

THE AMPLIFIED CREATIVE

PROFILE CLARITY CHECK

x *Your profile is not a name tag.
It is a visibility signal.*

A five-minute check for seasoned business owners who want people
- and AI-powered search - to understand who they help, what they
do, and why their work matters.

SCORE IT • FIX THE WEAKEST SIGNAL • BUILD A CLEARER MESSAGE

5-MINUTE
VISIBILITY CHECK

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START HERE

What does your profile actually make clear?

Open one priority profile: Instagram, Facebook, LinkedIn, Google Business Profile, or your website About section. Score what is written - not what you meant to say.

Circle 0, 1, or 2. • 0 = not there yet • 1 = partly clear • 2 = clear and specific

YOUR SEVEN CLARITY SIGNALS	0	1	2
1. The right person can recognize herself. My profile names the people I help in language they would use for themselves.	☐	☐	☐
2. The problem is plain. It explains the specific frustration, need, or situation I help address.	☐	☐	☐
3. The result is visible. It tells visitors what becomes clearer, easier, stronger, or different because of my work.	☐	☐	☐
4. My service is understandable. It uses plain, specific service language instead of titles, slogans, or broad claims alone.	☐	☐	☐
5. Search language is present. It includes natural words a customer might type or say when looking for help like mine.	☐	☐	☐
6. There is a reason to trust me. It includes relevant experience, proof, a specialty, a location, or another truthful authority signal.	☐	☐	☐
7. The next step does not mumble. It gives one clear action: visit, download, book, call, message, or learn more.	☐	☐	☐

TOTAL _____ / 14

Clarity first. Then everything else.

0-5	Making People - and AI - Guess Your experience may be real, but the profile is not translating it yet. Start with who you help, the problem you solve, and one plain-English service description.
6-10	Visible but Vague The pieces are present, but they are not working together. Tighten the result, add a truthful trust signal, and make the next step unmistakable.
11-14	Clear and Connected Your foundation is strong. Check that the same message appears consistently across your website, Google profile, and social platforms.

HELP ME FIX MY PROFILE

FIX THE LOWEST-SCORING SIGNAL

WHO	I help [specific people]...
PROBLEM	...who are tired of / struggling with [specific problem]...
RESULT	...so they can [useful, believable result].
SERVICE	I provide [plain-English service or method].
SEARCH	A customer might search: [question or phrase].
TRUST	A truthful reason to trust me is [experience, proof, specialty, location].
NEXT STEP	If this sounds familiar, [one action].

Build your clearer profile message

Do not try to sound impressive. Try to be understood.

01 RECOGNITION LINE

Name the person and the problem so the right visitor thinks, 'That is me.'

02 USEFUL RESULT

Explain the change your work helps create. Keep it believable and specific.

03 SERVICE LANGUAGE

Say what you actually provide in words a customer can understand and search.

04 TRUST SIGNAL

Add one relevant reason to believe you: experience, specialty, outcome, review, or location.

05 NEXT STEP

Choose one action. A profile with five competing links is a small hallway with too many doors.

WORKING FORMULA

I help [who] solve [problem] so they can [result] through [service or method]. [Trust signal]. [Next step].

TURN THIS INTO A STRONGER BIO

LAST THING

Your work was never the problem.

The message was just hard to find.

A profile check shows where the message is weak. It should also give you a useful place to begin.

TODAY	Update the one lowest-scoring signal on your priority profile.
THIS WEEK	Compare the same facts across your website, Google Business Profile, and main social profile. Correct obvious inconsistencies.
NEXT	Turn the strongest customer question into one useful public answer. This helps people and gives search and AI systems clearer context about your work.

WHEN YOU WANT HELP FIXING IT

Profile and Presence Clarity Session
Bring the profile that no longer sounds like you. Work with YJacqueline to clarify the message, shape a stronger core bio, and give the right visitor one useful next step.

[View the session details](#)

REQUEST A FOUNDING SPOT

Be understood. Be searchable. Be seen at last.