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The 10-point *Brand Check*

Ten honest yes-or-no questions to find out whether your brand is ready to look expensive, with or without AI. It takes about ten minutes and a cup of coffee.

Tick the box only if it's a confident yes.

Foundations *01–05*

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01

WHO IT'S FOR

- [ ] **You can say who your brand is for in one sentence, without the word "everyone".**

  Write it on a sticky note. If it takes a paragraph, every visual decision after it will be a guess.

02

THE LOGO TEST

- [ ] **Cover your logo on your last 9 posts. A stranger could still tell they're yours.**

  Same light, same colours, same type. Recognition is built from repetition, not from the logo.

03

COLOURS ON PAPER

- [ ] **Your 3 to 5 brand colours are written down with their hex codes.**

  "Sort of sage green" changes every time someone new touches your content. Codes don't.

04

THE TWO-SECOND FEELING

- [ ] **You know the one feeling a customer should have in the first two seconds of seeing your post.**

  Calm, craving, trust, a little envy. Pick one. It's the first line of every brief.

05

FRESH PRODUCT IMAGES

- [ ] **Your best product photo is less than 12 months old and still matches what you sell.**

  Old packaging and old light quietly tell people you're not paying attention.

Content *06–10*

06

A REFERENCE LIBRARY

- [ ] **You have 10 saved images that look exactly like the brand you want to be.**

This is what you hand a photographer, a designer or an AI tool. Without it, everyone invents their own version.

07

CAPTIONS WITH A PULSE

- [ ] **Your captions sound like a person talking, not a brochure.**

Read one out loud. If you wouldn't say it to a customer in your shop, rewrite it.

08

A PLAN, NOT PANIC

- [ ] **You know what you're posting next week before Sunday night.**

Two or three themes on rotation beat daily scrambling, and they're far easier to make look consistent.

09

WHAT ACTUALLY SELLS

- [ ] **You can name the 2 posts that brought you real customers last quarter.**

Likes are nice. Make more of whatever made the phone ring or the cart fill.

10

BRIEFING AI PROPERLY

- [ ] **If you use AI for visuals, you brief it with references and rules, not just adjectives.**

"Beautiful, hyperrealistic, luxury" gets you everyone else's image. A reference, a light direction and a feeling get you yours.

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Count your *ticks.*

8–10 **You're ready.** Your foundations are solid, so AI can multiply what already works. Time to scale content without scaling the budget.

5–7 **Close.** A few decisions are missing, which is why some posts feel off and others feel like you. Fixing two or three of them usually changes the whole feed.

0–4 **Pause the content machine.** More posts won't fix this. Decide who it's for and what it should feel like first, then everything you make gets easier and cheaper.

Want a second pair of eyes on your answers?

Book a free 20-minute Brand Clarity Session. We look at what your brand says today, what it should say instead, and whether AI content makes sense for you yet. No pitch deck, no pressure.

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