



Premium Business Audit Scorecard Map

Is your business quietly signalling budget,
even if your work is excellent?

Premium pricing is not just about technical skill.

Clients make trust decisions based on the signals your business sends before they ever book.

Use this scorecard to audit your business honestly, identify trust-eroding weak spots, and prioritise the fixes that will make the biggest difference.

Instructions:

Score each area from 1–5

1 = weak / inconsistent / damaging trust

5 = strong / confidence-building / premium-feeling

Be honest.

Score perception, not intention.

FIRST IMPRESSION AUDIT

What does your business feel like in the first 10 seconds?

Score boxes:

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Audit prompts:

Is it instantly obvious what you specialise in?

Would a new visitor immediately understand what you offer?

Does your business feel clear or confusing?

Do visuals feel polished and intentional?

Does the overall impression feel trustworthy?

Red flag box:

If people feel confused, chaotic, or uncertain quickly, trust drops before you ever speak.

INSTAGRAM TRUST SIGNALS

Would a premium client trust your page?

Score boxes:

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Audit prompts:

Strong result photos?

Good lighting?

Consistent quality?

Clear positioning?

Obvious expertise?

Too many discounts?

Random clutter?

Confusing messaging?

Red flag:

A messy first impression creates buyer hesitation.

LANGUAGE AUDIT

Do you sound commercially confident?

Score boxes:

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Audit prompts:

Do you use vague wording?

Do you apologise for pricing?

Do you sound nervous?

Do you over-explain?

Do enquiry replies feel structured?

Do you communicate clearly?

Examples to watch for:

“Depends really”

“DM me for prices”

“Can squeeze you in”

“Sorry, I know it’s expensive”

Red flag:

Weak language weakens authority fast.

CONSULTATION CONFIDENCE

Do your consultations build trust?

Score boxes:

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Audit prompts:

Do you confidently guide recommendations?

Do you sound certain?

Do you explain pricing calmly?

Do clients feel led?

Do you pre-frame maintenance expectations?

Red flag:

Clients buying premium services want expertise, not uncertainty.

BOOKING EXPERIENCE

Is booking smooth or stressful?

Score boxes:

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Audit prompts:

Clear next steps?

Deposit clarity?

Fast communication?

Simple booking process?

Minimal back-and-forth?

Red flag:

Friction creates doubt.

BOUNDARIES & PROFESSIONALISM

Does your business feel well-run?

Score boxes:

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Audit prompts:

Clear policies?

Consistent enforcement?

No emotional exceptions?

Healthy communication boundaries?

Structured expectations?

Red flag:

Weak boundaries create instability.

OFFERS & PRICING SIGNALS

Are you training the wrong buyer behaviour?

Score boxes:

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Audit prompts:

Constant discounts?

Panic urgency?

Desperate offer language?

Cheap-feeling promotions?

Inconsistent pricing confidence?

Red flag:

Repeated discount-led behaviour weakens premium positioning.

CLIENT EXPERIENCE

Does the actual experience match the price point?

Score boxes:

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Audit prompts:

Warm welcome?

Premium-feeling appointment?

Smooth checkout?

Strong aftercare handover?

Professional follow-up?

Consistent experience?

Red flag:

Strong marketing cannot fix weak experience.

TRUST SIGNALS

Do clients feel safe spending with you?

Score boxes:

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Audit prompts:

Visible reviews?

Clear expertise?

Predictable process?

Confidence-led communication?

Professional presentation?

Red flag:

Premium pricing becomes difficult when risk feels high.

SCORING PAGE

Total score:

____ / 45

Results:

38–45

Strong premium positioning

Your business likely feels trustworthy, commercially confident, and premium-aligned.

30–37

Emerging premium

Good foundations, but several weak signals may still be reducing conversions.

20–29

Mixed signals

Your work may be stronger than your business presentation.

Below 20

Major trust leaks

Premium pricing likely feels much harder than it should.

PRIORITY FIX PLANNER

My 3 biggest trust leaks:

This week I will fix:

Day 1:

Day 2:

Day 3:

Day 4:

Day 5:

Premium is not about pretending to be luxury.

It's about making clients feel safe, clear, confident, and looked after.

That perception changes everything.