

The Brand Scorecard



Score yourself from 1 to 5 in each category.



Clarity

YOUR SCORE

1 2 3 4 5

Do people understand who you are and what you do?

If you're all over the place or hard to explain, people will scroll right past you.

- Is your message clear?
- Can a stranger get it in under 10 seconds?
- Is your vibe consistent across your website, socials, and everything else?



Visual Identity

1 2 3 4 5

Does your brand look like it belongs to you right now?

You don't need to be trendy. You just need to look like you mean business.

- Do your colors, logo, and design actually reflect where you're headed?
- Is your brand easy to recognize?
- Does it look pro or does it look like you're stuck in 2017?



Content Output

1 2 3 4 5

Are you showing up with content that connects?

You can't build momentum in silence. You've got to show up with something real.

- Are you posting consistently?
- Are you sharing stuff that adds value or tells a story?
- Are people actually paying attention?



Audience Engagement

1 2 3 4 5

Are the right people actually engaging with your brand?

Followers don't pay the bills. Real fans do.

- Are you getting shares, saves, replies, and DMs?
- Are people connecting or just clicking?
- Are you attracting your dream audience or just random followers?



Conversion Flow

1 2 3 4 5

When someone finds you, do they know what to do next?

You might have all the right energy. But if there's no path forward, people move on.

- Is there a clear next step?
- Can people easily find your offer, your store, your booking info, or your music?
- Do your links, buttons, and bio actually lead somewhere?

How does your brand score?

10 OR LESS

You're stuck

11-15

Getting foggy

16-20

Time to level up

21-25

On track

YOUR TOTAL