

A FOUNDA AUDIT · 12 QUESTIONS, 10 MINUTES

The founder's marketing *audit.*

12 questions that show what's broken in 10 minutes.

HOW TO USE THIS

Most founders know something in their marketing isn't working. Most can't name what.

This audit names it.

12 questions, four sections (brand, message, briefs, launch).

Score each one yourself: *Yes*, *Almost*, or *No*.

Yes = 0. Almost = 1. No = 2.

Add the section scores at the end of each section. Add the total at the end.

A low score (close to 0) means that area is solid. A high score points at what to fix first.

The last page maps your section scores to the pack that fixes that section the fastest.

10 minutes. Pen and paper is fine. So is the back of an envelope.

SECTION 01

Brand clarity.

The 8 things any brand has to be able to answer out loud, without notes.

Most brands answer 5. The strong ones answer all 8 the same way, every time, across every team.

Three questions. They tell you whether your brand has clarity, or just collateral.

SECTION 01 · BRAND CLARITY

Can you say what your brand exists for in one sentence, out loud, without thinking?

☐ Yes (0) ☐ Almost (1) ☐ No (2)

If you can't, your team can't, and your customers definitely can't. The 8 Fields pack starts here: Purpose. The reason anyone outside the founders should care.

If you asked 5 of your customers what your brand is for, would they say roughly the same thing?

☐ Yes (0) ☐ Almost (1) ☐ No (2)

"Roughly the same" is the bar. If they say wildly different things, the brand is being interpreted, not understood.

Can a stranger guess your brand's personality from your homepage in 10 seconds?

☐ Yes (0) ☐ Almost (1) ☐ No (2)

Personality is the field most brand strategy decks skip. It's what makes the brand sound like a person instead of a product.

SECTION 01 · BRAND CLARITY

Add your section score.

Q1 + Q2 + Q3 = _____

0-1

Solid.

Brand clarity isn't your problem. Move on.

2-3

Murky.

At least one field is undefined. The 8 Fields carousel walks you through all 8. Free, on the IG.

4-6

This is what's broken.

Get the Brand Strategy One-Pager pack. It has the 8 fields, the worksheet, and three worked examples.

→ www.founda.me/intelligence/packs/brand-strategy-one-pager

SECTION 02

Message.

Whether your homepage works in 4 seconds, or doesn't work at all.

The single biggest predictor of whether a homepage converts isn't design. It's whether the visitor can read the headline once, in 4 seconds, and know what they just landed on.

Most homepages fail this test. Three questions tell you whether yours does.

SECTION 02 · MESSAGE

Can your homepage hero be read in 4 seconds and understood without scrolling?

☐ Yes (0) ☐ Almost (1) ☐ No (2)

4 seconds is the median time before the visitor either reads on or leaves. If your headline needs the second sentence to make sense, you've lost them.

Are the words on your homepage from customer reviews, or from your team?

☐ Customer (0) ☐ Mixed (1) ☐ Team (2)

Customers describe what your product did for them in plain verbs. Teams describe products in feature nouns. Verbs travel. Adjectives don't.

Does your About page have one specific number? (Not "millions of users." A specific number, like "847 customers.")

☐ Yes (0) ☐ Almost (1) ☐ No (2)

Specificity is trust. Round numbers and adjectives read as marketing. Specific numbers read as fact.

SECTION 02 · MESSAGE

Add your section score.

Q4 + Q5 + Q6 = _____

0-1

Sharp.

Your message is doing the work.

2-3

Soft.

The hero, the verbs, or the proof is hedged. Copy That Converts is the pack that walks through fixing each one.

4-6

Buried.

Customers can't tell what you do in the time it takes to scroll past you. Copy That Converts plus the Customer Persona Template fix this together in a weekend.

[→ www.founda.me/intelligence/packs/copy-that-converts](http://www.founda.me/intelligence/packs/copy-that-converts)

[→ www.founda.me/intelligence/packs/customer-persona-template](http://www.founda.me/intelligence/packs/customer-persona-template)

SECTION 03

Briefs & operations.

Whether the work that gets made is the work you asked for.

Most founders don't realise how much of what gets made is decided by the brief, not the agency.

A 4-page brief gets you 4 pages of agency interpretation. A 1-page brief makes you decide what the work has to do before anyone starts working.

Three questions tell you whether your briefs are doing their job.

SECTION 03 · BRIEFS AND OPERATIONS

When you brief a designer or agency, do you fit it on 1 page?

☐ Yes (0) ☐ Almost (1) ☐ No (2)

A 1-page brief makes you cut what doesn't matter before anyone reads it. Length is dishonesty.

Do you know what a campaign should cost before you ask the agency?

☐ Yes (0) ☐ Almost (1) ☐ No (2)

If you don't have an internal range, you're negotiating from zero. The first quote becomes the anchor. The anchor wins.

Can you point to your single-minded proposition right now, in one sentence?

☐ Yes (0) ☐ Almost (1) ☐ No (2)

The SMP is the one promise everything in the campaign hangs from. If it has an "and" in it, you have two propositions and the agency will pick the wrong one.

SECTION 03 · BRIEFS AND OPERATIONS

Add your section score.

Q7 + Q8 + Q9 = _____

0-1

Operationalised.

You're getting the work you asked for.

2-3

Patchy.

The brief, the budget, or the SMP is the bottleneck. Brief Template pack fixes the first two.

4-6

This is where the money leaks.

Brief Template + Production Budgets pack. The Toolkit bundles both with 5 others at half the price of buying separately.

→ www.founda.me/intelligence/packs/campaign-brief-template

→ www.founda.me/intelligence/packs/production-budgets-timelines-briefs

→ www.founda.me/intelligence/bundles/founda-toolkit

SECTION 04

Launch readiness.

Whether the next launch peaks, or releases.

Most launches don't fail at the launch. They fail in the 12 weeks before.

A launch is a peak, not a release. The peak is built before launch day, not on it.

Three questions tell you whether the next one is on track.

SECTION 04 · LAUNCH READINESS

If you launched something tomorrow, do you have 5 people ready to post about it, by name?

☐ Yes (0) ☐ Almost (1) ☐ No (2)

5 named people who actually use your product beats 50 unnamed influencers. The algorithm needs early signal in the first 4 hours.

Is your next launch dated 12+ weeks out, with content building toward it?

☐ Yes (0) ☐ Almost (1) ☐ No (2)

The 12 weeks before launch is when you build the audience that will care. Skip it and you launch into silence.

Do you have an email list of people who would care about your launch, larger than 100?

☐ Yes (0) ☐ Almost (1) ☐ No (2)

Email is the only channel you own. Algorithm shifts don't kill it. 100 is the floor. 1,000 is where it starts working.

SECTION 04 · LAUNCH READINESS

Add your section score.

Q10 + Q11 + Q12 = _____

0-1

Launch-ready.

You've done the unsexy work. Most haven't.

2-3

Half-built.

You'll launch but the peak will be flat. Pre-Launch Checklist pack has the 12-week countdown that fixes this.

4-6

Don't launch yet.

The launch will land in silence. Pre-Launch Checklist pack first, then date the launch 12 weeks from now.

→ www.founda.me/intelligence/packs/pre-launch-checklist

TOTAL SCORE

Add your total score.

Section 1 + Section 2 + Section 3 + Section 4 = _____

0-4

You don't need a pack.

You need a launch date and the discipline to hold it. Save this PDF, retake in 90 days.

5-10

The Toolkit (\$119 bundle).

Mixed scores across sections mean the cheapest path is the bundle. 7 packs, half the price of buying the top 3 separately.

11-18

Two packs and a calendar.

Buy the two packs that match your highest-scoring sections, block the calendar for one weekend each, and rebuild that area before you do anything else.

19-24

Stop launching.

The marketing isn't broken. The strategy is. Get the Brand Strategy One-Pager pack first, then the Toolkit. Don't run another campaign until the brand answers all 8 fields the same way.

NOW DO ONE THING

Block four hours this *Saturday*.

The audit only works if it triggers a Saturday.

Pick the highest-scoring section. Run through the pack that fixes it.

Retake the audit in 90 days.

That's the loop. Most founders never close it. The ones who do don't need an agency.

You will move states. Founda has work for each one. Retake the audit every 90 days to see where you've moved to.

THE PACKS

founda.me/intelligence

THE TOOLKIT

founda.me/intelligence/toolkit

THE NEWSLETTER

founda.me/newsletter

Build small. Stay sharp. Ship Saturday.