

Visual Brand Audit Checklist

Score your visual presence and find exactly where your business is losing sales right now.

HOW TO USE THIS CHECKLIST

Check every box that currently applies to your business. Add up the points in each section. Total your score at the bottom. Be honest — the gaps are where your sales are hiding.

01 PROFILE PHOTO

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The first thing anyone sees. It makes a trust decision in 0.1 seconds.

- My profile photo is recent (taken within the last 2 years) +2 pts
- My profile photo is high quality — well lit, clear, and professional looking +3 pts
- My expression and body language communicate confidence and approachability +2 pts
- My profile photo is consistent across all platforms I use for business +3 pts

02 WEBSITE & SALES PAGE VISUALS

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Visitors decide to stay or leave within 3 seconds of landing on your site.

- My website hero image immediately shows who I help and what I do +3 pts
- My hero image looks premium and professional — not stock or dated +3 pts
- My About page has at least 3 varied, high-quality images of me +2 pts
- My sales page uses images that reflect the transformation I deliver +3 pts

03 SOCIAL MEDIA CONTENT

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Consistency builds recognition. Recognition builds trust. Trust drives sales.

- My social feed has a consistent visual style and colour palette +2 pts

- I post at least 3x per week with images that represent my brand +2 pts

- My images stop the scroll — visually distinct from generic content +3 pts

- I have a variety of image types (not the same headshot repeatedly) +3 pts

04 AD CREATIVE & PROMOTIONS

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Weak ad visuals are the most expensive problem in your business.

- My ad creative uses images of me or my product — not stock photos +3 pts

- My ad visuals are consistent with my website and social presence +2 pts

- I can create new ad creative quickly when I launch a promotion +3 pts

- I test multiple image variations in my ads +2 pts

05 EMAIL & NEWSLETTER VISUALS

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Your email list already trusts you. Your images should prove you deserve it.

- My email headers and promotional graphics look polished and on-brand +2 pts

- I use images in my emails that reinforce trust and credibility +3 pts

- My email visuals match the style of my website and social media +2 pts

- I have enough image variety to support weekly email content +3 pts

06 OVERALL BRAND COHESION

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The gap between how good you are and how good you look is costing you clients.

- My visual brand would be immediately recognizable without my logo +3 pts

- My images convey the same level of quality as my actual offer +4 pts

- A stranger landing on any of my platforms would immediately understand what I do +3 pts

07 SPEED & CONTENT AGILITY

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The businesses that grow fastest are the ones that can move fast visually.

- I can create a new on-brand image in under 30 minutes when I need one +3 pts

- I have a library of at least 20 ready-to-use business photos +4 pts

- I have never delayed a launch or promotion because I lacked the right photo +3 pts

YOUR VISUAL CREDIBILITY SCORE

Add up all section scores for your total out of 71 points.

- 0 – 20 Invisible:** Your visuals are actively losing you clients. Every week this continues costs you.
- 21 – 40 Inconsistent:** You have potential but the gaps are creating doubt in buyers' minds.
- 41 – 58 Almost There:** Strong foundation — a few key upgrades would significantly lift your conversions.
- 59 – 71 Visual Authority:** Your brand looks as good as your work. Maintain it and scale.

TOTAL: ___ / 71

Ready to close the gap? Second Self Studio shows you exactly how.

mindtomoney.co/second-self-studio