



Marketing Message Audit

Is My Message Ready for Leverage + Scale?	Yes	No
Can you state your company key message/tagline easily and succinctly?		
When thinking in terms of your Incredible Factor - Your H.U.G. (Hot Undeniable Gift) + Your S.B.M. (Signature Business Move) + Your U.V.P. (Unique Value Proposition) can you to encapsulate your Incredible Factor in 3 sentences or less?		
Can you state your five most relevant and compelling brand attributes (adjectives that describe your core message)?		
Are you crystal clear on your SPICE Audience of One (ideal client)?		
Do you offer a SPICE Solution™?		
Can you clearly articulate the SPICE Problem™ you solve?		
When you share your message, is it accompanied by a SPICE Call to Action that gets traction, generates leads and gets you closer to new sales?		
Is your marketing claim important to your Audience of One™?		
Do you share your marketing message consistently?		
Do you have a brand positioning statement that describes: what you offer, to whom and the value you create?		
Do you have a compelling lead magnet?		
Do new people opt in to your free offer each week?		
Is your messaging consistent across all social media platforms?		
When prospects visit your website, is the problem you solve obvious?		
Does your chosen social media platform yield results that convert to new clients based on the messages you post?		
Do you have a clear and compelling results oriented benefit statement for each program you offer ?		
Do you communicate your message regularly with members of your network?		



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(i.e. email, phone calls, etc)		
If someone asks you why they should hire you and what makes you different, you can answer effortlessly?		
My messaging highlights that I hit all six categories for SPICE Problems (health/wellness, identity/purpose, love/relationships/communication, money/career/business, time/life balance, happiness and fulfillment)		
My messaging takes the motivators into consideration (make, save, reduce, increase, protect, improve)		
I have developed my Must Have Marketing Messages (Power Statement, 30 Second Commercial", HUG Statement, SBM Statement, Industry Leader Statement, Benefits Statement)		

In what ways is my messaging on point?

In what ways is my messaging missing the mark?

What steps can I take to improve my marketing message?