

# STORY AUDIT WORKSHEET

Because Grounded Brands Go Further

## How to Use This Worksheet

Set aside 30–45 minutes. Answer honestly. You don't need perfect language—you need signal. If you can't answer a question cleanly, that's not a failure. It's the insight.

## Recognition Check

**Do the right buyers immediately know this is for them?**

1. In one plain sentence, what problem do we solve?

- ☐ Clear and specific
- ☐ Somewhat clear
- ☐ Hard to explain

2. Who is this explicitly *for*?

Industry:

Environment or context:

Triggering pressure (e.g., risk, compliance, downtime, scale):

3. Who is this *not* for?

(List at least one clear mismatch)

**Red flag:** If different leaders answer these questions differently, recognition is breaking.

## Outcome Check

### Can buyers quickly see why this is worth their time?

4. What risk do we remove for buyers?
  - ☐ Financial
  - ☐ Operational
  - ☐ Safety/Compliance
  - ☐ Reputational
5. What changes *because* we exist?  
(Avoid features; describe the before and after reality)
6. Would a buyer confidently explain our value to a CFO or executive sponsor?
  - ☐ Yes
  - ☐ Maybe
  - ☐ No

**Red flag:** If the outcome requires a slide deck to explain, clarity is leaking.

## Confidence & Proof Check

### Have we reduced the perceived risk of choosing us?

7. What proof is publicly visible *without asking*?
  - ☐ Case studies
  - ☐ Certifications or standards
  - ☐ Metrics or benchmarks
  - ☐ Demos or walkthroughs
  - ☐ Third-party validation
8. What claims do we make that lack visible proof?

9. Are we transparent about:

- ☐ Cost drivers or pricing ranges?
- ☐ Trade-offs or limitations?
- ☐ Comparisons or alternatives?

**Red flag:** If buyers have to “trust us” without evidence, confidence will stall.

## Narrative Alignment Check

### Does the story hold across touchpoints?

Review the last three places a buyer encountered your brand:

- ☐ Website
- ☐ Sales conversation or deck
- ☐ Leadership presence (LinkedIn, talk, interview)

10. Do all three tell the same story?

- ☐ Same problem?
- ☐ Same outcome?
- ☐ Same proof?
- ☐ Same tone?

**Red flag:** Inconsistency introduces decision risk even if the piece is “good.”

## Visibility & Silence Check

### What story are you telling by default?

11. Where do buyers research you *before* talking to sales?  
(Search, peers, AI tools, social, industry forums)

12. What shows up when they look?

- ☐ Clear perspective
- ☐ Proof and explanation
- ☐ Silence
- ☐ Competitors explaining the category instead

**Red flag:** Silence doesn't reduce risk. It lets someone else define it.

## Human Reality Check

**Are you communicating like humans under pressure?**

13. Do we acknowledge buyer fears and constraints?

- ☐ Career risk
- ☐ Time pressure
- ☐ Internal scrutiny

14. Do we help buyers justify the decision internally?

- ☐ Clear language
- ☐ Evidence they can reference
- ☐ Trade-offs we're willing to name

15. Would our message feel credible if the stakes were personal?

- ☐ Yes
- ☐ Somewhat
- ☐ No

**Red flag:** If your message assumes purely rational decision-making, it's incomplete.

## The Signal Summary

Answer these without notes:

- Who is this for?
- What risk do we remove?
- Why should a buyer choose us over the next best alternative?

If this takes longer than 60 seconds, your Signal Stack isn't holding yet.

## What to Do Next

If this audit surfaced:

- Conflicting answers
- Missing proof
- Inconsistent narratives
- Or silence where clarity should be

That's not a marketing failure. It's an opportunity to reduce risk and speed decisions.

Anchored Advisory helps technical B2B teams align their story so buyers understand them faster, trust them sooner, and choose them with confidence.

**Want a second set of eyes?** [Request a Story Audit working session](#) to pressure-test your narrative, surface clarity gaps, and bring your message back on course.