



CREATIVE MARKETING

MARKETING ENERGY AUDIT CHECKLIST

TIND-ALL CREATIVE MARKETING

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⚡ Marketing Energy Audit Checklist ⚡

Is Your Brand Working For You – or Against You?

Take 5–10 minutes to evaluate your marketing health.

Rate each statement on a scale of **1 to 5**, where:

1 = Strongly Disagree and **5 = Strongly Agree**

Then total your points and use the key at the end to interpret your results.

🌱 SECTION 1: Brand Alignment

Your brand should feel authentic, consistent, and alive.

Our visuals (logo, colors, and design) reflect who we are today, not who we were years ago.

Our brand voice and messaging sound like us – not like every other company.

Clients and prospects immediately understand what we do and who we help.

Our branding feels aligned with our mission and values.

● Bonus Reflection:

If your brand were a person, how would it feel to be around them – inspiring and grounded, or tired and disconnected?

SECTION 2: Consistency & Clarity

Consistency builds trust. Clarity keeps your audience engaged.

Our social media, website, and email marketing look and sound cohesive.

We share content regularly, not in bursts of energy followed by silence.

Our messaging and visuals align across all platforms.

Our team knows what to say – and how to say it – when representing our brand.

● Pro Tip:

If you're guessing what to post each week, your strategy might need structure, not more effort.

⚙️ **SECTION 3: Engagement & Energy**

Your marketing should energize you, not exhaust you.

Creating content feels exciting and meaningful.

We regularly engage with our followers and see genuine conversations happening.

We receive feedback, referrals, or testimonials that reflect our true brand message.

I feel motivated and inspired when I think about our marketing.

● **Wellness Insight (from Your Wellness Circle):**

If you dread marketing tasks, that's not a failure — it's feedback. Your business might be asking for rest, clarity, or support.

📈 **SECTION 4: Results & ROI**

Your energy and time deserve measurable results.

We track key performance indicators (like leads, engagement, and conversions).

We know where our clients come from — and what marketing works best.

We invest energy in high-impact areas instead of spreading ourselves thin.

Our marketing strategy supports our business goals, not just for activity's sake.

● **Pro Tip:**

Measure what matters. Focus less on likes, more on leads, loyalty, and alignment.

💡 **SECTION 5: Reflection & Alignment**

Let's check your overall energy balance.

I feel aligned with my brand's direction.

My business reflects who I am — authentically.

I feel proud (not pressured) when sharing our message.

I feel energized, not drained, after marketing planning sessions.

SCORING

- 20–25 points: ✨ Aligned & Energized

Your marketing is in flow! Keep nurturing your energy and refining your message as your business evolves.

- 15–19 points: ⚡ Some Sparks Missing

Things are running reasonably well, but you may need a brand refresh, clearer systems, or creative support to reignite momentum.

- 10–14 points: ☁ Time for a Tune-Up

You're doing the work, but it may not reflect your best energy or strategy. Consider a marketing alignment session with Tind-All Creative Marketing.

- Below 10 points: 🚨 Marketing Burnout Alert

You may be working against your brand instead of with it. It's time to pause, simplify, and realign your marketing — and possibly your mindset.

Next Steps

- ✓ Step 1: Reflect on your lowest-scoring areas — what's draining your energy?
- ✓ Step 2: Focus on one slight shift this month (a clearer message, consistent posting, or updated visuals).
- ✓ Step 3: Reach out for a personalized Marketing Energy Consultation with Tind-All Creative Marketing to recharge your strategy.

✨ BONUS RESOURCE:

Because your marketing health is directly connected to your personal wellness, visit [Your Wellness Circle](#) for practical tools and coaching to help you align your business, health, and life. So your brand truly reflects your best self.

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