

CHIC NOIR CREATIVE

Luxury Branding · Strategic Visibility · Scalable Systems



BRAND AUTHORITY

SCORECARD

A 5-minute self-audit for established women-led businesses

What you'll discover in 5 minutes:

- Where your brand is costing you clients right now
- Which of the 6 authority pillars need immediate attention
- Your total Brand Authority Score — out of 60 points
- Exactly what to fix first to attract premium clients
- The right next step based on your score

Score yourself honestly. Then let's fix what's holding you back.

Ready to build a brand that works as hard as you do?

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Before You Begin

This scorecard is designed for women-led businesses that are already generating revenue and feel ready to grow – but sense their brand hasn't kept pace with their level. It is not for beginners. It is for you.

How to score your answers:

- 0** Doesn't exist in my brand at all
- 1** I've thought about it but haven't acted
- 2** Started but inconsistent
- 3** Exists but needs significant work
- 4** Solid but not fully optimized
- 5** A clear, consistent brand strength

The 6 Brand Authority Pillars

01 Brand Positioning & Clarity

Are you known for something specific?

02 Visual Identity & Presence

Does your brand look like your level?

03 Messaging & Voice *Does your copy attract or confuse?*

04 Content & Visibility

Are you showing up where it counts?

05 Offer Structure & Conversion

Is your offer suite clear and compelling?

06 Client Experience & Retention

Does every touchpoint reflect your brand?

Total score out of 60 —

0-20 Foundation

21-39 Growing

40-52 Strong

53-60 Authority

Score 0–5 per question: 0 = doesn't exist 2 = inconsistent 5 = strong & consistent

1 Brand Positioning & Clarity / 10 pts

Do people know exactly what you do, who you serve, and why you're the authority?

Q1.1

I can articulate my brand positioning in one clear, compelling sentence.

e.g. 'I help [who] achieve [result] through [method]'

0	1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q1.2

My ideal client profile is specific – I know her industry, revenue stage, and exact pain points.

0	1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Pillar 1 total: ___ / 10

2 Visual Identity & Presence / 10 pts

Does your brand look like the premium, established business you've built?

Q2.1

My logo, color palette, and typography are consistent across my website, social media, and materials.

0	1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q2.2

My brand photography reflects my current level – not where I was two years ago.

0	1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Pillar 2 total: ___ / 10

3 Messaging & Voice / 10 pts

Does your copy speak directly to your ideal client's desires – not just describe your services?

Q3.1

My website homepage communicates the transformation I provide, not just a list of services.

0	1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q3.2

My brand voice is consistent whether someone reads my emails, website, or social media posts.

0	1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Pillar 3 total: ___ / 10

Score 0–5 per question: 0 = doesn't exist 2 = inconsistent 5 = strong & consistent

4 Content & Visibility

/ 10 pts

Are you showing up consistently where your ideal client actually looks?

Q4.1

I post content consistently (min. 3x/week) on at least one platform where my ideal clients spend time.

0 1 2 3 4 5

Q4.2

My content positions me as a strategic expert and authority – not just a service provider posting promotions.

0 1 2 3 4 5

Pillar 4 total: ___ / 10

5 Offer Structure & Conversion

/ 10 pts

Is your offer suite clear, logical, and easy for a new lead to navigate?

Q5.1

A new visitor to my website can immediately understand my core offer and how to get started.

0 1 2 3 4 5

Q5.2

I have a clear pathway from a free/low-cost entry point to my highest-ticket offer.

0 1 2 3 4 5

Pillar 5 total: ___ / 10

6 Client Experience & Retention

/ 10 pts

Does every touchpoint – before, during, and after – reflect your brand at its best?

Q6.1

I have a professional onboarding process that sets clear expectations and reinforces my brand quality.

0 1 2 3 4 5

Q6.2

My clients regularly refer others or return for additional services without being prompted.

0 1 2 3 4 5

Pillar 6 total: ___ / 10

Your Results Summary

Add up your pillar scores below:

Pillar	Topic	Your score	Max
1	Brand Positioning & Clarity	_____	/ 10
2	Visual Identity & Presence	_____	/ 10
3	Messaging & Voice	_____	/ 10
4	Content & Visibility	_____	/ 10
5	Offer Structure & Conversion	_____	/ 10
6	Client Experience & Retention	_____	/ 10
TOTAL BRAND AUTHORITY SCORE		_____	/ 60

What your score means:

0–20 Foundation needed

Your brand needs significant strategic work. Clarity, consistency, and presence are the priorities. The 90-Day Brand Authority Intensive is exactly what you need.

21–39 Growing authority

You have good instincts but your brand isn't working as hard as you are. Focused strategy and consistency will unlock significant growth. A Brand Authority Audit is a strong next step.

40–52 Strong – refine & scale

Your brand is solid and attracting clients. Now sharpen positioning, close visibility gaps, and build systems for consistent demand. The Intensive helps you scale with confidence.

53–60 Authority brand

You're operating at a high level. Focus on amplifying what's working, building referral systems, and protecting your brand equity as you grow into new markets.

Ready to close the gap?

Here's exactly how we can help, based on your score:

Score 0–39 pts

90-Day Brand Authority Intensive Starting at \$5,000

A high-touch 90-day strategic transformation. We rebuild your positioning, messaging, visual identity, and visibility system — so premium clients find you consistently.

Apply Now

Score 21–52 pts

Gold Brand Authority Audit \$650

A deep-dive audit of your brand across 2 platforms — covering audience insights, competitor analysis, strategy gaps, and a clear action roadmap.

Book Your Audit

Score 40–60 pts

Chic Noir Insider Membership \$19.99/month

Weekly brand strategy insights, monthly marketing prompts, AI tools, social media prompt packs, and exclusive member resources — stay at your best.

Join the Insider

Let's talk about your brand.

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