

# The Signal Test

A diagnostic for busy brands that haven't broken through (yet!).

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## The 90-Day Test

Remove your logo, your product name, and your rates from your last campaign. What remains? If what's left could belong to any competitor in your category, your brand is generating noise, not signal.

## The One-Sentence Test

Ask four people on your team to describe what you do -- without naming the product. Count how many different answers you get. More than two means the story hasn't landed internally yet.

## The Refusal Test

What would your organization never do? If your leadership team can't name something specific, your differentiation is still theoretical.

## The Playbook Test

Look at your last five marketing decisions. How many were triggered by something a competitor did first? If most of them were, you're running their playbook, not yours.

## The Recognition Test

Show a prospect your last three pieces of content with the logo removed. Ask them what kind of company made it. If they can't tell you, the problem is clarity -- not awareness.

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## What your answers tell you.

**Answered all five cleanly:** Your brand has a story worth building on. The work now is consistency and distribution.

**Stuck on two or more:** Look below the messaging. That's usually where the gap lives.

**Let's Talk About It**