

SARAH WEARN
Consulting

BUSINESS HEALTH AUDIT

A strategic diagnostic
tool to identify growth
gaps, revenue leaks,
and brand
misalignment.

This audit I have created for you is your starting point. Complete it honestly and thoroughly. The clarity you gain here will determine the strength of your next stage of growth in your business. I hope you find it enlightening and a useful tool.

Sarah x



What This Audit Measures

This assessment evaluates:

- Vision and strategic alignment
- Ideal client clarity
- Brand coherence
- Marketing and revenue structure
- Financial health
- Operational systems
- Community impact
- Founder sustainability

Success in the wellness, creative & service based industries requires both commercial intelligence and energetic alignment. This audit measures both.

Score Each Statement

Rate each statement from 1 to 5:

- 1 – Not in place (Absent, unclear, or inconsistent)
- 2 – Weak (Some awareness, no structure)
- 3 – Functional (Working, but not optimised)
- 4 – Strong (Clear and consistently implemented)
- 5 – Fully aligned (Strategic, intentional, and measured)

Calculate Section Scores

At the end of each section:

- Add your total.
- Identify where you are strong and where you are constrained.

If you are using the digital version, totals will calculate automatically. If using the printable version, add manually and record your total in the space provided.

Calculate Your Overall Score

Potential creates opportunity. Structure creates results.

If you're ready to strengthen the foundations of your business and create a clear path forward, the next step is a consultation meeting where we'll review your results, identify key opportunities, and develop a practical strategy for sustainable growth.

Vision, Mission & Purpose Alignment

This measures clarity of direction and energetic coherence.

1. I have a clearly written vision statement.
2. My mission is specific and outcome-focused.
3. My personal values are reflected in my business decisions.
4. My messaging consistently reflects my core purpose.
5. I feel emotionally aligned with the direction of my business.
6. My offers align with my long-term vision.

Section Score: /30

Score Interpretation

6–12: Misaligned. You are operating reactively, not intentionally.

13–20: Emerging clarity, but inconsistent embodiment.

21–25: Strong foundation, refinement required.

26–30: Fully aligned and purpose-driven.

Results Analysis

What one decisive action would strengthen alignment within the next 30 days?

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Ideal Client & Avatar Clarity

This measures how well you understand who you serve.

1. I have a clearly defined primary client avatar.
2. I understand their pain points in depth.
3. I know their financial capacity and buying behaviour.
4. My messaging speaks directly to their emotional drivers.
5. My offers solve a specific, defined problem.
6. I actively attract my ideal client, not "anyone".

Section Score: /30

Score Interpretation

- 6–12: Undefined audience, diluted messaging.
- 13–20: General awareness, needs sharpening.
- 21–25: Clear targeting, conversion potential strong.
- 26–30: Deep resonance and magnetic positioning.

Results Analysis

If your Ideal Client & Avatar Clarity score is not at its highest level, what specific gap exists in your understanding of your ideal client, and what concrete action will you take to deepen that clarity?

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Brand & Visual Identity Alignment

This evaluates aesthetic coherence and brand projection.

1. My visual branding reflects my values.
2. My colours, fonts, and imagery are consistent.
3. My brand feels professional and trustworthy.
4. My online presence feels aligned with my in-person energy.
5. I have a defined brand tone of voice.
6. My brand clearly differentiates me from competitors.

Section Score: /30

Score Interpretation

- 6–12: Inconsistent or amateur presentation..
- 13–20: Functional but lacks strategic depth.
- 21–25: Strong coherence, some refinement needed.
- 26–30: High-trust, high-recognition brand.

Results Analysis

What is the one visible change you could implement within the next 30 days that would most clearly improve brand consistency?

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Revenue & Offer Structure

This measures commercial clarity and revenue position.

1. I have clearly structured offers.
2. I know my monthly revenue target.
3. I understand my profit margin.
4. My pricing reflects value, not fear.
5. I have at least one scalable offer.
6. My income is not entirely time-for-money.

Section Score: /30

Score Interpretation

6–12: Survival model, unsustainable.

13–20: Income inconsistent.

21–25: Structured but growth constrained.

26–30: Designed for revenue scale.

Results Analysis

Where is your income model unclear, underpriced, or overly dependent on your time, and what one strategic adjustment will you implement in the next 60 days to strengthen it?

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Operating Systems

Assess the stability, visibility, and control of your business finances.

- 1. I have documented processes.
- 2. Client onboarding is structured.
- 3. Payments and contracts are automated.
- 4. My tech stack supports efficiency.
- 5. I measure performance metrics.
- 6. My business can function without chaos.

Section Score: /30

Score Interpretation

- 6–12: Reactive and manual.
- 13–20: Semi-structured.
- 21–25: Efficient but not optimised.
- 26–30: Operationally strong.

Results Analysis

Which recurring task, bottleneck, or inefficiency is costing you the most time or consistency, and what one system or process will you implement?

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Your Community & Impact

This measures commercial clarity and business authority.

1. I actively nurture my community.
2. My clients refer others.
3. I create meaningful transformation.
4. I gather testimonials.
5. I contribute to a larger mission.
6. My work feels purposeful beyond income.

Section Score: /30

Score Interpretation

6–12: Limited engagement beyond transactions.

13–20: Some community presence exists.

21–25: Strong relational foundation with client advocacy.

26–30: Clear mission-driven business with active community.

Results Analysis

If your Community & Impact score is not at its strongest level, where are you currently operating transactionally, and what one intentional action will you implement to deepen connection with your target audience, increase advocacy, or amplify your mission?

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Founder Well-Being & Sustainability

This is critical for general well-being and enjoyment of your business.

1. I maintain personal boundaries.

2. My schedule supports energy management.

3. I avoid burnout cycles.

4. I prioritise my health.

5. My business supports my lifestyle.

6. I feel fulfilled, not drained.

Section Score: /30

Score Interpretation

6–12: Burnout risk.

13–20: Imbalance emerging.

21–25: Generally sustainable.

26–30: Business supports a fulfilling life.



Results Analysis

what structural change must you make in how your business operates, so that your energy, health, and personal life are protected?

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Results Guide

You have now completed the audit. Your total score reflects your current level of business alignment, not your worth, ability, or potential. It simply shows how your vision, structure, finances, and personal energy are currently working together.

This is a snapshot of where you are today, so you can move forward with greater clarity and intention.

Each phase represents a different stage of business growth and highlights the key areas that may require attention before progressing further.

Turn to the relevant page to review your phase summary and explore the recommended Sarah Wearn Consulting services, programmes, and resources that are most suited to your current stage of development.

This assessment is designed to provide insight, not judgement. Its purpose is to help you understand where your business stands today and identify the most effective next steps for sustainable growth and improved performance.

WHAT IS YOUR TOTAL SCORE? /270

Total Possible: 270

Below 100 – Misaligned & unstable foundation

* Go to PHASE 1 (pg. 10)

100–170 – Functional but constrained

* Go to PHASE 2 (pg. 11)

171–220 – Strong, scalable foundation

* Go to PHASE 3 (pg. 12)

221–270 – High-alignment, high-performance

* Go to PHASE 4 (pg. 13)



PHASE 1

Fragmented Foundation

Total Score: 0 – 99

If your score falls within this range, your business may currently feel unclear, inconsistent, or difficult to grow. Common signs at this stage include uncertainty around your niche, unclear offers, irregular income, or difficulty communicating your value with confidence. Before focusing on marketing or visibility, the priority is strengthening the core foundations of your business, including identity, positioning, and offer clarity.

RECOMMENDED NEXT STEP

Business Clarity + Audit Report (or) Clarity Coaching Package

These options focus on identifying structural gaps, clarifying your offer, and helping you establish a clear direction for your business.

SELF-GUIDED SUPPORT

Business Space Upgrade Pack Photography Shot List Client Experience Mapping Sheet

If you prefer to begin strengthening your foundation independently, the following resources can help create clarity and structure. These tools help improve client experience, brand perception, and the professional presentation of your business.

STRUCTURED GROWTH RESOURCES

Collection One – Sacred Clarity

Focus areas include:

- Entrepreneur Identity Framework
- Conversion Audit
- Brand Clarity Worksheet
- Positioning & Rewrite Template
- Implementation Checklist

For deeper foundational work, the Foundation Collection provides structured frameworks to support business clarity. The intended outcome is a coherent and clearly positioned business foundation.

PHASE 2

Functional but Constrained

Total Score: 100 – 170

If your score falls within this range, your business has a working foundation but lacks consistency in visibility, messaging clarity, or revenue flow. This stage is often characterised by inconsistent lead generation, unclear positioning, or reliance on sporadic marketing activity. The focus now is strengthening visibility, refining messaging, and creating more predictable client acquisition.

RECOMMENDED NEXT STEP

Marketing Strategy Review + Action Plan or Soulful Visibility Coaching Circles

These options help identify where your marketing is losing traction and provide structured guidance to strengthen lead generation and conversion.

SELF-GUIDED SUPPORT

Brand Messaging & Visual Voice Lead Generation Strategy Tool Kit ROI Framework

If you prefer to work through practical tools at your own pace, the following resources are designed to help strengthen visibility and communication. These resources provide improve client communication and visibility.

STRUCTURED GROWTH RESOURCES

Collection Two – Magnetic Presence

Focus areas include:

- Pricing and boundary conversations
- Visibility planning
- Referral structures
- Client journey mapping
- Soft-sell communication

For deeper strategic work, the Foundation Collection provides structured frameworks to support business development. Confident communication and consistent lead generation.

PHASE 3

Scalable Foundation

Total Score: 171 – 220

If your score falls within this range, your business has established strong foundations and consistent activity. However, growth may still rely heavily on your personal time and effort. The focus at this stage is building structured revenue systems, improving efficiency, and strengthening authority positioning so your business can grow without requiring constant manual effort.

RECOMMENDED NEXT STEP

Growth Consulting Package or The Soul CEO Mentorship

These options focus on refining revenue architecture, strengthening systems, and developing a clear long-term growth strategy.

SELF-GUIDED SUPPORT

Revenue Systems Blueprint Business Automation Planner Authority Positioning Toolkit

If you prefer practical frameworks that support growth and operational efficiency, the following tools may be useful. These resources help improve client acquisition, retention, and reputation management.

STRUCTURED GROWTH RESOURCES

Collection Three – Aligned Growth Blueprint

Focus areas include:

- Offer stacking and pricing ladder strategy
- Sacred sales reframing
- Authority positioning
- 90-day revenue planning
- Monthly performance reflection system

For deeper strategic work, the Foundation Collection offers frameworks designed to stabilise revenue and strengthen growth systems.

PHASE 4

Aligned Authority

Total Score: 221 – 270

If your score falls within this range, your business is operating with strong alignment, clarity, and structure. At this stage, the focus shifts from establishing foundations to expanding influence, increasing leverage, and positioning yourself as a recognised authority within your field. Growth becomes less about doing more and more about building assets, authority, and long-term impact.

RECOMMENDED NEXT STEP

Transformation Consulting Package or Prosperity Marketing Programme

These options focus on premium positioning, scalable business architecture, and your long-term growth strategy.

SELF-GUIDED SUPPORT

90 Day Marketing Strategy Price Positioning for Financial Success Lifecycle of Customer Journey

If you are expanding your visibility and authority, the following tools can support strategic positioning. These resources help strengthen thought leadership and social authority.

STRUCTURED GROWTH RESOURCES

Business Foundations Intensive

Focus areas include:

- Full Business Coherence Assessment
- 30-Day CEO Implementation Plan:
- Reputation Architecture System
- Founder Authority Positioning:

For founders ready to expand their influence and build a long-term ecosystem, the Foundation Collection provides advanced frameworks for growth.

SARAH WEARN Consulting is coming...

Take a moment to read my vision

I created Sarah Wearn Consulting to help ambitious business owners and entrepreneurs build stronger, more profitable, and scalable businesses. My mission is to help organisations attract more customers, increase revenue, improve customer experience, and implement effective growth strategies that deliver measurable results.

With more than 20 years of experience in business growth, marketing, premium sales, photography, design, lecturing, customer journey design, and operational leadership; I have helped businesses identify opportunities, overcome challenges, and achieve sustainable growth. I work alongside you to develop practical strategies, strengthen commercial performance, and build the systems, processes that are needed for long-term success.



LET'S TALK

If you'd like to explore how tailored business support could help you grow, I'd love to hear more about your business. After getting in touch, you'll be invited to complete a short questionnaire so I can better understand your goals, challenges, and priorities.

You'll also have the opportunity to join the waiting list for the consultancy services, programmes, and business resources recommended in your Business Growth Audit Report. Waiting list members will receive priority access and be the first to hear when new places become available.

email: hello@blissoullife.com