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TEMPLATE · FREE RESOURCE

THE CROWN STANDARD SELF-ASSESSMENT

A mirror, not a scorecard. For brands that are past the startup stage.

JoeCalliProd Marketing & Design

Marketing That Mobilizes. Design That Reigns.

The crown is the result. The standard keeps it.

The most dangerous moment in a brand's life is right after its first real success. Standards slip, discipline fades, and a slow, invisible decline begins. This assessment is for brands that have built something and now have to protect it.

> *The standard you keep in private determines the brand you sustain in public.*

Ten honest questions

Answer each with Yes, Partly, or No. The answers that make you uncomfortable show you where the crown still has to be earned.

#	Question	Y / P / N
1	Does your brand generate revenue, loyalty, and authority, or just revenue?	
2	Could your brand survive the loss of its highest-profile individual?	
3	Is your intellectual property documented, protected, and independently valuable?	
4	Do your clients return, refer, and resist competitive alternatives?	
5	Is your delivery quality consistent regardless of volume or capacity?	
6	Does your team understand and enforce your brand standards without oversight?	
7	Is your economic model structured for sustainability, not just growth?	
8	Do your partnerships raise your position or just add reach?	
9	Are you building brand equity, or spending it in pursuit of revenue?	
10	If you stopped working today, would your brand still serve clients at your standard?	

Read your answers

- Mostly Yes: you are building an asset. Protect it and extend it.
- Mix of Partly: you have the build. You are missing systems. Document before you grow.
- Mostly No: your brand depends on you. Start with documentation, delivery standards, and recurring revenue.

When to run a full development review

What held the structure yesterday may not hold it tomorrow. Review the foundation at each of these moments.

- [ ] Before adding a team member or contractor to client delivery
- [ ] Before launching a new offer tier or entering a new market
- [ ] Before raising prices by more than a quarter
- [ ] Before accepting a partnership of significant scale
- [ ] Once a year, regardless of growth

Five drivers of brand asset value

Driver	What to document	Where I stand
Revenue predictability	Recurring revenue, retention, documented acquisition	
IP portfolio	Frameworks and systems that are written down and protected	
Position clarity	A defined, defensible position someone could keep building on	
Operational independence	Delivery and standards that work without you in every step	
Equity documentation	Retention, referral sources, pricing trajectory, authority signals	

Your next three moves

Move 1

Move 2

Move 3

Build your brand as though someone exceptional will one day want to acquire it. That discipline makes it exceptional whether they do or not.