

# MINDSET SHIFT FOR BRAND CLARITY

## UNDERSTANDING COMMON PITFALLS

*This list can prompt you to identify areas where a mindset shift might help.*

### Inconsistent Messaging

The brand's messaging varies across platforms, creating confusion about what the brand stands for.

### Undefined Target Audience

### Weak Brand Identity

### Short-Term Focus

### Underutilized Digital Presence

### Ignoring Customer Feedback

### Limited Differentiation

### Fear of Narrowing Focus

### Over-Promising and Under-Delivering

### Neglecting the Brand Experience Inflexibility to Market Changes

### Failure to Measure and Adjust

## Results of Pitfalls

- Lack of confidence
- Comparison
- Stress and Anxiety
- Starts and stops
- Listen to too many people
- Waste Time
- Waste Money
- Nothing feels comfortable

## RESOLVE:

I WILL GIVE MYSELF GRACE TO EVOLVE.

I WILL MAKE TIME TO CREATE SELF AWARENESS

YOU WILL EVOLVE!

IT TAKES TIME!

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Helpful playbook can be found at [awvemarketing.com/spark](http://awvemarketing.com/spark)