

THE BRAND TRUST CONSISTENCY CHECK™

A practical decision-making tool for founders,
managers and marketeers,
to help cut through the noise and provide you
clarity for a trustworthy brand persona that
people believe in.

By Jon Laurenson

Why Trust Comes Before Marketing

INTRODUCTION

Most founders don't struggle with ideas.
They struggle with direction and consistency.

They post, launch, refine, and adjust — but something still feels fragmented.
The message changes. The tone shifts.
Momentum starts and stops.

This usually isn't a marketing problem.
It's a trust problem for your consumer.

When a brand doesn't have a clear internal reference point, decisions are made reactively.

Marketing becomes more instead of clearer.
Visibility might increase, but consumer belief doesn't.

**THIS TOOL EXISTS TO SOLVE THAT
SO YOU AND YOUR CUSTOMER KNOW YOUR TRUST MESSAGE**

THE BRAND TRUST CONSISTENCY CHECK

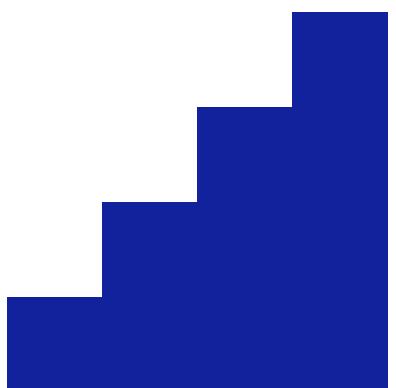
A simple framework to help you pause, assess, and decide — before you publish, launch, and commit.

It's designed to be used repeatedly, across content, positioning, and strategy.

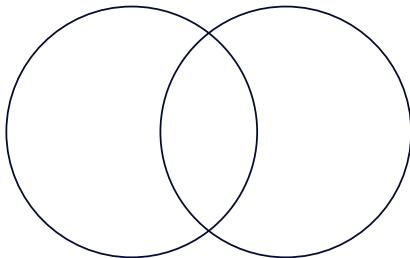
Not to add complexity.

To remove noise.

Providing you clear decisions that increase trust and value.



WHO THIS IS FOR



- Founder- and creative-led businesses - wellness, lifestyle, entertainment, fashion, health and hospitality.
- **Lifestyle brands and business built on taste, story, and experience**
- Business owners and marketeers who are the voice of the brand

People who value clarity over volume

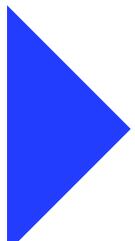
This is not for:

- Venture-scale startups
- Performance-only marketing teams
- Anyone looking for growth shortcuts

This is a thinking tool — not a marketing hack.

HOW TO USE THIS TOOL

Use the Brand Trust Consistency Check anytime you are about to:



- PUBLISH CONTENT
- LAUNCH A PRODUCT OR SERVICE
- SAY YES TO AN OPPORTUNITY
- ADJUST YOUR MESSAGING
- FEEL UNCERTAIN ABOUT DIRECTION

Answer each question honestly.

If something doesn't pass, pause — don't push forward.
Trust compounds through consistency.

The Brand Trust Consistency Check™ for YOU

Before you move forward, ask yourself these questions with reference to your brand, a decision to make or current opportunity:

What is your subject or reference topic for this check?

****Write your answers down for ultimate clarity**

TRUTH

Is this aligned with what I actually believe — not just what performs or sounds good?

RELEVANCE

Is this for the audience I have clearly defined for the brand right now — or am I trying to speak to too many people?

USEFULNESS

Does this genuinely help or clarify — without exaggeration or over-promising?

SIGNAL

How does this feel? Does this reinforce a consistent brand presence — or add extra noise and confusion?

TONE

Does this sound like me at my best — clear, grounded, and confident?

FINAL QUESTION

If someone experienced this once for your brand, product or service, would they trust you more the second time?

If the answer is no — stop, refine, or remove.

HOW TO USE THIS REPEATEDLY

THIS CHECK IS NOT A ONE-TIME EXERCISE.
USE IT:

- **WEEKLY**
- **BEFORE EVERY LAUNCH**
- **WHEN SOMETHING FEELS “OFF”**
- **WHEN ADVICE STARTS TO CONFLICT**

OVER TIME, PATTERNS WILL EMERGE:

1. **WHAT CONSISTENTLY WORKS**
2. **WHAT FEELS FORCED**
3. **WHAT NO LONGER FITS**

THAT'S WHERE CLARITY LIVES AND TRUST INCREASES.

TRUST BUILDS BRANDS AND BUSINESS CONSISTENTLY

IMPORTANT CONTEXT

This Trust Consistency tool does not replace strategy, perspective, or deeper positioning work.

It's designed to:

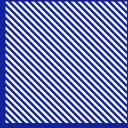
- Create pause
- Improve decision quality
- Reduce unnecessary output
- Strengthen trust through consistency

If you want to define your full brand persona — not just check it — that work lives in the complete Brand Persona framework.

NEXT STEP

The Brand Trust Persona

Framework™



by Jon Laurenson

A structured framework to define what your brand stands for, what solution it provides, who it's intended for, and how to show up consistently — before marketing tactics or growth decisions.

This ensures clarity, shared language, and strong foundations.

Trust isn't built through volume.
It's built through clarity and repetition.

Use this tool whenever you feel pressure to move
faster than your thinking.

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Founder-led. Trust-first. Clarity before growth.

