



SHARP PENCIL ♦ Brand Diagnostic

Nine Questions Before You Touch Your Brand

_01 What do your best customers say they got from working with you?

Think about how they tell someone else about you.

They won't remember every detail.

They'll remember what changed.

That's what people are really buying.

_02 Whose yes matters most?

"Everyone" is not an audience.

Picture the one customer you most want to reach.

What's on their mind just before they find you?

If your homepage doesn't answer that question, they'll keep looking.

_03 What made your last customer hesitate?

Think about the last sale that wasn't an easy yes.

Where did they pause?

What did they ask before they decided?

That moment tells you what your message still needs to answer.

_04 Could your headline trade places with your biggest competitor's?

Open both homepages and cover the logos.

If the headlines could switch places without anyone noticing, neither one is working.

_05 Read your About page out loud with your company name covered. Does it still sound like you?

A real voice doesn't need a logo.

Your customers should recognize it anyway.

_06 Before someone talks to you, what gives them a reason to trust you?

Look at the top of your homepage.

What makes someone think, "I can trust these people"?

A real customer? A real result? A real face?

If trust shows up late, many people won't stay long enough to find it.



_07 Put your homepage next to the last email you sent a customer. Same company?

People don't separate what you say from what you do.
They read your website, then they work with you.
If those feel like two different companies, they'll notice.

_08 Could a stranger tell what you do in ten seconds?

Open your homepage. Count to ten. No scrolling.
Would a first-time visitor know what you do and who you help?
If they have to guess, they'll guess wrong.

_09 If all of this worked, what would be different next Monday?

Would you have better leads? Better referrals?
More confidence in your prices?
Fewer conversations that go nowhere?
Decide what success looks like before you change a single word.

◆ If more than three of these questions were hard to answer, don't rush into a new website, logo, or marketing campaign.
Get clear first. Everything else gets easier after that.
That's where I come in.

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