



THE MAGNETIC BRAND AUDIT

5 Reasons Your Ideal Clients Aren't Finding
You (And The 5-Part Infrastructure That Fixes It)



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Helping **founders** and **senior executives** move from **chasing** clients to **attracting** them, through **magnetic brand infrastructure** built for seamless sales.

35+ year career across the UK and Ghana.

WHAT'S INSIDE THIS AUDIT:

A self-assessment across 5 brand infrastructure pillars

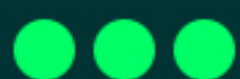
Diagnostic questions that reveal exactly where you're losing ideal clients

A scoring system that shows your current brand magnetism level

A clear path to fixing every gap you discover

For founders and senior executives who are ready to stop chasing and start attracting.





Karen Punch - Brand infrastructure strategist



You're Excellent

SO WHY CAN'T YOUR IDEAL CLIENTS FIND YOU?

If you're a founder or senior executive who is great at what you do, but your pipeline feels inconsistent, your best prospects aren't reaching out, and the clients who do find you often aren't the right fit, this audit is for you.

The problem is rarely your expertise, rarely your offer, and rarely your work ethic.

The problem is almost always your brand infrastructure (the systems, signals, and structures that either make the right clients gravitate toward you, or leave you invisible to the exact people you're built to serve).

"A magnetic brand doesn't chase clients. It attracts them, because every part of its infrastructure is built to draw your Ideal Clients nearer."



THIS AUDIT COVERS 5 PILLARS:



Positioning Clarity



Visibility Architecture



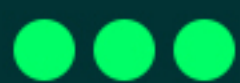
Trust Infrastructure



Lead Capture & Nurture



Conversion Readiness



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How to use this Audit

3 SIMPLE STEPS. COMPLETE HONESTY REQUIRED.

- **Score Each Question**

For every diagnostic question, score yourself honestly from 1 to 5.

1 = This is not in place at all. 5 = This is strong and working well.

- **Add Up Your Pillar Score**

Each pillar has 4 questions (maximum 20 points per pillar).

Add your scores at the bottom of each pillar page.

- **Find Your Brand Magnetism Level**

Total all 5 pillar scores (maximum 100 points).

Turn to the scoring page to discover your current brand magnetism level.

SCORING KEY

1 Not in place (this is a significant gap)

2 Barely started (needs major work)

3 Partially in place (room for improvement)

4 Mostly working (minor refinements needed)

5 Fully in place and working well



1 *Positioning* *clarity*

Does your brand speak directly to one specific ICP,
or is it trying to talk to everyone?



Positioning clarity

WHY IT MATTERS

When your positioning is unclear, ideal clients don't recognize themselves in your message. They scroll past, click away, or simply never find you, because nothing you're saying feels like it was written for them.

WHAT IT LOOKS LIKE WHEN IT'S BROKEN:

- Your messaging feels generic.
- People ask 'so what exactly do you do?'
- You attract a lot of interest but few serious enquiries.

SCORE YOURSELF ON EACH STATEMENT

(1 = Strongly Disagree to 5 = Strongly Agree)

1	I can describe my ideal client in one specific sentence (not a category, but a person).	1 2 3 4 5
2	My LinkedIn headline and banner immediately tell the right person that this profile is for them	1 2 3 4 5
3	My content consistently speaks to one ICP's pain, desire, and world, not to everyone generally.	1 2 3 4 5
4	When my ideal client reads my profile or content, they feel I am speaking directly to them.	1 2 3 4 5

PILLAR SCORE TOTAL: ____ / 20

(Transfer this to your summary on the scoring page)



2 *Visibility Architecture*

Are you showing up where your ideal clients actually are,
or just where you're comfortable?



Visibility Architecture

WHY IT MATTERS

Visibility without architecture is just noise. Showing up inconsistently, on the wrong platforms, or with content that doesn't serve your ICP means your effort disappears without building momentum.

WHAT IT LOOKS LIKE WHEN IT'S BROKEN:

- You post occasionally but see no pattern in results.
- Your content gets likes from peers but rarely from ideal clients.
- You feel busy but not discoverable.

SCORE YOURSELF ON EACH STATEMENT

(1 = Strongly Disagree to 5 = Strongly Agree)

1	I post consistently (at least 3 to 5 times per week) on the platform where my ICP spends time.	1 2 3 4 5
2	My content directly addresses the problems, desires, and questions of my ideal client.	1 2 3 4 5
3	I have a clear content system (not just random posts) that builds my authority over time.	1 2 3 4 5
4	People in my target market are finding and following me because of my content, not just my connections.	1 2 3 4 5

PILLAR SCORE TOTAL: ____ / 20

(Transfer this to your summary on the scoring page)



3 *Trust Infrastructure*

Does your brand build enough credibility before a prospect ever speaks to you?



Trust Infrastructure

WHY IT MATTERS

High-quality clients (the ones who pay without haggling) don't reach out to strangers. They reach out to people they already trust. If your brand doesn't build that trust before the first conversation, you're starting every relationship from zero.

WHAT IT LOOKS LIKE WHEN IT'S BROKEN:

- You get enquiries that quickly go cold.
- People seem interested but hesitant.
- You spend a lot of time convincing rather than confirming.

SCORE YOURSELF ON EACH STATEMENT

(1 = Strongly Disagree to 5 = Strongly Agree)

1	My profile, content, and website include clear social proof (testimonials, results, case studies).	1 2 3 4 5
2	A new visitor to my LinkedIn can immediately see the results I've delivered for people like them.	1 2 3 4 5
3	My content demonstrates genuine expertise, it teaches, challenges, and provides real insight.	1 2 3 4 5
4	My brand feels consistent across every touchpoint (LinkedIn, website, and any other platform I use).	1 2 3 4 5

PILLAR SCORE TOTAL: ____ / 20

(Transfer this to your summary on the scoring page)



4 *Lead Capture & Nurture*

Do you have a system that catches interested prospects and keeps them warm, or are you losing them after first contact?



Lead Capture & Nurture

WHY IT MATTERS

Most ideal clients are not ready to buy the first time they encounter your brand. Without a system that captures their interest and nurtures it over time, you are doing all the hard work of attraction and then losing them before they ever reach out.

WHAT IT LOOKS LIKE WHEN IT'S BROKEN:

- People engage with your content but never convert.
- You have no lead magnet or email list.
- Follow-up is manual and inconsistent.
- You rely entirely on who reaches out to you.

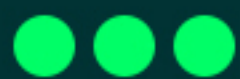
SCORE YOURSELF ON EACH STATEMENT

(1 = Strongly Disagree to 5 = Strongly Agree)

1	I have a lead magnet or free resource that captures the contact details of interested prospects.	1 2 3 4 5
2	I have an email nurture sequence that keeps warm prospects engaged over weeks or months.	1 2 3 4 5
3	I have a clear, simple process for moving a prospect from first contact to booked conversation.	1 2 3 4 5
4	I know where my leads come from and I have a system (not just hope) for nurturing them.	1 2 3 4 5

PILLAR SCORE TOTAL: ____ / 20

(Transfer this to your summary on the scoring page)



5 *Conversion Readiness*

When the right client finds you, does everything they see make them feel you're the obvious choice?



Conversion Readiness

WHY IT MATTERS

Attraction without conversion is wasted effort. When your ideal client finally finds you, every element of your brand needs to confirm the decision they're already leaning toward. Confusion, inconsistency, or weak calls to action at this stage cost you the very clients you worked hardest to attract.

WHAT IT LOOKS LIKE WHEN IT'S BROKEN:

- Interested prospects go quiet after initial contact.
- Your conversion rate from conversations to clients is low.
- People say they'll think about it and never come back.

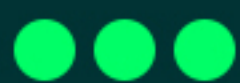
SCORE YOURSELF ON EACH STATEMENT

(1 = Strongly Disagree to 5 = Strongly Agree)

1	My offer is clearly defined and priced (there is no ambiguity about what I do and what it costs).	1 2 3 4 5
2	It is easy for an ideal client to take the next step, my call to action is clear and frictionless.	1 2 3 4 5
3	My discovery or sales process is structured in a way that builds confidence rather than uncertainty.	1 2 3 4 5
4	My brand makes the right client feel that choosing me is the obvious, low-risk decision.	1 2 3 4 5

PILLAR SCORE TOTAL: ____ / 20

(Transfer this to your summary on the scoring page)



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Your brand magnetism score

ADD YOUR 5 PILLAR TOTALS AND FIND YOUR LEVEL BELOW

Pillar 01: Positioning Clarity	___ / 20
Pillar 02: Visibility Architecture	___ / 20
Pillar 03: Trust Infrastructure	___ / 20
Pillar 04: Lead Capture & Nurture	___ / 20
Pillar 05: Conversion Readiness	___ / 20

TOTAL BRAND MAGNETISM SCORE: ___ / 100

80 TO 100 PTS	MAGNETIC Your brand infrastructure is strong and working. Ideal clients can find you, trust you, and choose you. Focus on refining and scaling what's already working.
60 TO 79 PTS	BUILDING MOMENTUM You have a solid foundation but clear gaps are costing you ideal clients. One or two pillars need focused attention to unlock the next level of attraction.
40 TO 59 PTS	PARTIALLY VISIBLE Your brand is partially built but inconsistent. Ideal clients may find you but struggle to trust or choose you. A structured infrastructure build is needed.
0 TO 39 PTS	INVISIBLE TO YOUR ICP Your brand infrastructure has significant gaps that are actively preventing ideal clients from finding, trusting, or choosing you. This is fixable, but it needs to be addressed urgently.



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The 5-part infrastructure that makes your **brand magnetic**

Now that you know which pillars are broken, here is what the fix looks like.
This is the infrastructure I build with founders and senior executives who are
done chasing and ready to attract.

1

Positioning Clarity

A Brand Assessment that defines your ICP, your unique position, and the message that makes the right person immediately say 'this is for me'.

2

Visibility Architecture

A Content Infrastructure that puts you consistently in front of your ideal clients, with a system, not just sporadic posting.

3

Trust Infrastructure

A Social Proof and Authority System that builds credibility before the first conversation, so you start every interaction from a position of trust.

4

Lead Capture & Nurture

A Lead Magnet and Email Nurture Sequence that captures interest and keeps ideal clients warm until they're ready to move.

5

Conversion Readiness

A Conversion System that makes taking the next step feel easy, obvious, and low-risk for exactly the right clients.

READY TO STOP CHASING AND START ATTRACTING?

You've identified the gaps. Now let's close them, together.

WHAT HAPPENS WHEN WE WORK TOGETHER:

Your brand is positioned to attract the specific clients you want (not everyone).
You have a content system that builds trust and authority before the first conversation.
You have a lead capture and nurture system working in the background while you lead.
Your ideal clients find you, trust you, and choose you, without haggling on price.
You stop chasing and allow your brand to do the work for you.

LET'S BUILD YOUR MAGNETIC BRAND INFRASTRUCTURE

Book a Brand Infrastructure Strategy Session with Karen Punch

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