



The Visual Brand Authority Audit

A 5-minute assessment to see
whether your visual identity
reflects the level of **your business**.



Free 5-Minute Audit



Make Your **Purpose** Impossible to Miss.



START HERE

WHAT IS YOUR BRAND SAYING BEFORE YOU SPEAK?

Your photos, video, website imagery, social content, and digital presence are already creating an impression. This audit helps you see whether that impression matches the level of business you are building.

HOW TO SCORE YOURSELF

YES = 2

SOMEWHAT = 1

NO = 0

Score the visual presence your audience can see today, not the version you plan to create later.

THE 5 VISUAL AUTHORITY DIMENSIONS

01 Visual Foundation

02 Brand Alignment

03 Visual Authority

04 Content Readiness

05 Visual Recognition



Section 1 | Visual Foundation

Does your current imagery represent
the business you have today?

Yes = 2

Somewhat = 1

No = 0

1.	I have current professional images that represent me and my business well.	2	1	0
2.	My profile photos are consistent across my major platforms.	2	1	0
3.	My website and social imagery look polished and intentional.	2	1	0
4.	My visuals reflect the level of success and professionalism I want associated with my brand.	2	1	0
5.	My imagery feels modern and relevant.	2	1	0

Section Score: _____ / 10



Section 2

Brand Alignment

Do your visuals actually look and feel like your brand?

Yes = 2

Somewhat = 1

No = 0

- | | | | | |
|-----|---|-----------------------|-----------------------|-----------------------|
| 6. | My imagery reflects my personality instead of looking like generic business content. | ☐ | ☐ | ☐ |
| 7. | The environments, clothing, styling, colors, and overall mood of my visuals support the image I want my brand to communicate. | ☐ | ☐ | ☐ |
| 8. | My photos and videos feel connected to the type of clients or opportunities I want to attract. | ☐ | ☐ | ☐ |
| 9. | My visual identity feels consistent even when I appear in different outfits, environments, campaigns, or types of content. | ☐ | ☐ | ☐ |
| 10. | When I look at my brand imagery, I feel like it represents who I am becoming professionally, not only who I have been. | ☐ | ☐ | ☐ |

Section Score: _____ / 10

WHAT THIS SECTION REVEALS

Professional doesn't automatically mean aligned. Beautiful imagery can still miss the brand. Alignment happens when your visual choices reinforce your personality, positioning, audience, and next level.



Section 3

Visual Authority

Do your visuals make your expertise easier to believe?

Yes = 2

Somewhat = 1

No = 0

11. My imagery makes me look credible and trustworthy before someone speaks with me. 2 1 0

12. My visuals communicate confidence, leadership, and expertise. 2 1 0

13. My images would feel appropriate on a professional website, speaker page, podcast feature, press article, advertisement, or campaign. 2 1 0

14. My visual presence looks comparable to the level of brands, entrepreneurs, or professionals I consider peers. 2 1 0

15. My imagery supports premium positioning rather than making my business appear smaller, newer, or less established than it really is. 2 1 0

Section Score: _____ / 10

WHAT THIS SECTION REVEALS

People form an impression before they read your credentials. Established. Emerging. Premium. DIY. Your visuals help determine which impression lands first.



Section 4

Content Readiness

Do you have enough visual assets to actually market your brand?

Yes = 2

Somewhat = 1

No = 0

16.

I have a library of professional brand images ready to use when I need content.

2

1

0

17.

I can create several weeks of content without repeatedly using the same few photos.

2

1

0

18.

I have visual assets for educational posts, promotions, storytelling, announcements, thought leadership, and lifestyle content.

2

1

0

19.

I have enough video or motion content to support platforms where video is increasingly important.

2

1

0

20.

Creating content does not regularly stall because I have nothing visually strong to post.

2

1

0

Section Score: _____ / 10

WHAT THIS SECTION REVEALS

One good photoshoot is not a content system. The goal is to build enough strategic visual assets that showing up becomes easier.



Section 5

Visual Recognition

Are you creating a brand people can begin to recognize?

Yes = 2

Somewhat = 1

No = 0

21. My visual content has a recognizable overall style or point of view. 2 1 0
-
22. Someone viewing several pieces of my content would feel like they came from the same brand. 2 1 0
-
23. My visuals consistently reinforce qualities I want associated with me, such as authority, creativity, innovation, luxury, warmth, leadership, or expertise. 2 1 0
-
24. I use imagery intentionally instead of selecting photos simply because they look good. 2 1 0
-
25. I believe someone could begin recognizing my brand visually even before seeing my name or logo. 2 1 0

Section Score: _____ / 10

WHAT THIS SECTION REVEALS

Recognition is where visual branding becomes powerful. The strongest brands create visual patterns people begin to associate with them. Recognition builds familiarity. Familiarity builds trust.

Your Visual Brand **Authority Score**

 Visual Foundation _____ / 10

 Brand Alignment _____ / 10

 Visual Authority _____ / 10

 Content Readiness _____ / 10

 Visual Recognition _____ / 10

 **Total Score** _____ / **50**

0-15	The Visual Disconnect	
16-29	The Emerging Visual Brand	
30-39	The Visible Authority	
40-50	The Recognizable Brand	



EXPLORE MY NEXT BRAND MOVE



WHAT YOUR SCORE MEANS

Your score shows the stage. Your lowest section shows the next move.

0-15 THE VISUAL DISCONNECT

Your expertise may be stronger than your current visual presence suggests. Build a stronger visual foundation that reflects the business you have today and the brand you are becoming.

16-29 THE EMERGING VISUAL BRAND

You have strong pieces, but they are not completely working together yet. Your next move is cohesion, variety, and clearer visual identity.

30-39 THE VISIBLE AUTHORITY

Your brand already presents well. Now expand the visual world around it so you can show up more consistently, creatively, and strategically.

40-50 THE RECOGNIZABLE BRAND

Your visual identity is functioning as a business asset. Your opportunity is leverage: campaigns, video, AI spokesperson content, and scalable visibility.



FIND YOUR VISUAL GAP

Your total score tells you how developed your visual presence is. Your lowest section tells you where the greatest opportunity may be.

VISUAL FOUNDATION

Strengthen your core imagery before adding more content.

BRAND ALIGNMENT

Make your visuals communicate more personality, positioning, and identity.

VISUAL AUTHORITY

Bring the visual presentation up to the level of your expertise.

CONTENT READINESS

Build a larger, more versatile library of usable visual assets.

VISUAL RECOGNITION

Create stronger visual patterns so your brand becomes easier to remember.

TELL US WHERE YOU'RE HEADED

What currently frustrates you most about your visual presence?

If your visual brand looked exactly the way you wanted six months from now, what would be different?



YOUR NEXT BRAND MOVE

YOUR BRAND DOESN'T NEED RANDOM IMAGES.

It needs visual assets with a job to do.

LiveWell AI Studios creates AI-powered brand imagery, cinematic video, visual identity campaigns, and content assets designed to help entrepreneurs show up with greater consistency, authority, and recognition.

EXPLORE MY NEXT BRAND MOVE

MAKE YOUR PURPOSE IMPOSSIBLE TO MISS.

LIVEWELL AI STUDIOS

AI-POWERED VISUAL IDENTITY • IMAGERY • VIDEO • CONTENT

[CEOSABRINA.COM](https://ceosabrina.com)

