

SEED TIER: PILLAR 1 - BRAND CORE STORY & IDEATION

Focus: The "Existence" Audit. Proving you have a viable soul for the business.

SUB-SECTION 1.1: THE ORIGIN & IDENTITY

Digging into why this entity exists beyond just "making money."

1. **Organization Name:** What is the exact registered name of your organization?
2. **Naming Logic:** Why is it named that? What is the story behind the name?
3. **Name Evocation:** When a stranger hears your name, what is the *first* thing they should think of?
4. **The "Why" (Purpose):** Complete this sentence: "We exist because we believe that..."
5. **The "What" (Activity):** In plain English, what does your company actually *do* day-to-day?
6. **Core Values:** List your top 5 non-negotiable values. (e.g., Integrity, Speed, Kindness)
7. **The Inciting Incident:** What specific frustration or moment caused you to start this business?
8. **The 10-Year Vision:** If you succeed completely, what does the world look like in 10 years because of your brand?
9. **Personality Type:** If your brand was a person at a dinner party, how would they act? (e.g., The loud joker, the quiet expert, the caring parent) .
10. **The Enemy:** What are you fighting against? (e.g., Bad service, high prices, confusion)

SUB-SECTION 1.2: THE AUDIENCE & MARKET

Validating that you know who you are talking to.

11. **Target Audience Definition:** Who exactly are you trying to serve? Be specific (e.g., "Moms in Bali," not "Women").
12. **Customer Location:** Where do these people physically or digitally live?
13. **The Pain Point:** What is the #1 problem keeping your customer awake at night?
14. **The Desired Perception:** Ideally, how do you want these people to describe you to their friends?
15. **Competitor Identification:** List your top 3 direct competitors.
16. **The Difference:** What is the *one thing* you do better than those 3 competitors?
17. **The "Only-ness":** Complete this sentence: "We are the ONLY ones who..."
18. **Goal Alignment:** How does your brand help your customer achieve *their* specific goals?

SUB-SECTION 1.3: MESSAGING & VERBAL IDENTITY

Auditing the words you use to sell.

19. **Elevator Pitch:** Do you have a 30-second explanation of your business that is memorized?
20. **Tagline / Slogan:** What is your current tagline?
21. **Tagline Effectiveness:** Does your tagline describe *what you sell* or *how it feels*?
22. **Value Proposition:** What is the unique value a customer gets from you?
23. **Main Selling Points:** What are your top 3 features or benefits?
24. **Tone of Voice:** How would you describe your brand's tone? (e.g., Formal, Casual, Funny) .
25. **Key Messages:** What are the phrases you repeat in every piece of marketing?

SUB-SECTION 1.4: ASSET INVENTORY (THE CHECKLIST)

The "Truth Filter." You must physically have these items written down to check the box.

Strategic Documents:

- ☐ **Mission Statement:** A written sentence defining your daily objective.
- ☐ **Vision Statement:** A written sentence defining your future goal.
- ☐ **Core Values List:** A documented list of your guiding principles.
- ☐ **Target Persona:** A written profile of your ideal customer (Avatar).
- ☐ **Competitor List:** A list of at least 3 competitors and their weaknesses.

Verbal Assets:

- ☐ **Elevator Pitch Script:** A written 30-second speech.
- ☐ **Tagline / Slogan:** A finalized slogan used on marketing materials.
- ☐ **Boilerplate:** A standard "About Us" paragraph for press/bios.
- ☐ **Service/Product Definitions:** Clear written descriptions of what you sell.
- ☐ **Tone of Voice Guide:** A simple list of "We sound like X, we don't sound like Y."
- ☐ **Vocabulary List:** Specific words your brand uses (and words you ban).

Naming & History:

- ☐ **Organization Name:** Finalized and checked for conflicts.
- ☐ **Product Names:** Clear names for your main offers.
- ☐ **Origin Story:** A written version of your history/founding story

SEED TIER: PILLAR 2 - VISUAL IDENTITY

Focus: Recognition, Legibility, and Basic Consistency.

SUB-SECTION 2.1: LOGO & BRANDMARKS

Assessing the quality and usability of the primary visual asset.

1. **Logo Description:** Describe your organization's logo. Is it an icon, a wordmark, or both?
2. **Logo Legibility:** Can your logo be easily read or recognized when scaled down to the size of a mobile app icon (1cm)?
3. **Logo Imagery:** What specific imagery or symbols are used in your logo, and why were they chosen?
4. **File Formats:** Do you own the "Vector" or "Source" files (AI, EPS, SVG) of your logo, or only the image files (JPG/PNG)?
5. **Responsiveness:** Do you have different versions of your logo for different spaces (e.g., a horizontal version for the website header, a square version for Instagram)?
6. **DIY vs. Professional:** Was your logo created by a professional designer, an AI generator, or a DIY tool (Canva)?
7. **Black & White Test:** Does your logo still look good and readable when printed in strict black and white (no greyscale)?

SUB-SECTION 2.2: COLORS & TYPOGRAPHY

Assessing the foundational style elements.

8. **Primary Color:** What is your brand's dominant color? Why did you choose it?
9. **Color Definition:** Have you defined the exact "Hex Codes" (e.g., #FF5733) for your colors, or do you just "eyeball" it?
10. **Palette Contemporary Check:** Does your color palette feel modern and relevant to your industry, or does it feel dated?
11. **Typography Selection:** What specific fonts do you use for your headlines and body text?
12. **Readability:** Are your chosen fonts easy to read on a mobile screen?
13. **Visual Personality:** How well does your visual identity (colors/fonts) match the "Personality" you defined in Pillar 1?

SUB-SECTION 2.3: DIGITAL & VISUAL PRESENCE

Assessing how the brand looks in the wild.

14. **Social Media Consistency:** If a stranger looked at your Instagram and your Website side-by-side, would they instantly know it's the same company?
15. **Imagery Style:** Do you use custom photography, stock photos, or AI-generated images?
16. **Profile Images:** Is your profile picture identical across all social media channels (LinkedIn, Instagram, WhatsApp, TikTok)?
17. **differentiation:** Visually, does your brand look significantly different from your competitors, or does it blend in?
18. **First Impression:** On a scale of 1-10, how professional does your visual brand look to a stranger?

SUB-SECTION 2.4: ASSET INVENTORY (THE CHECKLIST)

The "Truth Filter." Check the box ONLY if you possess the specific file/asset.

Core Brandmarks:

- ☐ **Primary Logo:** (Main file used for headers).
- ☐ **Secondary Logo / Icon:** (Symbol used for profile pics/favicons).
- ☐ **Wordmark:** (Text-only version of the logo).
- ☐ **Favicon:** (The small icon displayed in the browser tab).
- ☐ **Vector/Source Files:** (Files ending in .AI, .EPS, or .SVG).

Style Definitions:

- ☐ **Color Palette:** (Documented list of Primary & Secondary Hex codes).
- ☐ **Typography List:** (Names of the fonts used for Headers vs Body).
- ☐ **Basic Style Sheet:** (A simple one-page PDF showing fonts/colors).

Digital Assets:

- ☐ **Social Media Profile Pictures:** (Correctly sized for each platform).
- ☐ **Social Media Cover/Banners:** (For LinkedIn, Facebook, YouTube).
- ☐ **Social Media Templates:** (Standard backgrounds for posts/stories).
- ☐ **Website URL:** (Domain purchased and connected).
- ☐ **Social Handles:** (Usernames claimed @yourbrand).

Basic Collateral:

- ☐ **Business Card Design:** (Digital or Print ready).
- ☐ **Email Signature:** (Standard footer with logo for emails).
- ☐ **Founder Headshot:** (Professional photo of the owner).

SEED TIER: PILLAR 3 - PRODUCT EXPERIENCE

Focus: Delivery, Satisfaction, and Reducing Friction.

SUB-SECTION 3.1: THE OFFER & PROMISE

Validating what you sell and if it works.

1. **The Core Promise:** Complete this sentence: "If you buy from us, we promise that [Product] will [Specific Result] for you."
2. **Promise vs. Reality:** Be honest—does your product deliver *exactly* what your marketing claims, or is there a gap?
3. **Unique Value:** What specific benefit do customers get from you that they cannot get from the competition?

4. **The "Peak" Moment:** What is the single most exciting or memorable moment for the customer when using your product?
5. **Simplicity Check:** Can a complete stranger understand how to use your product without calling you for help?

SUB-SECTION 3.2: THE DELIVERY JOURNEY

Auditing the path from "Payment" to "Usage."

6. **Purchase Friction:** How many clicks or steps does it take for a customer to pay you? (Is it instant or do they have to DM you?).
7. **The First 5 Minutes:** Describe exactly what happens in the first 5 minutes after a customer receives your product. (The Unboxing or Onboarding).
8. **Visual Presentation:** Does the product look professional when it arrives, or does it look "homemade"?
9. **Waiting Time:** How long does the customer wait between paying and receiving value?
10. **Transaction Clarity:** Is it immediately clear to the customer that their payment was successful? (e.g., Auto-receipt vs. Manual confirmation).

SUB-SECTION 3.3: SATISFACTION & SUPPORT

Auditing how you handle feelings.

11. **Feedback Loop:** Do you actively ask every customer "How was it?" after the sale?
12. **The Complaint Plan:** If a customer is angry, is it easy for them to contact you?
13. **Return Policy:** Do you have a clear rule for refunds, or do you decide on a case-by-case basis?
14. **Customer Apology:** Do you have a standard way to say "I'm sorry" (e.g., a discount code or freebie) if you mess up?
15. **Delight Factor:** Do you add any small "surprise" to the delivery that the customer didn't expect? (e.g., A handwritten note).

SUB-SECTION 3.4: ASSET INVENTORY (THE CHECKLIST)

The "Truth Filter." Check the box ONLY if you actually have these items ready.

Transaction Documents:

- ☐ **Invoices / Receipts:** (Branded template for proof of purchase).
- ☐ **Quotes / Purchase Orders:** (Standard form for pricing jobs).
- ☐ **Proposals / Contracts:** (Legal agreement template for services).
- ☐ **Pricing Sheets:** (Clear list of costs for all services/products).
- ☐ **Refund / Return Policy:** (Written rules accessible to the customer).

Physical / Digital Delivery Assets:

- ☐ **Product Packaging:** (Boxes, bags, or digital folders).

- -[] **Labels / Stickers:** (Branded identification on the product).
- -[] **Shipping Materials:** (Branded or clean shipping boxes/envelopes).
- -[] **"Thank You" Note:** (Physical card or digital email template).
- [] **Instruction Guide / Manual:** (How to use the product).
- -[] **Customer Apology Note:** (Drafted template for fixing mistakes).

SEED TIER: PILLAR 4 - MARKET PLAN

Focus: Visibility, Content, and Acquisition.

SUB-SECTION 4.1: VISIBILITY & CHANNELS

Where does the brand live?

1. **Primary Channel:** What is the #1 place where people find you? (e.g., Instagram, Google, Word of Mouth).
2. **Consistency:** How often do you show up on this channel? (Daily, Weekly, Sporadically).
3. **Content Strategy:** Do you post random thoughts, or do you have a plan for what to say?
4. **Website Status:** Do you have a central "Home Base" online (Website/Landing Page) or do you rent space (Social Media only)?
5. **Searchability:** If someone Googles your brand name, do you show up #1?

SUB-SECTION 4.2: ACQUISITION & SALES

How do strangers become customers?

6. **The Hook (Lead Magnet):** Do you offer anything for free (knowledge, sample, consultation) to get people interested?
7. **The Call to Action (CTA):** Is it obvious what you want people to do? (e.g., "Buy Now," "Call Us," "Subscribe").
8. **Targeting:** Are you marketing to "Everyone" or to your specific "Avatar" defined in Pillar 1?
9. **Promotional Giveaways:** Do you use swag or freebies to build awareness?
10. **Sales Pitch:** When you talk to a prospect, do you have a standard way of explaining why they should buy?

SUB-SECTION 4.3: RETENTION & LOYALTY

How do you keep them coming back?

11. **Database:** Do you save the contact info (Email/Phone) of everyone who buys from you?
12. **Re-engagement:** Do you have a plan to message past customers to sell to them again?

13. **Referrals:** Do you explicitly ask happy customers to refer their friends?
14. **Email Marketing:** Do you send updates or offers to your list?

SUB-SECTION 4.4: ASSET INVENTORY (THE CHECKLIST)

The "Truth Filter." Check the box ONLY if these exist.

Sales Assets:

- ☐ **Sales Presentation / Deck:** (A slide deck explaining your offer).
- ☐ **Brochures / One-Pagers:** (Digital or print summary of services).
- ☐ **Sales Script:** (Standard points to say during a sales call).
- ☐ **Proposal Template:** (Standard document for sending quotes).

Marketing Content:

- ☐ **Social Media Content Calendar:** (A plan for the next 30 days).
- ☐ **Newsletter Template:** (Design for email blasts).
- ☐ **Email Marketing Templates:** (Pre-written sales emails).
- ☐ **Website / Landing Page:** (Live and functional).
- ☐ **Promotional Giveaways:** (Merch or digital freebies).
- ☐ **Press Release Template:** (Format for announcing news).

SEED TIER: PILLAR 5 - TECHNOLOGY & ACCESSIBILITY

Focus: Infrastructure, Ownership, and Basic Automation.

SUB-SECTION 5.1: THE TECH STACK

What tools run the business?

1. **Digital "Home Base":** Do you own your primary platform (Website/Domain), or are you renting land (Instagram/TikTok only)?
2. **Communication Tools:** Do you use professional business communication tools (Slack, Teams, Zoom) or personal ones (WhatsApp Personal, Messenger)?
3. **Payment Processing:** Do you have a seamless, digital way to accept payments (Stripe, PayPal, QRIS, Xendit) without manual bank transfers?
4. **Customer Database (CRM):** Where does your customer data live? (Excel, a Notebook, or a dedicated CRM software like HubSpot?).
5. **Reliability:** How often does your website or booking system crash or go offline?

SUB-SECTION 5.2: USER EXPERIENCE (UX) & SPEED

How easy is it to use your digital assets?

6. **Mobile Optimization:** Have you personally tested buying your own product using a smartphone? Is it frustrating?
7. **Load Speed:** Does your website load in under 3 seconds?
8. **Broken Links:** When was the last time you checked your "Link in Bio" or website buttons to ensure none are broken?
9. **Searchability (SEO):** If a customer searches for your *category* in your *city* (e.g. "Coffee Shop Ubud"), do you show up?
10. **Accessibility:** Is your font size large enough for older people to read easily on a phone?

SUB-SECTION 5.3: AUTOMATION & DATA

Are you working smart or hard?

11. **Manual vs. Auto:** How many tasks do you do manually that could be automated (e.g. sending invoices, saving contacts)?
12. **Data Ownership:** If Instagram deleted your account tomorrow, would you lose 100% of your customer contacts?
13. **Backup System:** Do you back up your important files (Logos, Client Work) to the cloud (Google Drive/Dropbox)?

SUB-SECTION 5.4: ASSET INVENTORY (THE CHECKLIST)

The "Truth Filter." Check the box ONLY if these are active and owned by you.

Core Infrastructure:

- ☐ **Domain Name:** (Registered and Auto-renewing).
- ☐ **Business Email Address:** (Professional domain, e.g., hello@brand.com).
- ☐ **Web Hosting Account:** (Active and paid).
- ☐ **Payment Gateway Account:** (Verified and connected to bank).

Operational Tools:

- ☐ **Cloud Storage:** (Google Drive/Dropbox for asset management).
- ☐ **Email Marketing Software:** (Mailchimp/MailerLite account set up).
- ☐ **Accounting/Invoicing Software:** (Xero, QuickBooks, or a structured Excel).
- ☐ **Social Media Scheduler:** (Buffer/Later, or native scheduling tools).

Digital Presence:

- ☐ **Website:** (Live, not "Coming Soon").
 - ☐ **Google My Business Listing:** (Verified and updated).
 - ☐ **Social Media Profiles:** (Consistent handles across platforms).
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SEED TIER: PILLAR 6 - BRAND ACTIVATION

Focus: Momentum, Engagement, and "Showing Up."

SUB-SECTION 6.1: CAMPAIGNS & RHYTHM

Are you active or passive?

1. **Launch Strategy:** When you release something new, do you build hype (Teasers, Countdowns) or just post it once?
2. **Consistency:** Do you have a consistent schedule for showing up, or do you ghost your audience for weeks?
3. **The "Big Idea":** Do you run special campaigns (Holiday Sales, Anniversary Events) or is it always "business as usual"?
4. **Community Interaction:** Do you reply to every comment and DM, or do you ignore them?
5. **Partnerships:** Have you collaborated with any other brand or influencer to reach new people?

SUB-SECTION 6.2: THE "FEELING" OF ACTIVATION

Does the brand feel alive?

6. **The Ritual:** Does your brand have a specific ritual or tradition? (e.g. "Motivation Mondays," "Unboxing Fridays").
7. **Urgency:** Do your offers have a reason to act *now* (Limited time, Limited quantity)?
8. **Storytelling:** Do you share the "Behind the Scenes" of your business, or just the polished final result?
9. **Customer Spotlight:** Do you publicly celebrate your customers (Reposting their stories, Case studies)?

SUB-SECTION 6.3: ASSET INVENTORY (THE CHECKLIST)

The "Truth Filter." Check the box ONLY if you have these materials.

Campaign Assets:

- ☐ **Introductory Offer:** (A standard deal for first-time buyers).
- ☐ **Digital Ads / Flyers:** (Templates for promotions).
- ☐ **Email Newsletter Template:** (Ready for blasts).
- ☐ **Event Banners / Signage:** (If you do markets/pop-ups).

Merchandise & Ephemera:

- ☐ **Stickers / Decals:** (Low-cost branding to give away).
- ☐ **Branded Apparel (T-shirts/Caps):** (Even if just for you/staff).
- ☐ **Printed Flyers / Postcards:** (For physical distribution).

SEED TIER: PILLAR 7 - TEAM BRANDING

Focus: Personal Leadership and Early Culture.

SUB-SECTION 7.1: THE FOUNDER & LEADERSHIP

For Seed tier, the Team is usually YOU.

1. **Founder Alignment:** Do you personally embody the values of the brand? (Are you walking the talk?).
2. **Personal Brand:** Is your personal reputation helping or hurting the business?
3. **The Pitch:** Can you tell your brand story passionately without reading a script?
4. **Skill Awareness:** Do you know exactly what you are bad at, and do you have a plan to fix/delegate it?
5. **Burnout Check:** Are you building a system that can run without you for 24 hours, or are you trapped?

SUB-SECTION 7.2: CULTURE & ONBOARDING (Even for 1 employee)

If you have ANY help (Freelancer, Part-time).

6. **The Vision Test:** Does your helper know *why* this business exists, or are they just doing tasks?
7. **Expectations:** Do you have clear written expectations for anyone who helps you?
8. **Appreciation:** Do you have a habit of saying "Thank you" or celebrating small wins?
9. **Training:** Do you have a recorded way to teach someone how to do your job?

SUB-SECTION 7.3: ASSET INVENTORY (THE CHECKLIST)

The "Truth Filter." Check the box ONLY if these exist.

HR & Internal:

- ☐ **Job Descriptions:** (Even for future roles you want to hire).
- ☐ **Onboarding Checklist:** (A list of things to do when someone starts).
- ☐ **Founder Bio / Profile:** (Written professional bio).
- ☐ **Professional Headshots:** (High-quality photos of you/team).
- ☐ **Email Signature Standards:** (Consistent format for everyone).

Wearables:

- ☐ **Name Tags / ID Badges:** (If relevant for events/retail).
 - ☐ **Staff Uniform / Dress Code:** (Simple guidelines on what to wear).
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SEED TIER: PILLAR 8 - SECURITY & TRUST

Focus: Legitimacy, Legal Basics, and Social Proof.

SUB-SECTION 8.1: LEGAL & FINANCIAL

Are you a real business?

1. **Registration:** Is your business legally registered with the local government?
2. **Financial Separation:** Do you have a dedicated business bank account, or do you mix funds with personal money?.
3. **Trademarks:** Have you checked if your business name violates anyone else's trademark?
4. **Contracts:** Do you use written agreements for your work, or just a handshake?.
5. **Insurance:** Do you have the basic insurance required for your industry?

SUB-SECTION 8.2: CREDIBILITY & TRANSPARENCY

Why should a stranger trust you?

6. **Social Proof:** Do you have at least 3 verified testimonials displayed publicly?
7. **Pricing Transparency:** Is your pricing clear and consistent, or does it change based on the customer?
8. **Contact Info:** Is your physical address or phone number easy to find? (Hiding builds distrust).
9. **Privacy:** Do you have a promise to protect your customer's data?
10. **The "About" Page:** Does your website clearly show *who* is behind the business?

SUB-SECTION 8.3: ASSET INVENTORY (THE CHECKLIST)

The "Truth Filter." Check the box ONLY if you have these documents.

Legal Documents:

- ☐ **Business License / Registration:** (Official government docs).
- ☐ **Terms of Service:** (Website or Contract page).
- ☐ **Privacy Policy:** (Website page).
- ☐ **Service Contracts / SOWs:** (Templates for client work).
- ☐ **Non-Disclosure Agreement (NDA):** (If you deal with sensitive info).

Trust Signals:

- ☐ **Testimonial Library:** (A folder of screenshots/quotes from happy clients).
- ☐ **Case Studies / Portfolio:** (Proof of past work).
- ☐ **Business Bank Account:** (Verified).
- ☐ **Google Reviews:** (Active profile).