SCORECARD

The 5-Bucket Audit

Set aside 30 minutes and be honest. Score each bucket **0** (broken), **1** (weak) or **2** (working). The total matters less than where your zeros are.

BUCKET	THE TEST	SCORE
1 **Attention** Are the right people finding you?	Write down your three biggest sources of new prospects. Ask how each of your last 10 to 20 customers first heard of you. A 2 LOOKS LIKE Three sources you can measure, none above half your business, and at least one runs without you.	0 1 2
2 **Relevance** Do your marketing and pages speak to their problem?	Check your last 10 ads or posts and your first screen. Would your ideal customer see their own problem in the first line or the first three seconds? A 2 LOOKS LIKE They describe the problem back to you in their own words, and your best creatives open with it.	0 1 2
3 **Credibility** Do they feel safe buying from you?	Find three places that give a stranger a real reason to believe you're good at what you do. A 2 LOOKS LIKE Specific proof, matched to the buyer, placed where they decide.	0 1 2
4 **Differentiation** Why you, and not the next option?	Write one specific reason to choose you. Could your closest competitor paste it on their site unchanged? A 2 LOOKS LIKE One specific, checkable reason, said the same way everywhere.	0 1 2
5 **Follow-up** Do you stay with people who aren't ready yet?	Someone is interested today but won't buy for six months. Walk through what happens to them, step by step. A 2 LOOKS LIKE Contacts are captured and sorted, and useful follow-up runs on its own for months.	0 1 2

TOTAL _____ / 10

FIX THIS BUCKET FIRST _____

1. **Fix a 0 before you polish a 1.** A broken bucket caps everything below it.
2. **Don't buy more attention while Relevance or Credibility is 0.** Fix the page first, then scale the traffic.
3. **With several zeros and a list of past enquiries, start with Follow-up.** It earns from people you've already paid to reach.

Work on that one bucket for 30 to 60 days, then score all five again. Run the audit every quarter.