

MINI CHI AUDIT WORKSHEET

A quick clarity check-in to tune into your brand's energy

This isn't just design – it's energetic alignment. These five questions will help you get out of the fog and into focus by tuning into your voice, your values, and your visual essence.

Take 15 minutes. Be honest. Don't overthink. You'll feel the shift.

1

What's the energetic feeling you want people to have when they engage with your brand?

Think mood, sensation, vibe – not just adjectives. Is it like walking into a serene gallery? A dance party? A rebel rally? A full-body exhale?

2

What are you currently communicating through your visuals, words, and presence?

Be honest: What story is your brand telling without saying a word? (Hint: Look at your IG grid, your website header, or your last 3 posts.)

3

What's one thing your brand is trying to say – but hasn't quite nailed yet?

Maybe it's a deeper why, a shift in direction, or a bolder truth you've been avoiding. Write the unsaid thing.

4

Where do you feel stuck, unclear, or disconnected from your brand?

List any parts that make you cringe, procrastinate, or over-explain. (e.g., your logo, your "about" section, your IG bio, your offer name...)

5

If I could wave a magic wand and bring ONE piece of your brand into energetic alignment – what would you choose?

This is your intuitive priority. Trust whatever comes up first.



A taste of working with me IRL – part soul whisperer, part brand surgeon.
If you're craving deeper clarity, resonance, and energy that moves people...

Explore the Core Chi Method

ENERGIZE YOUR BRAND

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