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# AESTHETIQ SELF-AUDIT

Rate yourself on each pillar. Find your weakest link. Fix it first.

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Score each pillar from 1 (not started) to 5 (fully operational). Be honest.

## A — AUTOMATION ARCHITECTURE

Do you have systems running repeatable tasks automatically? Content scheduling, email sequences, lead capture, analytics — are they automated or manual?

**My Score:** [ 1 ][ 2 ][ 3 ][ 4 ][ 5 ]

**Notes / Next Action:** \_\_\_\_\_

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## E — ENGINEERED ATTENTION

Does every piece of content have a hook strategy, retention structure, and conversion pathway? Or are you posting randomly and hoping?

**My Score:** [ 1 ][ 2 ][ 3 ][ 4 ][ 5 ]

**Notes / Next Action:** \_\_\_\_\_

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## S — SCALABLE CONTENT SYSTEMS

Can you turn one idea into 10+ assets across platforms without scaling your hours? Do you have a content engine or are you creating from scratch each time?

**My Score:** [ 1 ][ 2 ][ 3 ][ 4 ][ 5 ]

**Notes / Next Action:** \_\_\_\_\_

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## T — TRUST-FIRST BRANDING

Does your brand signal credibility before you speak? Visual identity, voice consistency, professional presentation — would a stranger trust you at first glance?

**My Score:** [ 1 ][ 2 ][ 3 ][ 4 ][ 5 ]

**Notes / Next Action:** \_\_\_\_\_

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## H — HIGH-VALUE OFFERS

Are you selling packaged products (courses, templates, digital products) or trading time for money? Do your offers scale without scaling your hours?

**My Score:** [ 1 ][ 2 ][ 3 ][ 4 ][ 5 ]

**Notes / Next Action:** \_\_\_\_\_

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## E — ECOSYSTEM OWNERSHIP

Do you own your audience (email list, website, product platform) or are you entirely dependent on social media platforms you don't control?

**My Score:** [ 1 ][ 2 ][ 3 ][ 4 ][ 5 ]

**Notes / Next Action:** \_\_\_\_\_

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## T — TACTICAL INTELLIGENCE

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Do you review your analytics weekly? Do data-driven decisions guide your strategy, or are you operating on feelings and assumptions?

**My Score:** [ 1 ][ 2 ][ 3 ][ 4 ][ 5 ]

**Notes / Next Action:** \_\_\_\_\_

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## I — INCOME DIVERSIFICATION

How many revenue streams do you have? One is a vulnerability. Three is stability. Five is an empire.

**My Score:** [ 1 ][ 2 ][ 3 ][ 4 ][ 5 ]

**Notes / Next Action:** \_\_\_\_\_

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## Q — QUALITY COMPOUNDING

Does every piece of content you publish continue to work for you over time? Is your content library an appreciating asset or disposable posts?

**My Score:** [ 1 ][ 2 ][ 3 ][ 4 ][ 5 ]

**Notes / Next Action:** \_\_\_\_\_

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## YOUR TOTAL SCORE

**Total:** \_\_\_\_\_ / 45

**36-45:** Empire mode. You're operating at a high level. Optimize and scale.

**25-35:** Strong foundation. You have gaps but the structure is there. Focus on your lowest-scoring pillar.

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**15-24:** Building phase. Pick 2-3 pillars to focus on this quarter. Don't try to fix everything at once.

**Below 15:** Starting line. That's fine — everyone starts here. Begin with Automation Architecture and Ecosystem Ownership.

*“Your weakest pillar is your biggest opportunity. Fix that one first.”*

Full AESTHETIQ Framework at [tegreporthq.com/library](https://tegreporthq.com/library)