

Audit your BRAND

Open your profile and give yourself ten minutes.

01

The 3-second test 2 min

- ☐ Open your profile and hand your phone to someone who doesn't know your work.
- ☐ Give them three seconds, then lock the screen.
- ☐ Ask them: "What do I tattoo?"
- ☐ If they can't answer in one sentence, write down what they said. That's how a new client sees you.

02

Answer yes or no 5 min

- ☐ YES Your Instagram, your portfolio and your studio look like they belong to the same artist.
- ☐ YES Your bio says what you tattoo, where, and how to book.
- ☐ YES Your last 9 posts are the style you want to be known for.
- ☐ YES People DM you about real pieces, not just "how much for a tiny rose?"

04

Fix these first this week

- ☐ Pick the style you want to be known for and post only that for a month.
- ☐ Shoot every piece in daylight, from the same angle and distance.
- ☐ Rewrite your bio: what you tattoo, where you are, and how to book.

03

Count your yeses

0-3 Your profile is sending clients away. Do step 04 this week.

4-6 You're close. Fix your no's, starting with the first one on the list.

7-8 Your brand works. Now it's about posting it every week.

☐ YES

Your photos have the same light, the same angle and the same distance.

☐ YES

Your photos look as good as what you charge.

☐ YES

Your captions sound like you talking, not like a template.

☐ YES

You've updated your profile in the last 6 months.

05

Check again in 30 days

- ☐ Run the 3-second test with someone new.
- ☐ Answer the 8 questions again and compare your score.

WANT ME TO LOOK AT IT?

DM me and we'll go through your profile together. I build brands for tattoo artists.