

FREE AUDIT · CHAPTER 8

HALO EFFECT AUDIT

Stop scoring your channels on gut feel. Each one gets a 3-question rubric. Answer honestly. Add up the points. The lowest scores are leaking trust at every step of the funnel.

How to score: Each question is worth 0, 1, or 2 points. Max score per channel is 6. Anything 4+ is healthy. 2-3 needs attention. 0-1 is actively hurting your funnel.

GOOGLE BUSINESS PROFILE

_____ / 6

QUESTION	HEALTHY	YOURS
How many reviews in the last 90 days?	2pt: 10+ · 1pt: 4-9 · 0pt: <4	_____
Average star rating?	2pt: 4.7+ · 1pt: 4.4-4.6 · 0pt: <4.4	_____
Owner reply rate to reviews?	2pt: 100% · 1pt: 50-99% · 0pt: <50%	_____

INSTAGRAM (ORGANIC)

_____ / 6

QUESTION	HEALTHY	YOURS
Posts per week in last 30 days?	2pt: 4+ · 1pt: 2-3 · 0pt: <2	_____
Member features per month (real people, not generic)?	2pt: 4+ · 1pt: 1-3 · 0pt: 0	_____
DM response time?	2pt: <15 min · 1pt: same day · 0pt: 24h+	_____

WEBSITE

____ / 6

QUESTION

HEALTHY

YOURS

Mobile load speed (Google PageSpeed)?

2pt: 90+ ·
1pt: 70-89 ·
0pt: <70

Real member photos above the fold?

2pt: yes,
specific ·
1pt: generic
· 0pt: stock

One clear CTA above the fold?

2pt: yes ·
1pt: multiple
· 0pt:
none/buried

MEMBER WORD-OF-MOUTH

____ / 6

QUESTION

HEALTHY

YOURS

% of new members from referral?

2pt: 40%+ ·
1pt: 20-39% ·
0pt: <20%

Active referral incentive program?

2pt: yes,
used
monthly ·
1pt: exists ·
0pt: no

Member NPS score (or guess if no system)?

2pt: 50+ ·
1pt: 20-49 ·
0pt: <20

FOUR MORE CHANNELS

EMAIL + SMS

_____ / 6

QUESTION	HEALTHY	YOURS
Member newsletter cadence?	2pt: 2x/mo · 1pt: monthly · Opt: irregular	_____
Active 14-day follow-up sequence?	2pt: yes, branched · 1pt: yes, one path · Opt: no	_____
SMS open rate (or estimated reply rate)?	2pt: 95%+ · 1pt: 70-94% · Opt: <70%	_____

PHYSICAL SIGNAGE / STOREFRONT

_____ / 6

QUESTION	HEALTHY	YOURS
Front signage clearly says what you do (not just gym name)?	2pt: specific avatar · 1pt: generic · Opt: name only	_____
Visible from main road or foot traffic?	2pt: yes · 1pt: partial · Opt: hidden	_____
Lit at night?	2pt: yes · 1pt: partial · Opt: no	_____

LOCAL PARTNERSHIPS / COMMUNITY

____ / 6

QUESTION

HEALTHY

YOURS

Active partnerships with local businesses?

2pt: 3+ · 1pt:
1-2 · 0pt:
none

Community event hosted in last 90 days?

2pt: yes,
owned · 1pt:
attended ·
0pt: no

Local press, podcast, or blog mention in last 12 mo?

2pt: 3+ · 1pt:
1-2 · 0pt:
none

PODCAST / YOUTUBE / LONG CONTENT

____ / 6

QUESTION

HEALTHY

YOURS

Owned long-form content channel (podcast, YouTube, blog)?

2pt: yes,
active · 1pt:
exists,
dormant ·
0pt: no

Publishing cadence in last 90 days?

2pt: weekly ·
1pt: monthly
· 0pt:
nothing

Repurposed clips on social?

2pt: yes,
every piece ·
1pt:
sometimes ·
0pt: no

02 YOUR TOTAL HALO SCORE

TOTAL (OUT OF 48)

____ / 48

SUM ALL 8 CHANNELS

HEALTHY THRESHOLD

32+

2/3 OF MAX SCORE

Diagnosis: Total 32+ means your Halo is supporting your funnel — every ad dollar works harder. Below 24 means you have major leaks. Pick the 3 channels with the lowest scores and fix one question on each this quarter. Don't try to fix all 8.