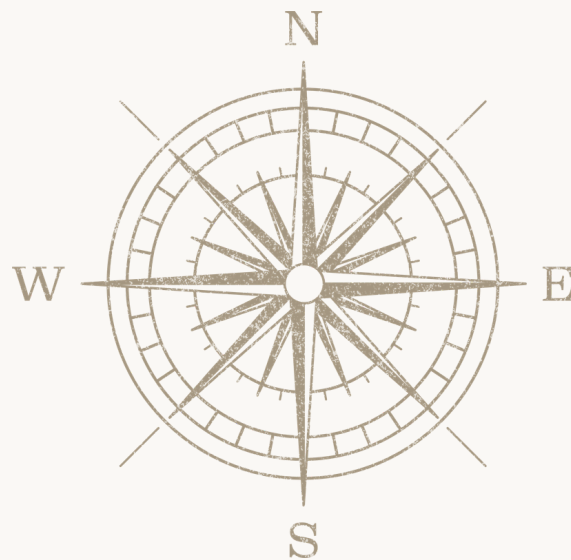


# THE COMPASS AUDIT

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*Seven pressure points.  
One clear picture of what's working — and what isn't.*

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A self-guided brand diagnostic by

IVETA EIKEMO

*@ivetaeikemo*

# Before You Begin

*This audit is not a feel-good checklist.*

It is a direction-finder. Seven pressure points that reveal exactly where your brand is working for you — and where it is quietly sending the wrong people, the wrong signals, or no signal at all.

I spent a decade on private Super yachts, managing the standards that UHNW and royal family clients expected without ever having to ask for them. In that world, you learn quickly: a gap you ignore becomes the thing the client remembers. Your brand online works the same way.

Be honest. That is the only way this works.



## HOW TO USE THIS AUDIT

For each question, circle or note your honest answer: YES, PARTLY, or NO.

At the end of each section, read your result based on your answers.

At the end of the audit, you will have a clear picture of where to focus first.

Time needed: 10–15 minutes. Find somewhere quiet.

C · O · M · P · A · S · S

Clarity

Offer

Message

Positioning

Attraction

Story

Standards

# C

## CLARITY

*Does your brand communicate exactly what you do and who it is for?*

Most founders think their brand is clear because they understand it. But you are not the audience. Clarity is not about how well you know your offer — it is about how quickly a stranger gets it. If someone lands on your profile and has to think for more than three seconds, you have already lost them.

**1** Can a complete stranger understand what you do within 5 seconds of landing on your profile?

YES

PARTLY

NO

**2** Is it immediately obvious who your ideal client is — not just what you sell, but who it is for?

YES

PARTLY

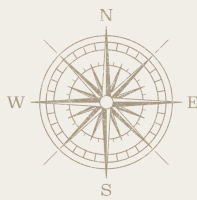
NO

**3** Does every piece of content you post connect back to one clear core message?

YES

PARTLY

NO



### IVETA'S INSIGHT

*On a superyacht, every crew member knows the mission for the day before they leave the dock. There is no ambiguity. If your brand does not have that same precision, your audience is navigating in fog.*

## Your Clarity Result

### MOSTLY YES

*Your message is landing. People know what you do and why it matters.*

### MIXED

*Some clarity — but gaps exist. Your message may be inconsistent across platforms.*

### MOSTLY NO

*Your brand is unclear. The right people cannot find themselves in what you offer.*

*What needs to be clearer? Write it here.*

# O

## OFFER

*Is what you sell easy to understand, desire, and say yes to?*

A brilliant offer that is badly communicated is invisible. The founders who attract clients consistently are not always the most skilled — they are the ones whose offer feels like the obvious next step. If someone has to ask 'but what do I actually get?' your offer needs work.

**1** Can you describe your offer in one sentence without using the words 'help', 'journey', or 'transformation'?

YES

PARTLY

NO

**2** Does your offer have a clear outcome — something your client can picture their life looking like after?

YES

PARTLY

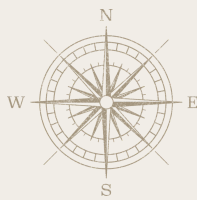
NO

**3** Is it obvious what the next step is for someone ready to work with you?

YES

PARTLY

NO



### IVETA'S INSIGHT

*On board, every service element had a purpose and a finish. Nothing was vague. The guest always knew what to expect — and it always exceeded that expectation. Your offer should work the same way: clear enough to trust, good enough to surprise.*

## Your Offer Result

### MOSTLY YES

*Your offer is compelling and clear. People know what they are buying and why.*

### MIXED

*Your offer exists but the communication needs sharpening. Some confusion likely.*

### MOSTLY NO

*Your offer is unclear or too broad. Clients cannot confidently say yes.*

*What is missing from how you communicate your offer?*

# M

## MESSAGE

*Does your brand voice feel unmistakably like you?*

Your message is not just what you say. It is how you say it, what you choose to talk about, and the feeling someone is left with after reading your content. Generic messaging is the number one reason good founders stay invisible. If your captions could have been written by anyone, they are working against you.

**1** Does your content sound like you — or like a version of you that has been flattened to sound 'professional'?

YES

PARTLY

NO

**2** Do you have specific language, phrases, or concepts that belong to your brand and no one else's?

YES

PARTLY

NO

**3** Would your ideal client read your content and feel like you are speaking directly to them?

YES

PARTLY

NO



### IVETA'S INSIGHT

*The guests I worked with could tell within minutes whether someone was genuinely present or performing a role. Your audience online is just as perceptive. The moment your message feels rehearsed or borrowed, they feel it — and they scroll.*

## Your Message Result

### MOSTLY YES

*Your voice is distinct and consistent. People recognise your tone immediately.*

### MIXED

*Some personality comes through — but it is inconsistent. More ownership needed.*

### MOSTLY NO

*Your message blends in. It reads like content, not like a person with conviction.*

*What does your brand sound like at its best? Write it here.*

# P

## POSITIONING

*Are you the obvious choice — or just one of many options?*

Positioning is not about being the best. It is about being the only logical choice for a specific person with a specific problem. If your brand could be swapped with a competitor and no one would notice, you are not positioned — you are just present. Presence without positioning is noise.

**1** Is there something about your background, approach, or perspective that no direct competitor can claim?

YES

PARTLY

NO

**2** Do you speak to a specific type of client rather than 'anyone who needs help with X'?

YES

PARTLY

NO

**3** When someone finds you, does it feel like they have found exactly the right person — not just a good option?

YES

PARTLY

NO



### IVETA'S INSIGHT

*The superyachts I worked on were not trying to appeal to everyone. They were built for a specific standard of client and made no apology for it. That specificity is what made them desirable. The same principle applies to your brand.*

## Your Positioning Result

### MOSTLY YES

*You occupy a distinct space. Your ideal client knows you are for them specifically.*

### MIXED

*Some differentiation — but not sharp enough to be unmistakable yet.*

### MOSTLY NO

*Your positioning is too broad. You risk being overlooked by the clients you want most.*

*What makes you the only logical choice? Write it here.*

# A

## ATTRACTION

*Is your brand actively pulling the right people toward you?*

Attraction is not about follower counts. It is about whether the right people — the ones who are genuinely ready to invest in what you offer — are finding you, recognising themselves in your content, and taking the next step. If you are growing but not converting, your attraction is working on the wrong audience.

**1** Are the people engaging with your content the kind of people who could realistically become paying clients?

YES

PARTLY

NO

**2** Does your content make your ideal client feel seen — not just informed?

YES

PARTLY

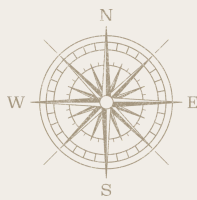
NO

**3** Do you regularly receive messages, comments, or enquiries that confirm the right people are paying attention?

YES

PARTLY

NO



### IVETA'S INSIGHT

*The finest vessels do not chase guests. They create an experience so precisely right for their client that the right people seek them out. Your brand should work the same way — not loudly, but with such precision that the right clients feel found.*

## Your Attraction Result

### MOSTLY YES

*Your brand is a magnet for the right people. Engagement and enquiries reflect this.*

### MIXED

*Some right people are finding you — but the signal could be sharper.*

### MOSTLY NO

*Your brand is attracting the wrong audience — or not attracting anyone clearly.*

*Who is actually engaging with you versus who you want to attract?*

# S

## STORY

*Is your background working as a credibility asset — or staying hidden?*

Your story is not your biography. It is the reason someone trusts you over everyone else. The founders who build the fastest are the ones who understand how to use their background — not to impress, but to create immediate relevance. If your story is not visible in your brand, you are asking people to trust a stranger.

**1** Is your background — what you have done, seen, or built — visible in your brand in a way that creates instant credibility?

YES

PARTLY

NO

**2** Does your story explain not just what you do, but why you specifically are the right person to help?

YES

PARTLY

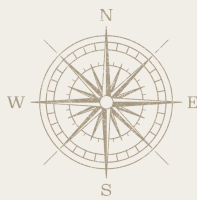
NO

**3** Would someone reading your content understand your origin and feel that it directly qualifies you?

YES

PARTLY

NO



### IVETA'S INSIGHT

*I do not lead with my decade on superyachts to impress. I lead with it because it explains my standards — and my standards are exactly what my clients are paying for. Your story works the same way. It is not a detail. It is the reason.*

## Your Story Result

### MOSTLY YES

*Your story is visible and working. People trust you because they understand your background.*

### MIXED

*Your story is present but undersold. More context and ownership would strengthen it.*

### MOSTLY NO

*Your story is hidden. You are asking people to trust a stranger — and most will not.*

*What from your background should be more visible? Write it here.*

# S

## STANDARDS

*Does your brand communicate the level you operate at — before anyone works with you?*

Standards are not stated — they are demonstrated. The way you show up online, the quality of what you share, the consistency of your presence, the precision of your language — all of it signals to a potential client what they can expect when they pay you. If your brand looks like an afterthought, your offer will be treated like one.

**1** Does the visual quality, consistency, and tone of your brand match the level you charge — or want to charge?

YES

PARTLY

NO

**2** Are you consistent enough that someone who finds you today would see the same brand they saw three months ago?

YES

PARTLY

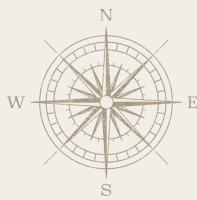
NO

**3** Does every touchpoint of your brand — bio, content, captions, stories — feel intentional rather than improvised?

YES

PARTLY

NO



### IVETA'S INSIGHT

*On board, standards were never negotiable — not on a good day, not on a hard one. Consistency was the expectation, not the exception. The clients who will pay your premium price are looking for exactly that signal before they ever reach out. Give it to them.*

## Your Standards Result

### MOSTLY YES

*Your brand demonstrates high standards consistently. Clients can feel the level before they enquire.*

### MIXED

*Standards are present in places — but inconsistency is creating doubt.*

### MOSTLY NO

*Your brand does not yet reflect the standard you operate at. This is costing you trust.*

*Where do your standards show — and where are they slipping?*

## YOUR COMPASS READING

# WHERE IS YOUR BRAND RIGHT NOW?

Look back at your results across all seven sections. Notice where you answered mostly YES — those are your strengths. Notice where you answered mostly NO or PARTLY — those are your pressure points. The gap between the two is where your brand work begins.

### **Mostly YES across sections**

Your brand has a strong foundation. The work now is about refinement — sharpening what exists and amplifying what is already working. You are closer than you think.

### **Mixed results — some YES, some NO**

Your brand has real potential but is drifting in places. Some things are working — others are creating confusion or silence. Identifying which sections scored lowest tells you exactly where to focus next.

### **Mostly NO across sections**

Your brand needs a reset — not a patch. The good news: you now know exactly what is missing. This is the most valuable information you can have. Work from the foundation up, starting with Clarity and Story.

## **Ready to go deeper?**

The COMPASS Audit showed you where to look. If you want me to look with you — that's what I do. Details coming soon.

*Or book a Strategy Session — and let's look at your brand together.*

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