



Your Wellness Brand Self-Audit

Evaluate your current visuals and discover simple improvements that elevate trust and consistency. You'll also receive a short, personalized email review from me — no calls required.

IS YOUR BRAND WORKING FOR YOU
OR HOLDING YOU BACK?

Welcome

Your brand is more than a logo — it's how people feel when they experience your work. And if you've been in business for a while, you've probably evolved faster than your visuals.

This Self-Audit will help you:

- Identify where your visuals and messaging feel off-balance
- See which parts of your brand already feel strong and aligned
- Discover what to refine before investing in your next rebrand

It's calm, clear, and designed for wellness businesses who want their brand to look as professional and trustworthy as the work they do every day.



Hi! I'm *Jen* The owner of Zmuda Design.

Grab your favorite tea, take a deep breath, and let's look at your brand through the lens of clarity and connection.



STEP 1

Clarity

Before we look at visuals or messaging, we need to ground your brand in clarity. Because when these pieces are clear, everything else becomes easier.

What You Offer:

- What is the core service or experience you provide?
- What problem are you helping solve?
- What result does your client walk away with?

Who You Serve:

- Who do you feel most aligned working with?
- Who benefits most from your work?
- Whom are you trying to attract more of?

What You Stand For:

- What values guide your work?
- What do you believe your industry gets wrong?
- What do you want to be known for?

YOU DON'T NEED PERFECT ANSWERS HERE—JUST HONEST ONES.
CLARITY GROWS THROUGH AWARENESS.

STEP 2

Visual Alignment

Your visuals create your first impression. Let's see if your visuals reflect the clarity you just defined.

Reflection prompts:

- When someone lands on your Instagram feed or website, what do they instantly feel?
- Do your colors, fonts, and imagery look like they belong together?
- Are your visuals consistent across your platforms — or do they feel a bit “mix and match”?
- Does your logo and design style reflect the level of expertise you have now, or an earlier version of you?

Quick self-check:

- I feel proud to share my visuals everywhere.
- Some areas feel outdated or inconsistent.
- My brand feels scattered — it doesn't reflect who I am now.

THIS ISN'T ABOUT PERFECTION. IT'S ABOUT AWARENESS.

STEP 3

Messaging & Voice

Your words are where your audience feels your brand. When tone and visuals work together, clarity flows naturally.

Ask yourself:

- Do your captions, bio, and website copy sound like you — or like you're trying to sound “professional”?
- Are your messages simple and clear, or do they get lost in details?
- Do you repeat your core message often enough that new people instantly understand what you do?
- When you read your posts, do they evoke trust and calm connection?

If your voice feels scattered, try grounding it in 3 words that describe how you want people to feel based on what you offer and whom you serve.

List your three words here:

- 1.
- 2.
- 3.



Emotions

Your audience may not always remember your exact words, but they always remember how you made them feel.

Take a step back and look at your content holistically. Does the energy match the experience you want to create?

Consider:

- Do your visuals and words express the same energy your clients feel when working with you?
- Are you showing up in a way that feels sustainable — or does your online presence feel forced?
- Do you communicate with the same steadiness you bring to your sessions or client work?

WHEN YOUR BRAND FEELS LIKE YOU, IT BECOMES AN EFFORTLESS
EXTENSION OF YOUR WORK.

STEP 5

Reflection

Take a moment to notice:

- What areas of your brand feel aligned and grounded?
- Where might there be gaps between who you are now and how your brand shows up?

It's okay if you see places that need adjustment; that's exactly what this awareness is for. If this guide helped you notice patterns or disconnects, but you're not sure how to fix them, you don't have to do it alone.



Your next step is a Brand Clarity Review — a personalized assessment where I review your visuals, messaging, and positioning, and give you clear, actionable insights to move forward with confidence.

[Request Your Brand Clarity Review](#)

 *click here*