



TECHnically
Tahquetta
Designs

THE **FOCUS** FIRST ASSESSMENT

Find the one thing to fix first
— so every move you make
actually moves you forward

FREE 5-MINUTE DIAGNOSTIC



Created by Tahquetta Hunter
TECHnically Tahquetta Designs

WELCOME!

Let's find out what's really holding your business back.



Hey there!

If you've ever felt like you're working hard but your business still isn't growing the way you expected, you're not alone.

Many business owners think they need:

- ✓ A brand new website
- ✓ More followers on social media
- ✓ Better branding or a new logo
- ✓ More content
- ✓ More marketing

But most businesses don't actually have a marketing problem.

They have a **bottleneck**.

This assessment will help you discover the one area that's slowing your growth so you know exactly where to focus first.

This quick assessment will help you identify your biggest bottleneck right now, so you can stop spinning your wheels and start making real progress.



But the real problem is often something else entirely.

HOW TO USE THIS ASSESSMENT

Rate each statement honestly using the scale below.

There are no wrong answers — only honest ones.

- 1 Never True 2 Rarely True 3 Sometimes True 4 Often True 5 Always True

SECTION 1

VISIBILITY

Are people actually finding you?



“If people can’t find you, they can’t hire you.”

SECTION 1/5



VISIBILITY

Are People Actually Finding You?

1 = Never True 2 = Rarely True 3 = Sometimes True 4 = Often True 5 = Always True

1 I consistently post content online each week.

1 2 3 4 5

2 People regularly discover my business through my online presence.

1 2 3 4 5

3 My social media profiles clearly explain what I do and who I serve.

1 2 3 4 5

4 I know exactly where most of my leads and new clients come from.

1 2 3 4 5

5 I feel visible and well-known within my target market.

1 2 3 4 5

VISIBILITY _____ / 25

0-10

Needs Attention

11-18

Improving

19-25

Strong

Total your ratings
above (max 25)

■ What This Section Measures:

How easily potential clients can find your business online and understand what you offer.

SECTION 2/5



BRANDING

Does Your Business Look Professional?

1 = Never True 2 = Rarely True 3 = Sometimes True 4 = Often True 5 = Always True

1 My branding (colors, fonts, logo) is consistent across all platforms.

1 2 3 4 5

2 My graphics and visuals look polished and professional.

1 2 3 4 5

3 My messaging clearly communicates the value I provide to clients.

1 2 3 4 5

4 My visual identity is recognizable — people know it's me at a glance.

1 2 3 4 5

5 Potential clients trust my business based on how it looks and presents itself.

1 2 3 4 5

BRANDING

____ / 25

0-10

Needs Attention

11-18

Improving

19-25

Strong

Total your ratings
above (max 25)

SECTION 3/5

WEBSITE



Is Your Website Working For You?

1 = Never True 2 = Rarely True 3 = Sometimes True 4 = Often True 5 = Always True

1 My website looks great and works well on mobile devices.

1 2 3 4 5

2 My website actively generates leads and inquiries for my business.

1 2 3 4 5

3 My website has clear calls-to-action that guide visitors to next steps.

1 2 3 4 5

4 My website looks professional and reflects the quality of my work.

1 2 3 4 5

5 Visitors can easily find what they need and navigate my website.

1 2 3 4 5

WEBSITE _____ / 25

0-10

Needs Attention

11-18

Improving

19-25

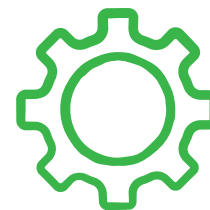
Strong

Total your ratings
above (max 25)

■ What This Section Measures:

Whether your website is a passive placeholder or an active tool that converts visitors into clients.

SECTION 4/5



SYSTEMS

Are Your Business Systems Helping or Hurting?

1 = Never True 2 = Rarely True 3 = Sometimes True 4 = Often True 5 = Always True

1

My client onboarding process is smooth, professional, and repeatable.

1

2

3

4

5

2

I use automation to handle repetitive tasks in my business.

1

2

3

4

5

3

My files, documents, and client information are well-organized.

1

2

3

4

5

4

I consistently follow up with leads and clients without dropping the ball.

1

2

3

4

5

5

My systems save me time and free up mental energy each week.

1

2

3

4

5

SYSTEMS

/ 25

0-10

Needs Attention

11-18

Improving

19-25

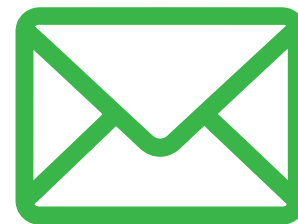
Strong

Total your ratings
above (max 25)

■ What This Section Measures:

Whether your back-end processes support your growth or quietly drain your energy and time.

SECTION 5/5



EMAIL MARKETING

Are You Building Relationships Beyond Social Media?

1 = Never True 2 = Rarely True 3 = Sometimes True 4 = Often True 5 = Always True

1

I have an active email list that I own and control.

1

2

3

4

5

2

I communicate with my email list consistently and with purpose.

1

2

3

4

5

3

I have a way to capture leads and grow my list on autopilot.

1

2

3

4

5

4

New subscribers receive a welcome sequence that introduces my business.

1

2

3

4

5

5

I am not solely dependent on social media to reach my audience.

1

2

3

4

5

EMAIL MARKETING _____ / 25

0-10

Needs Attention

11-18

Improving

19-25

Strong

Total your ratings
above (max 25)

■ What This Section Measures:

Whether you're building an audience you truly own, independent of any social media platform.

Score Your Results

Find your highest score—that's your Business Bottleneck!

Add up your ratings for each section. The section with the HIGHEST score is your current biggest bottleneck.

Section	Your Score	Max Score
Section 1: Visibility Are people finding you online?		25
Section 2: Branding Do you look professional & consistent?		25
Section 3: Website Is your site working for you?		25
Section 4: Systems Are your processes streamlined?		25
Section 5: Email Marketing Are you building your own audience?		25

What Your Score Means:

YOUR BIGGEST BOTTLENECK IS:

Visibility ■ Bottleneck

Low awareness — not enough people know you exist yet.

Branding ■ Bottleneck

Inconsistent look and messaging is undermining trust.

Website ■ Bottleneck

Your site isn't converting visitors into paying clients.

Systems ■ Bottleneck

Chaos behind the scenes is draining your time and energy.

Email Marketing ■ Bottleneck

You're building on rented land — time to own your audience.

WHAT YOUR RESULTS MEAN?

Use your highest score to guide your next step.



0-10

Needs Attention



0-10

Improving



0-10

Needs Attention

Remember

**You don't have to fix everything at once. Focus.
Fix. Grow.**



BEHIND EVERY BOTTLENECK IS A GROWTH OPPORTUNITY

Here's what each bottleneck could be costing you:



VISIBILITY

You're working hard, but the right people don't even know you exist.
Without consistent visibility, even the best products and services struggle to gain momentum.



BRANDING

You're missing opportunities because your brand doesn't build trust at first glance.
Clear, consistent branding helps people remember you—and feel confident choosing you.



WEBSITE

Your website may be getting visitors, but it isn't turning them into inquiries or customers.
A strategic website should answer questions, build trust, and guide visitors toward taking action.



SYSTEMS

You're overwhelmed because too much of your business depends on you.
Simple systems and automation create consistency, save time, and give you more freedom to focus on growth.



EMAIL MARKETING

You're building an audience on platforms you don't own.
An email list allows you to build lasting relationships and stay connected—no matter how social media changes.

WHAT YOUR RESULTS MEAN?

You now know your biggest bottleneck.

Let's fix this-- together.



Custom Websites



Branding & Design



Business Systems Setup



Automation Workflows



Email Marketing System

Ready to get the support you need to grow with clarity & confidence.

Let's connect.

www.techtahquetta.com



Thank you!

You've taken the first step. Now let's take your next.