



THE FREE SELF AUDIT

The Premium Presence *Scorecard*

24 checkpoints that reveal whether your social media presence is
booking premium clients or quietly sending them to your
competitors. Score yourself in under 10 minutes.



LIV ON BRAND

LIFE'S A GAMBLE. YOUR BRAND SHOULDN'T BE.

FOR PREMIUM SERVICE BUSINESSES · LAS VEGAS



BEFORE YOU DEAL

How This Works

Your clients judge your business the same way they judge a table in this city: in seconds, on instinct, by how it looks and feels. This scorecard walks you through the exact 24 checkpoints we audit before taking on any client.

1**Open your business profile**

Pull up your Instagram (or primary platform) exactly as a stranger would see it. Log out or use a friend's phone if you want the honest view.

2**Answer 24 yes or no questions**

Three sections: The Profile, The Content, The Conversion. Check the box only if the answer is a clear, confident yes. "Sort of" counts as a no.

3**Tally your score & find your hand**

Every checked box is one point. Your total places you in one of three tiers: Jack, Queen, or Ace. Each tier tells you exactly where you stand and what to fix first.

House rules: be brutally honest.

This scorecard only works if you grade yourself the way a first time visitor would, not the way the owner who knows the backstory would. A generous score helps no one. An honest score shows you exactly where bookings are leaking.

♣ SECTION ONE · 8 POINTS

The *Profile*

The three second first impression. Before anyone reads a caption, your profile has already told them whether you're premium or forgettable.

☐

Can a stranger tell what you do, who you serve, and where you are within 3 seconds of landing on your profile?

If they have to scroll to figure it out, they won't.

☐

Does your bio include one clear call to action: book, DM a keyword, or tap the link?

A bio without a next step is a billboard with no phone number.

☐

Is your profile photo or logo crisp, high resolution, and recognizable at thumbnail size?

Blurry logo = budget brand. Clients notice before they realize they noticed.

☐

Does your link in bio go to a booking page or offer, not just your homepage?

Every extra click between "interested" and "booked" costs you clients.

☐

Are your story highlights curated, clearly labeled, and dressed in on brand covers?

Highlights are your storefront window, not a junk drawer.

☐

Do your nine most recent posts share one consistent visual identity: colors, fonts, editing style?

Consistency reads as professionalism. Chaos reads as risk.

☐

Is your name field searchable, including what you do or your city, not just your business name?

"Radiance" gets found by no one. "Radiance · Med Spa Las Vegas" gets found by buyers.

☐

Is your contact info (call, email, directions) active, accurate, and one tap away?

Premium clients don't hunt for ways to give you money.

SECTION TOTAL

/ 8

♣ SECTION TWO · 8 POINTS

The *Content*

Trust is built in the feed. This section measures whether your content earns belief or just fills a grid.

☐

Do you post consistently, at least three times per week, every week?

A dead feed tells clients the business might be, too.

☐

Do you give roughly four value or trust posts for every one promotional post?

Feeds that only sell get muted. Feeds that help get followed, then booked.

☐

Does your content answer the real questions clients ask before they book: pricing, process, pain, results?

Every unanswered objection is a booking that went somewhere else.

☐

Do you regularly show real faces (you, your team, your clients) and not just graphics and stock?

People book people. Faceless brands feel like a gamble.

☐

Have you posted proof in the last 30 days: before and afters, reviews, results, or testimonials?

Claims are cheap. Evidence closes.

☐

Does every post open with a hook: a first line or first two seconds that stop the scroll?

If the opening doesn't earn attention, the rest never gets read.

☐

Is video (reels, walkthroughs, talking to camera) a regular part of your mix?

Video is where the reach is. Sitting it out means paying full price for half the audience.

☐

Is your content written for your dream client, not for other people in your industry?

Impressing your peers doesn't pay. Speaking your client's language does.

SECTION TOTAL

/ 8

♣ SECTION THREE · 8 POINTS

The *Conversion*

Followers are vanity. Bookings are sanity. This section measures whether your presence actually moves people from scrolling to paying.

☐

Does every post end with a clear next step: comment a keyword, send a DM, tap to book?

Content without a call to action is a conversation that ends mid sentence.

☐

Are DMs answered within a few hours during business hours?

A premium inquiry that waits overnight books with whoever answered first.

☐

Do you have a pinned post that clearly sells your signature offer?

Your best salesperson should be working the door, not buried three months deep.

☐

Do your captions use local search keywords: your service plus your city?

Social platforms are search engines now. Show up where buyers are looking.

☐

Are you capturing leads somewhere you own (an email or text list) instead of just collecting followers?

An algorithm change can take your reach overnight. It can't take your list.

☐

Do you follow up with people who inquired or engaged but didn't book?

Most bookings live in the follow up. Most businesses never send it.

☐

Can someone go from discovering your profile to booked in three taps or fewer?

Count the taps yourself. Every extra one loses a percentage of buyers.

☐

Do you actually know where your new clients come from and track it?

If you can't name the source, you can't double down on what's working.

SECTION TOTAL

/ 8

THE REVEAL

What's Your *Hand*?

Add your three section totals together. Your score out of 24 places you in one of three tiers and tells you exactly what your presence is doing to your bottom line.

Your Total Score

Profile + Content + Conversion. One point per checked box.

/ 24

J



0 TO 12 PTS

The Jack: you're in the game, but the table's winning.

Your presence exists, but it isn't working for you. Right now your social media is costing you premium clients daily: they're finding you, forming a snap judgment, and booking with a competitor who simply looks more put together. The good news: businesses at this tier see the fastest, most dramatic turnarounds.

Q



13 TO 19 PTS

The Queen: strong hand, money left on the table.

You've built real foundations, and it shows. But the gaps you just checked "no" on are the exact places bookings leak, usually in conversion, not content. You don't need more effort. You need the last pieces connected so the work you're already doing turns into revenue.

A



20 TO 24 PTS

The Ace: you're playing at a premium level.

Rare air. Your presence is doing its job. Now the question is scale and time. Most Ace tier owners we meet aren't asking "how do I fix this?" They're asking "how do I keep this running without it consuming my week?" That's exactly what a retainer partner is for.

YOUR NEXT MOVE

Scored Below an *Ace*?

Every "no" you checked is a fixable leak, and you don't have to fix it alone. Here's how to turn your score into a plan, free.

1

Comment **AUDIT** on our latest post

Or DM us the word AUDIT directly. That's it. No forms, no hoops.

2

Get your free page review

We'll go through your profile with the same 24 point lens you just used, then send you a personal breakdown of your three biggest leaks and how to fix them.

3

Book a discovery call if it makes sense

If you'd rather hand the whole thing off, we'll show you exactly what a done for you premium presence looks like on retainer. No pressure, no pitch slapping. Just the plan.

Life's a gamble. Your brand shouldn't be.

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