

AI & Brand Clarity Audit

AI has made it easier for businesses to publish polished words. It has also made it easier to disappear into the same beige vocabulary as everyone else.

The next advantage belongs to businesses that can be clearly understood, confidently trusted, and meaningfully distinguished in a market full of competent-sounding noise.

Within the *AI & Brand Clarity Audit* I review your public communication through that lens: how clearly you are positioned, how much trust your messaging builds, where your voice becomes generic, and where stronger strategic coherence could create immediate lift.

The Brand Foundation for Founder-Led and Expert-Driven Businesses

I have designed the AI and Brand Clarity Audit for businesses where reputation, trust, expertise, and clarity directly influence growth.

This is a strong fit for:

- founder-led companies
- professional service firms
- lawyers and mediators
- consultants
- architects
- expert-led brands
- mission-driven organizations

Especially useful when communication feels busy but not sharp, active but not coherent, or polished but too easy to confuse with everyone else in the category.

Strategic Review Areas

I'll look at the public signals shaping how clients, peers, referral partners, and AI-powered search tools may understand your business.

Core review areas include:

- website messaging
- LinkedIn and founder presence
- positioning clarity
- tone of voice
- trust and authority signals
- communication hierarchy
- calls to action
- category sameness
- AI-era discoverability and perception

Deliverables

1. Strategic Loom Walkthrough

A recorded screen-share review of the website, LinkedIn presence, messaging, trust signals, and key clarity gaps.

2. Strategic Summary PDF

A concise written summary with key findings, priority issues, and recommended next moves.

3. Live Strategy Session

A focused conversation to discuss the findings, clarify priorities, and identify the smartest next step.

The Outcomes

The audit gives you a clearer view of:

- where your positioning is strong
- where your message is too generic
- where trust signals can be strengthened
- where founder expertise should be more visible
- where the communication system lacks coherence
- which changes should happen first

The goal: sharper strategic communication that helps the right people understand why you, why now, and why it matters.

Our Timeline

Delivered within 5 business days.

Your Investment

USD \$3,500

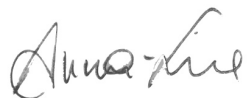
Your next Step

Click here to send me a message with the subject line **AI & Brand Clarity Audit**:

annalina@annalinachutter.com

I'll reply with a short intake form, a check list of requirements, links or documents I need for the audit, and available start dates. We begin with a 30-minute kickoff call, then I complete the audit within 5 business days and we round the audit off with a 60-minute strategy call.

Talks soon,

A handwritten signature in black ink, appearing to read "Annalina".