

A Prana Business Consulting
Resource Use this checklist to ensure
your brand foundation is solid. When
these six elements are clear, every
marketing decision becomes easier.

6-Point Brand Clarity Checklist

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Use this checklist to ensure your brand foundation is solid. When these six elements are clear, every marketing decision becomes easier.

✓ POINT 1: WHO YOU SERVE

Your brand clarity starts with knowing exactly who you're here to help.

Questions to Answer:

Who is your ideal customer/client?

- Demographics: _____
- Role/Position: _____
- Industry: _____
- Company size/Life stage: _____

What challenges are they facing?

1. _____
2. _____
3. _____

What are they trying to achieve?

What do they value most? (e.g., efficiency, innovation, sustainability, reliability, price)



CLARITY CHECK:

- ☐ I can describe my ideal customer in one clear paragraph
- ☐ I know where they spend time online and offline
- ☐ I understand their pain points better than they do
- ☐ I can speak their language (using words they use)

YOUR ONE-PARAGRAPH IDEAL CUSTOMER DESCRIPTION:

Example: Nike's ideal customer is someone who believes in the power of movement — not just for performance, but for personal transformation. They are driven, ambitious, and constantly pushing their own limits, whether they're training for a marathon, playing on a team, or simply running their first mile.

They see sport as a mindset — a way to express strength, resilience, and possibility. They value innovation, quality, and authenticity in the brands they choose. For them, wearing Nike isn't just about the gear; it's about belonging to a global community that celebrates courage, perseverance, and the pursuit of greatness.

Or

Prana's ideal client is a person with vision and heart — a founder, coach, or creative who's ready to grow her business in a way that feels aligned, intentional, and sustainable. She's tired of hustle culture and wants a marketing approach that honours both her purpose and her pace.

She believes business can be a force for good, values authenticity over perfection, and is ready to bring her message to the world with confidence, clarity, and compassion. She leads with soul, seeks systems that support her, and is building something that matters — for herself, her community, and the future.

✓ POINT 2: WHAT TRANSFORMATION YOU OFFER

People don't buy products or services. They buy transformations.

Questions to Answer:

What is the "before" state of your customer? (Their current situation, frustrations, limitations)

What is the "after" state you create? (The outcome, feeling, capability they gain)

What's the specific transformation you facilitate? From _____ to _____

What makes your approach to this transformation unique?



CLARITY CHECK:

- ☐ I can explain what I do in one sentence
- ☐ I focus on outcomes, not just features
- ☐ I know what success looks like for my customers
- ☐ My transformation is specific and measurable

YOUR TRANSFORMATION STATEMENT:

We help _____ (who) achieve _____ (what) so they can
_____ (why it matters).

✓ POINT 3: WHY YOU DO THIS WORK

Your "why" is what makes people connect emotionally with your brand.

Questions to Answer:

Why does this work matter to you personally?

What would be missing in the world without your business?

What impact do you want to have beyond profit?

What do you believe that your competitors don't?



CLARITY CHECK:

- ☐ My "why" is authentic, not manufactured
- ☐ I can share my purpose without sounding preachy
- ☐ My team understands and believes in our purpose
- ☐ Our purpose guides our business decisions

YOUR PURPOSE STATEMENT:

Example:

Prana Business Consulting — Purpose Statement

To help purpose-led individuals and companies build authentic, thriving businesses that balance strategy with soul — growing brands that do good, feel good, and stand the test of time.

Nike:

*To bring inspiration and innovation to every athlete in the world.
(If you have a body, you are an athlete.)*

✓ POINT 4: HOW YOU'RE DIFFERENT

Differentiation is not about being better. It's about being different in ways that matter to your audience.

Questions to Answer:

What do you do that competitors don't?

What do you do differently?

What do you refuse to do that others do?

If you disappeared tomorrow, what would your customers miss most?

CLARITY CHECK:

- ☐ My differentiation is based on substance, not just style
- ☐ I can prove my differentiation with examples/evidence
- ☐ My difference matters to my ideal customer
- ☐ I'm not trying to be everything to everyone

YOUR DIFFERENTIATION STATEMENT:

Unlike _____ (competitors/alternatives), we _____ (your unique approach) which means _____ (benefit to customer).

✓ POINT 5: WHAT YOU STAND FOR

Your values aren't just words on your website. They're decisions you make every day.

Questions to Answer:

What are your 3-5 core values?

1. _____
2. _____
3. _____
4. _____
5. _____

For each value, what's one decision you've made because of it?

Value 1: _____

Decision: _____

Value 2: _____

Decision: _____

Value 3: _____

Decision: _____

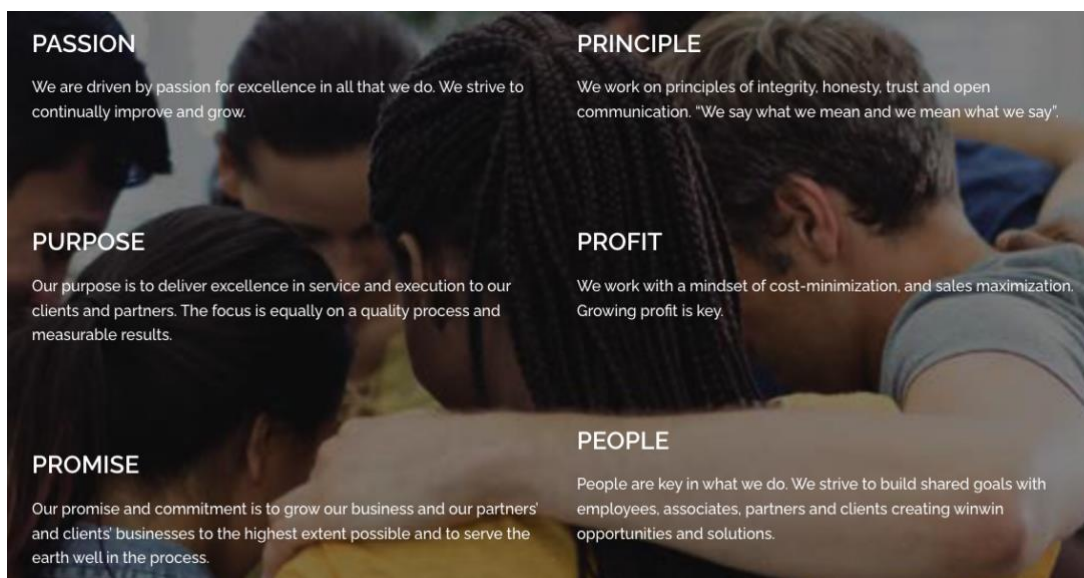
What would you never compromise on?

What trade-offs are you willing to make to stay true to your values?

 CLARITY CHECK:

- ☐ Our values are lived, not just listed
- ☐ Team members can name our values without looking them up
- ☐ We've turned down business that didn't align with our values
- ☐ Our values show up in customer experience

Example: Prana Diagrammatic



✓ POINT 6: WHAT YOU PROMISE

Your brand promise is the consistent experience customers can expect from you.

Questions to Answer:

What can customers always expect when working with you?

What specific experience do you guarantee?

How do you want people to feel after interacting with your brand?

What would you want customers to say about you?



CLARITY CHECK:

- ☐ Our promise is specific, not generic
- ☐ We can deliver on this promise consistently
- ☐ Every team member knows what we promise
- ☐ Our systems support delivering on this promise

YOUR BRAND PROMISE:

When you work with us, you can always expect _____ and you'll feel

_____.

BRINGING IT ALL TOGETHER

Your Brand Foundation Summary:

We serve: _____

We transform: _____

Because we believe: _____

What makes us different: _____

Our values: _____

Our promise: _____

NEXT STEPS:

Now that you have clarity, use this foundation to:

- ☐ Audit your current marketing materials for consistency
- ☐ Train your team on your brand foundation
- ☐ Create messaging guidelines based on these answers
- ☐ Review your customer touchpoints to ensure alignment
- ☐ Share your brand story more confidently

PRANA TIP:

Brand clarity isn't something you create once and forget. Revisit these six points annually. As your business evolves, your brand expression may need to evolve too—but your core foundation should remain consistent.

Need help implementing your brand clarity? Visit pranabusinessconsulting.com or email info@pranabusinessconsulting.com

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