

# THE BRAND TRUST CONSISTENCY CHECK™

A practical decision-making tool for founders, managers and marketeers.

Helping founder- and creative-led businesses cut through noise by defining a clear, trustworthy brand persona — aligning channels and creating momentum 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

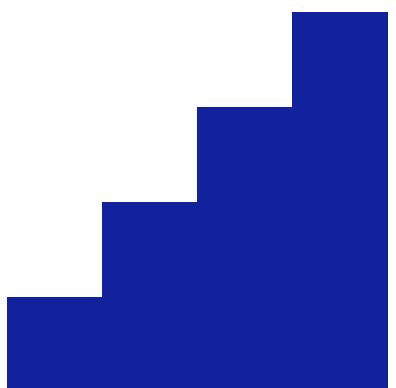
A simple framework to help you pause, assess, and decide — before you publish, launch, and commit.

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

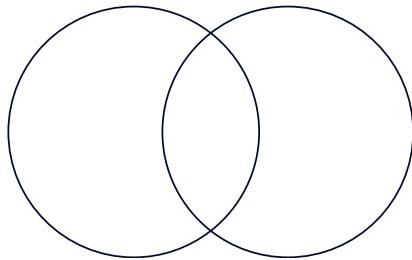
Not to add complexity.

To remove noise.

Providing you clear decisions that increase trust and value.



# WHO THIS IS FOR



## THIS TOOL 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:

\*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

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, would they trust me 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.

# The full Brand Trust Persona Framework helps founders define:

## WHERE THIS FITS

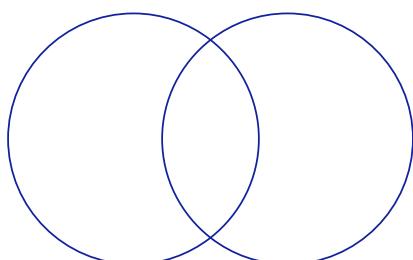
The Trust consistency tool is intentionally focused.

It gives you the backbone check for decision making — not the full build.

This Trust Consistency Check is part of a larger system:

The Brand Trust Persona Framework™  
by Jon Laurenson

- What you stand for - your why
- Who they're for - customer focused solution
- How to show up consistently - your trusted story
- How to align brand channels before marketing tactics - clarity and trust

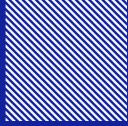


# NEXT STEP

## 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.

---

Contact:- Jon Laurenson  
Brand strategy & marketing direction  
Founder-led. Trust-first. Clarity before growth.

