LIFE IN EVOLUTION · FREE FOUNDER RESOURCE

The Founder Clarity Audit

A practical self-assessment designed to help founders identify what's working, what's unclear, and where to focus next.

How to use it: read each statement and check the box if it's true today. Be honest — this is for you, not for an audience. Each checked box = 1 point. Total possible score: 50. Take it again every 90 days to track evolution.

Categories

01 · Vision

02 · Offer

03 · Audience

04 · Marketing

05 · Content

06 · Systems

07 · Operations

08 · Money

09 · Mindset

10 · Growth

01 · VISION

Vision

- [ ] I can describe my business in one clear sentence.
- [ ] I know who I am NOT for, not just who I am for.
- [ ] I have a 12-month direction I'm actively working toward.
- [ ] My business reflects the life I'm actually building.
- [ ] I'm clear on the one thing my brand stands for.

02 · OFFER

Offer

- [ ] My core offer is easy to describe in under 30 seconds.
- [ ] My pricing matches the value I deliver — without me flinching.
- [ ] I have a clear next step buyers can take after their first purchase.
- [ ] I've removed any offers that drain me or no longer fit.
- [ ] My offer ladder makes sense at every price point.

03 · AUDIENCE

Audience

- [ ] I know exactly who my best-fit buyer is.
- [ ] I understand what keeps them up at night.
- [ ] I can speak to their goals without using jargon.
- [ ] I have direct contact with at least 5 of them this month.
- [ ] I can name the last 3 things they told me they needed.

04 · MARKETING

Marketing

- [ ] I have one primary channel I'm consistent on.
- [ ] I know my conversion rate from visitor to lead.
- [ ] I have a launch rhythm I trust, not a launch panic I survive.
- [ ] I track which marketing efforts actually drive revenue.
- [ ] My marketing reflects my brand voice, not generic templates.

05 · CONTENT

Content

- [ ] I have a content system I can run without burning out.
- [ ] My content connects to a specific offer, not just engagement.
- [ ] I've built a small library of evergreen pieces.
- [ ] I batch and bank content at least one week ahead.
- [ ] My best-performing content is on-brand, not viral fluke.

06 · SYSTEMS

Systems

- [ ] My weekly schedule is built around priorities, not reactivity.
- [ ] I have SOPs for the 3 tasks I do most often.
- [ ] Onboarding a customer doesn't require my live attention.
- [ ] I know where every part of my business lives (no hunting).
- [ ] I can take a 5-day break without anything breaking.

07 · OPERATIONS

Operations

- [ ] I review my numbers at least monthly.
- [ ] I have a customer support workflow I trust.
- [ ] My delivery is consistent regardless of season.
- [ ] I track time to fulfillment for my main offer.
- [ ] I know my top 3 operational bottlenecks right now.

08 · MONEY

Money

- [ ] I know my revenue target for the quarter.
- [ ] I separate business and personal finances cleanly.
- [ ] I pay myself on a regular schedule.
- [ ] I know my profit margin on every offer.
- [ ] I have at least one savings bucket for tax + reinvestment.

09 · MINDSET

Mindset

- I can make a decision in under 24 hours when needed.
- I'm not pricing from fear of being 'too expensive.'
- I protect time for rest without guilt.
- I know what success looks like for me — not the internet.
- I'm honest with myself about what's working and what isn't.

10 · GROWTH

Growth

- I'm investing in the next version of my business.
- I have a clear next bet for the coming quarter.
- I learn from competitors without copying them.
- I've removed at least one thing this quarter that wasn't working.
- I'm building something I'd be proud to hand to my future self.

YOUR FOUNDER SCORE

Tally your checks

Add one point for every checked statement. Write your total below.

Total Score: _____ / 50

What your score means

0–20 · Foundation Stage

You're in the most important season — laying the groundwork. The fastest move now is consistent learning and small reps with feedback. Don't try to scale yet; clarify and connect.

Recommended next step: Join Life in Evolution (free Sunday newsletter) at shoptheevolution.com/newsletter

21–38 · Building Stage

You have the bones. What's missing is rhythm and a steady room of other founders pulling in the same direction. EVOLVE Insider gives you the templates, prompts, and weekly accountability to lock it in.

Recommended next step: Join EVOLVE Insider — $29/month at shoptheevolution.com/membership

39–50 · Scaling Stage

You're not missing strategy — you're missing senior eyes. A Clarity Strategy Call gives you 45 focused minutes with a founder who has run launches like yours and can pinpoint the one shift that moves the most revenue.

Recommended next step: Book a Clarity Strategy Call — $97 at shoptheevolution.com/services/book-a-call

A note from Kiea

Founders don't fail from lack of effort. They stall from lack of clarity. Whatever your score is today, it's a snapshot — not a verdict. Pick the lowest-scoring category and give it the next 30 days of your attention. Then take this audit again.

— Kiea, Founder of EVOLVE