**1. Content Title:**

(Enter the name or description of the content piece here)

**2. Core Values Alignment (1–5)**

* Does it reflect values like discipline, creativity, consistency, winning attitude?
* Example: “Make it Right No Matter What” in action?

**Score:** \_\_\_ / 5

**3. Brand Voice & Visual Identity (1–5)**

* Uses TEAM Builders logo, font (Montserrat/Josefin Sans), green & black color palette, correct tone?
* Visuals and messaging match our professional yet approachable style?

**Score:** \_\_\_ / 5

**4. Customer Journey Tie-In (1–5)**

* Does it support one of the 4 proven process stages?
  1. Buying Journey
  2. Planning Journey
  3. Construction Journey
  4. Post-Project: “You're on the TEAM”

**Score:** \_\_\_ / 5

**5. “Three Uniques” Highlighted (1–5)**

* Our People, Our Mindset, Our Promise — are any of these clearly communicated?

**Score:** \_\_\_ / 5

**6. Ideal Audience Fit (1–5)**

* Speaks to age 30–65 homeowners, values quality and managed experience?
* Relevant to Cedar Falls/Waterloo or Florida markets?

**Score:** \_\_\_ / 5

**7. Repurpose Potential (1–5)**

* Can this be repurposed into email, blog, FAQ, social post, reel, ad, etc.?

**Score:** \_\_\_ / 5

**8. Engagement Value (1–5)**

* Will it stop a scroll or spark interest?
* Emotional hook, curiosity, or conversation-starter?

**Score:** \_\_\_ / 5

**9. Referral/Repeat Magnet (1–5)**

* Reinforces loyalty or inspires others to refer TEAM Builders?
* Builds community around the brand?

**Score:** \_\_\_ / 5

** TOTAL SCORE: \_\_\_\_ / 40**