

The 20-Minute *Brand Audit*

Twenty yes-or-no checks. Be honest, count your yeses, and you'll know exactly where your brand leaks before you spend another dollar promoting it. Check a box only if it's true today, not true in theory.

The look

Could a stranger tell all of this belongs to one business?

- ☐ My logo is the same everywhere it appears, including old profiles.
- ☐ I use the same 2–4 colors on everything, and I know their exact codes.
- ☐ I use the same one or two fonts everywhere, on purpose.
- ☐ My photos have a consistent style, not a mix of ten looks.
- ☐ Someone could recognize my post without seeing my name on it.

The message

Do people understand what you do and why you?

- ☐ I can say what I do, for whom, in one sentence without rambling.
- ☐ That sentence, or close to it, appears on my website and profiles.
- ☐ I can name one real reason customers pick me over the next option.
- ☐ My tone is consistent: I sound like the same business everywhere.
- ☐ My prices, hours, and service area are current everywhere they're listed.

The visibility

Can the right people actually find you?

- ☐ Googling my business name brings up correct, current information.
- ☐ Googling what I sell plus my area shows me somewhere findable.
- ☐ My Google Business Profile is claimed and has photos under a year old.
- ☐ I've posted somewhere my customers can see within the last two weeks.
- ☐ I have reviews from this year, and I've responded to them.

The follow-through

When someone's interested, does anything happen?

- ☐ Every profile and page has a clear next step: call, book, buy, visit.
- ☐ A new inquiry gets a reply within one business day, every time.
- ☐ I have a way to reach past customers, like an email list, and I use it.
- ☐ I know my three numbers: found me, contacted me, bought.
- ☐ I could tell you what my last marketing dollar actually returned.

17–20 solid · 12–16 leaky · under 12 start here

Whatever section scored lowest is your starting point, and it's almost never the one people guess. Fix the follow-through before you spend on visibility; there's no point filling a leaky bucket.