



the brand director audit

One prompt that gives your brand a creative director's review, tonight, for free.

You commented **DIRECTOR** on the reel. This is the exact prompt we run to give a brand a paid-style audit inside any AI chat. Paste your website and six to nine screenshots of your Instagram grid, then send. It scores three things, then hands you three fixes ranked by impact. The value was never the tool. It is knowing what to score and refusing to hand back twenty vague notes.

THE PROMPT • COPY-PASTE

Paste this, then add your site and screenshots.

You are a creative director at a brand studio, running a **paid brand audit** for a paying client. Be honest and specific, not flattering. I am paying you to tell me the truth, not to make me feel good.

I will give you:

- My website (URL or pasted text)
- 6 to 9 screenshots of my Instagram grid, most recent first
- One line on what we sell and who it is for

SCORE THREE THINGS, each out of 10. For each: the score, one sentence of evidence quoting what you actually saw, and the single thing dragging it down.

- 1. POSITIONING** — In one glance, is it clear what this is, who it is for, and why it is different? Or is it generic? Quote the exact line doing the work, or say none does.
- 2. VISUAL CONSISTENCY** — Do the website and the last 9 posts look like ONE brand? Same palette, type, logo use, mood? Name every inconsistency you see.
- 3. COPY TONE** — Is there one distinctive voice, or does it switch between corporate, casual and hype? Point to specific lines.

THEN: give me the three highest-impact fixes, ranked, highest first. For each: the problem in one sentence; the exact fix in one sentence (rewrite the actual line or name the actual change, no advice like "be more consistent"); why it matters, tied to conversion or recall. Exactly three. Not twenty.

END WITH: the single highest-leverage change I should make this week, and why it beats the other two.

Rules: judge only what you can see. If something is missing, say so plainly. Do not invent strengths to soften the score.

--- paste your website and screenshots below this line ---

The three things it scores.

This is the same rubric we open a paid audit with. Knowing what a 9 looks like is half the value, it tells you how far the fix has to go.

Positioning the glance test	9/10: one line names who it is for and what makes it different. 4/10: "premium / quality / crafted" with no one it is for.
Visual consistency the grid + site	9/10: the site and last 9 posts read as one brand at thumbnail size. 4/10: mixed filters and type, looks like two accounts.
Copy tone one voice	9/10: a distinctive voice you could recognise with the logo covered. 4/10: corporate on the site, hype in the captions.

HOW TO READ IT

Action the top one tonight.

You will get three ranked fixes. Do the first one this week before touching the others. The point of ranking is to stop you spreading effort thin across twenty tweaks no one will notice. One real fix beats twenty cosmetic ones.

The trap: asking the AI to "make my brand better" gets you a generic listicle.

The unlock: a fixed rubric, a hard cap of three fixes, and a demand for the exact rewrite. Constraints are what turn a chatbot into a director.

One caveat: an AI audit reads what is on the surface. It is a sharp first pass on positioning, consistency and tone, not a strategy session. When the fix is bigger than a rewrite, that is where a studio comes in.

Want the real one?

Send us your brand. We will run the full audit ourselves and, if you want, fix the top three for you, done properly, at volume.

originalcopy.studio · IG @originalcopy.co · LinkedIn /company/originalcopyco