SMART strategies

Which Silent Brand Killer Is Costing You the Most Clients?

Your brand story isn't what you think it is—and chances are,
one of the 5 Silent Brand Killers is sabotaging your success.

Take this short quiz to uncover your hidden brand gap
and get a custom action step to fix it.

Question 1: How confident are you that people instantly "get" what you do?
A)   100% clear—my message is sharp.
B) I think so, but I often have to explain it twice.
C) Honestly, people still look confused when I describe my work.

Question 2: How unique does your brand look and feel compared to others in your industry?
A)   Totally unique—my vibe is all my own.
B)   Somewhat—I stand out in certain ways.
C)   Not much—I could swap my logo and copy with someone else's.

Question 3: How does your marketing feel to you?
A)   Genuine and natural—I connect with my audience.
B)   A little forced at times—I worry I sound salesy.
C)   Very pushy—I feel uncomfortable selling.

Question 4: When someone moves from your Instagram to your website or emails, what do they notice?
A)   Consistency—everything feels aligned.
B)   Some difference, but still professional.
C)   A big mismatch—different tone, visuals, or vibe.

Question 5: How often do you position yourself as an expert (speaking, writing, teaching, posting thought leadership)?

A)   Regularly—I show up with authority.
B)   Occasionally—I could do more.
C)   Rarely—I'm basically invisible in my industry.

Results & Action Steps

- **Mostly A's** – *Congratulations!* Your brand is in strong shape. Focus on refining and scaling your visibility.
- **Mostly B's** – You're doing well, but one or two Silent Brand Killers are lurking. Tackle them now to avoid plateauing.
- **Mostly C's –** Your brand has major gaps that are costing you clients.

The good news? Awareness is the first step- and with a Brand Blueprint, you can turn things around fast.

Ready to fix your Silent Brand Killer for good?
   Book a Brand Clarity Call with SMART Strategies LLC and discover how to shift from overlooked to unforgettable.