CHAPTER 3 EXERCISE

The Brand OS Audit

Rate each layer of your Brand OS on a scale of 1 to 5, where 1 means this layer does not yet exist in any meaningful form and 5 means this layer is solid, working, and producing results. Then write honestly about what is working and what is missing in each layer. Your lowest-scoring layer is your starting point in Part II. Do not skip this

Layer 1: Signal. Could ten of your best customers describe what you stand for in one consistent sentence? Rate 1-5 and explain.

Layer 2: Story. Is your communication consistent across every touchpoint? Does your content feel like it is all coming from the same place with the same direction? Rate 1-5 and explain.

Layer 3: System. Do you have a repeatable machine that moves people from aware to loyal without requiring manual intervention at every step? Rate 1-5 and explain.

Layer 4: Scale. When you have deployed paid resources or expanded distribution, have they amplified a working system or been deployed before the system was ready? Rate 1-5 and explain.

Layer 5: Soil. Do you have a community that advocates for what you are building, independent of your direct involvement? Rate 1-5 and explain.

Your lowest-scoring layer is your first priority in Part II. Write it here and describe in two sentences what a score of 4 or 5 in that layer would look like for your specific venture.

If you are running multiple ventures, repeat this audit briefly for each one and note where the portfolio-wide gaps are versus the venture-specific ones.