# CRACKED FOUNDATIONS*/

*So you found you have cracked foundations? That's okay, lets get in the basement and fix that.*

## Brand Messaging Audit Sheet

A guided worksheet to help you evaluate your homepage headline, subtext, CTA, and brand clarity across the first 10 seconds of user experience.

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## Section 1: The First 10 Seconds Test

**Objective**: Capture what a first-time visitor understands about your brand within 10 seconds.
Use this with a timer and a test viewer if possible.

- What does your headline say?
  *[Write it here:]* _____
- What problem or benefit is being offered?
  *[Summarize:]* _____
- Is it instantly clear what your business *does*?
  ☐ Yes ☐ No ☐ Partially (explain): _____
- Who is it for? (Target audience)
  *[Describe your target clearly:]* _____
- What is the immediate next step the user is encouraged to take?
  ☐ Click a CTA ☐ Scroll down ☐ Confusing/unclear
  *[Your CTA button text:]* _____

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## Section 2: The Visual Check

**Objective**: Assess whether your visual design supports or distracts from your message.

- Are your brand colors consistent with your other materials?
  ☐ Yes ☐ No ☐ Needs refinement
- Is your logo visible and sized correctly?
  ☐ Yes ☐ No ☐ It's buried/hard to spot
- Are your images or graphics aligned with your message and offer?
  ☐ Strong and supportive ☐ Neutral ☐ Confusing/off-brand

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## Section 3: Clarity Scoring

Rate each of these items from **0 (not at all)** to **3 (very clear)**

| Element | Score (0–3) |
|---|---|
| Headline clarity | ____ |
| Subtext explanation | ____ |
| Visual consistency | ____ |

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| Element | Score (0–3) |
|---|---|
| CTA clarity | ____ |
| Target audience match | ____ |
| Total Score (out of 15) | ____ |

## 📦 Section 4: Quick Wins Checklist

*Take one step forward today—check the most urgent fix below.*

☐ Rewrite your homepage headline using this formula:
**[Benefit] for [Audience] without [Frustration].**

☐ Update your CTA to be action-driven and outcome-based.
(E.g., “Get My Free Brand Audit” instead of “Learn More”)

☐ Replace off-brand images with visuals that feel human, real, and connected to your offer.

☐ Create a 1-sentence brand promise and place it above the fold.

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