



Is Your Brand Costing You Business?



DESIGN STUDIO
PERTH | Grow With Distinction

A great brand does more than look good. It makes you familiar. When customers recognise your business and trust what it stands for, they don't need endless reminders or follow-ups before they're ready to buy. That familiarity shortens the journey from interest to decision, cutting down the number of touchpoints it takes to win their confidence. The result: lower cost to acquire a customer and less time wasted getting deals across the line.

So how do you know if your brand is doing its job? Use this quick checklist to see if yours is helping you build familiarity or holding you back:

The Brand Health Check

Tick any that sound familiar:

- ☐ My brand was designed based on personal taste, not a clear strategy.
- ☐ I have the basics (logo, colours, fonts) but nothing that sets me apart.
- ☐ My socials, website, and proposals all look and sound different.
- ☐ I rely on stock icons, generic templates, or Canva freebies.
- ☐ I can't clearly explain my value in one sentence.
- ☐ I only market when business slows down, not consistently.
- ☐ Each touchpoint feels like it came from a different business.
- ☐ What once looked fresh now feels dated — but I've ignored it.

Score Yourself

- **1–2 ticks:** Minor cracks showing - address them before they spread.
- **3–5 ticks:** Your brand is already costing you opportunities.
- **6+ ticks:** Your brand is no longer supporting growth - it's suffocating it.