

HOW TO USE THIS

Check what's true for your business *right now*.
Be honest. Clarity creates momentum.

CLARITY & POSITIONING

- [ ] I can explain what problem I solve in one sentence
- [ ] My audience is specific (not "everyone")
- [ ] My messaging focuses on outcomes
- [ ] My brand feels consistent across platforms
- [ ] I clearly differentiate from competitors

Score: ___ / 5

VISIBILITY & CONTENT

- [ ] I show up consistently on two platforms(minimum)
- [ ] My content solves real problems
- [ ] I address objections & pain points
- [ ] I repurpose content efficiently
- [ ] I track what actually works

Score: ___ / 5

TRUST & AUTHORITY

- [ ] I share proof (results, testimonials)
- [ ] My brand communicates credibility
- [ ] I position myself as a guide
- [ ] I answer objections publicly
- [ ] My audience trusts my expertise

Score: ___ / 5

LEAD CAPTURE & EMAIL

- [ ] I have a lead magnet
- [ ] My CTA is clear
- [ ] I collect emails consistently
- [ ] New subs get a welcome sequence
- [ ] I nurture my list

Score: ___ / 5

SALES & OFFERS

- [ ] I have a clear main offer
- [ ] Pricing matches value
- [ ] Transformation is clear
- [ ] I talk about my offer often
- [ ] Sales process is simple

Score: ___ / 5

Your Biggest Growth Bottleneck

I.e. Less than 4/5 = this area needs immediate attention

- [ ] Clarity
- [ ] Visibility
- [ ] Trust
- [ ] Lead Capture
- [ ] Sales

If you want a personalized breakdown of what to fix first, and how to fix it:
Check your EMAIL for next steps!

Anagkazo Marketing Hub: Strategy | Positioning | Growth