FREE PLAYBOOK · INSIDER TOOLS INSIDE

The Brand Diagnosis Kit.

How I bring a brand to life, **before writing a single post.**
The 6-stage process, and exactly where I find the data.

DIAGNOSIS REPORT

CASE NO. 001
6 STAGES · 8 PAGES

Patient: Your brand

01 ✓ Business canvas
02 ✓ Competitor X-ray
03 ? The customer's head
04 ? Where they hang out
05 ! The wedge
06 ! Low-hanging fruit

TOOLS INSIDE

Meta Ad Library · Google Ads Transparency · Wayback Machine · SparkToro · Similarweb · Favikon · Reddit · + more

P
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Brand, content & distribution strategist

24+ brands
4 COUNTRIES · 190M+ IMPRESSIONS

Understand the business before the brand.

One page, nine boxes. If you can't fill one in, that's your first finding.

THE OFFER
What exactly do you sell, in one sentence?

WHO IT'S FOR
Your best customer. Be specific.

THE PROMISE
Why you, and not the cheaper option?

PRICE & MARGIN
Where you sit vs competitors, and what you can afford to spend to win a customer.

PROOF
Results, reviews, numbers, names.

WEAK SPOTS
What customers complain about, and what you can't do.

COMPETITORS
Who customers compare you to, not who you think.

CHANNELS TODAY
Where your last 10 customers actually came from.

THE UNSAID
What the founder believes but never says publicly.

8 QUESTIONS I ASK EVERY FOUNDER

01 What do customers say when they recommend you?

02 Why do people pick you over the cheaper option?

03 Who's your best customer? And your worst?

04 What will you never do, even for money?

05 Where did your last 10 customers come from?

06 Why do customers leave?

07 Which competitor do you secretly admire?

08 If you doubled the price, who would stay?

INSIDER Ask for the **last 20 customer messages**: DMs, emails, WhatsApps. Customers describe the brand better than any founder, and they hand you copy for free.

Your competitors are publishing their strategy.

Pick the 3 brands winning in your region.
Then read what they've already made public.

WHERE TO LOOK	WHAT IT SHOWS YOU
Meta Ad Library	Every ad they're running on Facebook and Instagram right now. **Ads that have run for 30+ days are usually the ones working.** Nobody keeps paying for a loser.
Google Ads Transparency Center	Their search, display and YouTube ads, filterable by country.
LinkedIn Ad Library	Their B2B ads and the messages they're testing.
Wayback Machine	Their old homepages and pricing pages. See how their positioning changed, and what they dropped.
Similarweb	Where their website traffic comes from: search, social, referrals, paid.
Their job posts	Hiring a performance marketer? A community lead? That's their next move, posted publicly.
Favikon	Top creators in their niche and country. Spot who they partner with, and who they've missed.

FILL IN THE X-RAY SHEET

COMPETITOR	PROMISE	PRICE	MAIN CHANNEL	BEST AD	WEAK SPOT
#1					
#2					
#3					

Your customers already wrote your marketing. Go read it.

3-STAR REVIEWS

The honest middle.

5-star is praise. 1-star is rage. **3-star is the truth.** Read them on Amazon, Google Maps, G2 or app stores, for you and your competitors.

REDDIT

How people really talk.

Google **site:reddit.com "[your category]" worth it**, or "alternative to [competitor]". You get unfiltered objections and comparisons.

ANSWERTHEPUBLIC · ALSOASKED

What they're googling.

The exact questions people search before they buy. Each one is a post, an ad hook or an FAQ.

YOUTUBE COMMENTS

Reactions to reviews.

Comments under competitor reviews and "is it worth it" videos show what convinced people, and what didn't.

TURN IT INTO A BELIEF MAP

They want...

The outcome, in their words

They fear...

What stops them from buying

They've tried...

What failed them before

They'd switch if...

The trigger that makes them move

INSIDER

Keep a **"words they use" bank**: copy exact phrases from reviews and threads into a doc. Your best headlines are already in there.

Distribution starts where attention already is.

Don't build an audience from zero. **Find the rooms your buyers are already in.**

PLATFORMS & MEDIA

SparkToro

Type in your audience. It shows the websites, podcasts, YouTube channels and accounts they follow.

CREATORS

Favikon

Creator rankings by niche and country. Find the voices your buyers trust.

COMMUNITIES

Where they talk

Subreddits, Slack and Discord groups, Facebook and WhatsApp communities, alumni and industry groups.

SEARCH DEMAND

Google Trends · Keyword Planner

Is interest rising or falling, and in which cities? Keyword Planner is free inside a Google Ads account.

BORROWED AUDIENCES BEAT BUILT ONES

Comment

Show up early in the comments of creators your buyers follow.

Sponsor small

Niche newsletters and creators are often cheaper per real buyer than broad ads.

Partner

Co-create with a brand that sells to the same people, but isn't a competitor.

INSIDER Rank channels by **where your buyers already are × where competitors are weakest**. That overlap is where you start.

Don't fight where they're strong. Win where they're not looking.

List your gap ideas. Score each one out of 5 on three questions. Build the brand around the winner.

TYPE OF WEDGE	CUSTOMERS CARE?	COMPETITORS WEAK?	CAN WE PROVE IT?	SCORE
Positioning A promise nobody in the category makes	4	5	4	13
Audience A segment everyone ignores	5	4	3	12
Channel A platform competitors underuse	3	5	3	11
Narrative A story or enemy nobody is telling	4	3	3	10
Offer A pricing or packaging gap	3	2	4	9

Scores shown are an illustration. Use your findings from stages 1–4.

EXAMPLE (ILLUSTRATIVE)

Every skincare brand talks ingredients.
Nobody talks to people who hate routines.

Wedge: **"The 3-minute routine for people who skip routines."** A real customer belief, a gap competitors ignore, and a claim the product can prove.

TEST A good wedge passes the **one-breath test**: a stranger can repeat why you're different after hearing it once.

Quick wins you can ship this week.

The diagnosis always turns up a few fixes that cost almost nothing. Do these first, while the big plan takes shape.

POSITIONING

Rewrite your homepage headline using customers' words.

Take it straight from your "words they use" bank.

Write your one-line "why us".

If the team gives five different answers, you have no positioning.

CONTENT

Turn the top 10 customer questions into 10 posts.

They come from Stage 03, so they're already proven demand.

One founder post a week.

People trust people faster than they trust logos.

DISTRIBUTION

Comment daily on 5 creators your buyers follow.

Free reach in rooms that are already full.

Turn one idea into three formats.

A post, a carousel, a short video. Same thinking, triple the shots.

ADS

Copy the format of a competitor's longest-running ad.

The format, not the message. Keep the message yours.

Test 3 opening lines on the same visual.

The first 3 seconds decide most of the result.

RULE A quick win is anything that's **cheap, fast and visible to customers**. If it needs a meeting to approve, it isn't one.

Want me to run this on your brand?

This is exactly how I start with every brand: before a single post, ad or campaign.

HOW IT WORKS

01 — Discovery call
30 minutes on the business and goals

02 — Business canvas
The 9 boxes, filled together

03 — Diagnosis report
Competitors, customers, channels

04 — The wedge
Positioning and plan

05 — Execution
Content, distribution, ads

24+
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NEXT STEP

DM me "DIAGNOSIS" on LinkedIn.

linkedin.com/in/gritparth