



How the scores are given

Every theme is scored out of ten, the scorecard's own scale. A theme is scored from the band whose description it matches; anything that cannot honestly be scored from the outside is not scored, and the report says so.



Packaging: thumbnails and titles

8 to 10 strong · One promise per video, kept; the style is tested, not guessed.

5 to 7 developing · Proven examples, no standard; packaging decided one video at a time.

1 to 4 priority · Title, thumbnail and promise left to chance.



Openings: hooks and the first minute

8 to 10 strong · The promise lands in seconds; the first minute spends trust carefully.

5 to 7 developing · Strong openings exist but are not the rule.

1 to 4 priority · The first minute is spent before the promise arrives.



Retention: pacing, breaths, chapters

8 to 10 strong · Built to keep someone: pacing, breaths and chapters are deliberate.

5 to 7 developing · Structure appears in the best videos, not as standard.

1 to 4 priority · Videos are built to finish, not to keep.



Audio: clarity, loudness, the room

8 to 10 strong · Mixed to a stated loudness target; consistent across the library.

5 to 7 developing · Serviceable but uneven between videos.

1 to 4 priority · Noise, imbalance, a room you can hear.



The route: calls to action and where they point

8 to 10 strong · One measurable route; every video points to the same door, arrivals traceable.

5 to 7 developing · A route exists but is broken, or nothing measures it.

1 to 4 priority · No defined route from content to an enquiry.



The system: formulas, cadence, repurposing

8 to 10 strong · A rhythm independent of any one person; derivatives ship with every main piece.

5 to 7 developing · The line runs with interruptions; repurposing is irregular.

1 to 4 priority · The line has stopped; banked material sits unprocessed.

HONEST NOTE

Criteria put the judgement in writing, where it can be argued with.