the business needs (a launch, a quiet season, a new service), and a way to see what worked.	2	1	0

● Your story ● Your brand ● Your content

Your score

Add up the numbers you circled. Then read the band you land in, and the fixes for any question where you scored 0.

/ 20 Your total

16–20 **Strong foundations**

Your brand is working. The gains now come from consistency and a plan: keep the rhythm, keep measuring, and keep the photos fresh.

9–15 **Good, but leaking**

People like you once they find you, but the brand isn't doing enough of the work. Fix your zeros first. They're usually quick wins.

0–8 **Time for a proper look**

Customers are probably getting mixed messages. Start with questions 1 and 3: get the story and the look right, and the rest gets easier.

What to fix first

One practical next step for each question.

1. Write it as "We help [who] [do what], in [where]." Test it on three customers.

2. Ask five regulars why they come back. Use their words on your website.

3. List every place your logo appears and replace the odd ones out first.

4. A refresh isn't a rebrand. Keep what people recognise and modernise the rest.

5. Put one clear line and one button ("Book", "Call", "Order") above the fold.

6. Pick a pace you can keep, even twice a week, and plan four weeks ahead.

7. Book one proper shoot day. A good day of photos can last a season.

8. Write down five words for how you sound, and five you'd never use.

9. Put your three best reviews on your homepage and pin one on Instagram.

10. Start each month with one goal, and check what moved it at the end.

Want us to go through it with you?

Send us your score and we'll talk you through what we'd do first. A free call with Chuks or Kat, no hard sell.

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