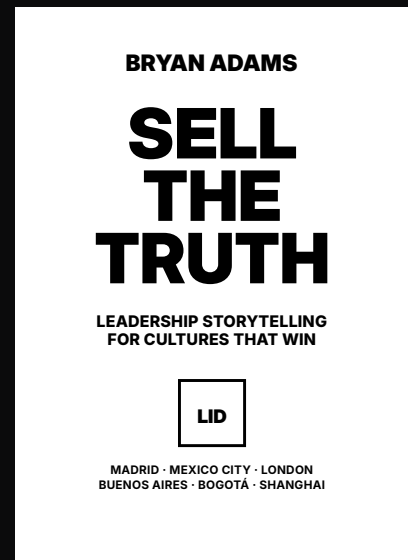


OFFICIAL COMPANION RESOURCE



# THE TRUTH STORY AUDIT

How strong is the story your brand is telling — **really?**

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**sellthetruth.com**

## THE TRUTH FRAMEWORK · DIAGNOSTIC

# THE TRUTH STORY AUDIT

*How strong is the story your brand is telling — really?*

This quick diagnostic evaluates your brand storytelling across the five essential dimensions of the TRUTH framework. It is not about performance marketing. It is about emotional clarity, consistency and credibility — the things that build belief before anyone clicks apply, refer or accept.

1

## HOW TO SCORE

Rate your storytelling across your careers site, job pages, EVP and content.

| SCORE | WHAT IT MEANS                                  |
|-------|------------------------------------------------|
| 1     | Not present, or generic.                       |
| 3     | Inconsistent, or surface-level.                |
| 5     | Embedded, consistent and emotionally resonant. |

2

## SCORE THE FIVE DIMENSIONS

Give each dimension a score from 1 to 5.

T

### TRIGGER

**Does your storytelling clearly expose a real tension or challenge your audience already feels?** Do you name what is hard, misunderstood or emotionally sticky about your space?

SCORE  / 5

R

### REVEAL

**Do you communicate a belief, insight or truth that sets your brand apart?** Do you reframe the challenge and show what you believe to be true about people, work or your mission?

SCORE  / 5

U

### UNLOCK

**Do you show the decision your company made to do things differently — and what it costs or creates?** Is it clear what actions, values or behaviours your brand is committed to?

SCORE  / 5

**T****TENSION**

Do your stories include conflict, resistance or trade-offs that make the journey real? Are you honest about what it actually takes to succeed in your environment?

SCORE  / 5**H****HARVEST**

Do you show the impact — emotional and practical — that results from living your truth? Are you painting a picture of the reward that feels earned and credible?

SCORE  / 5TOTAL SCORE  / 25**3****INTERPRET YOUR SCORE**

| SCORE | WHAT IT MEANS                                                   | YOUR NEXT STEP                                                          |
|-------|-----------------------------------------------------------------|-------------------------------------------------------------------------|
| 5-10  | Truth not visible. Your brand sounds safe, polished or generic. | Use the TRUTH Framework to find and frame your real story.              |
| 11-17 | Some truth shows up, but it is inconsistent or shallow.         | Build deeper emotional clarity and stronger story placement.            |
| 18-21 | Strong foundations. Structure and delivery need refining.       | Apply it to job pages, EVP and hiring content systematically.           |
| 22-25 | World-class. You are telling truth that builds belief.          | Scale it — train your teams, refresh your careers site, take it public. |

**WANT A FULL TRUTH STORY AUDIT?**

If you scored below 18 — or you just want an expert eye on your storytelling — we will walk you through a full TRUTH Story Audit and help you:

- Surface the right stories
- Craft them using the TRUTH framework
- Place them across your careers site and hiring funnel

**Book your audit at [sellthetruth.com/audit](https://sellthetruth.com/audit)**

Or email [truth@sellthetruth.com](mailto:truth@sellthetruth.com) and we will set up a time. Let's find your story and make it land where it matters.