

AUDIT THE ILLUSION OF INTEREST

ATTENTION IS NOT INTENT. ENGAGEMENT IS NOT COMMITMENT. INTEREST IS NOT BUYING.

ILLUSION OF INTEREST

HOW TO USE THIS WORKSHEET

Most solopreneurs think they have a lead problem. They don't. They have an **interpretation problem**.

They mistake:

- Replies for readiness
- Questions for commitment
- Conversations for conversion
- Engagement for buying intent

This worksheet forces you to separate **interest signals** from **buying signals** so you stop building your business on false hope.

THE WORKSHEET:

<p>1. Define what you personally call "interest"</p> <p>Finish this sentence honestly.</p> <p>"I consider a lead 'interested' when they _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • reply to my message • ask a question • book a call • engage with content • DM me • download something <p>Write yours: _____</p>	<p>2. List your last 20 "interested" leads</p> <p>Pull them from your CRM, inbox, DMs, or calendar.</p> <p>Now answer: How many of them actually bought? _____ How many stalled? _____ How many ghosted? _____</p> <p>_____</p> <p>This is your reality check.</p>	<p>3. Calculate your interest-to-income ratio</p> <p>Fill in the blanks.</p> <p>Out of _____ "interested" leads: _____ became buyers That means _____ % of "interest" converts.</p> <p>If this number is low, your system is lying to you.</p>	<p>4. Identify false interest signals</p> <p>Check what you've been treating as buying intent.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Replies <input type="checkbox"/> Questions <input type="checkbox"/> Long messages <input type="checkbox"/> Voice notes <input type="checkbox"/> Calls booked <input type="checkbox"/> Engagement <input type="checkbox"/> Likes <input type="checkbox"/> Comments <input type="checkbox"/> Downloads <p>Most of these are attention signals, not purchase signals.</p>	<p>5. Identify real buying signals</p> <p>Check only what actually correlates with money.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Direct decision language <input type="checkbox"/> Budget discussion <input type="checkbox"/> Timeline clarity <input type="checkbox"/> Risk questions <input type="checkbox"/> Commitment questions <input type="checkbox"/> Implementation questions <input type="checkbox"/> Payment logistics <p>Buying sounds different than browsing.</p>
<p>6. Where does your pipeline feel "busy" but not productive?</p> <p>Finish this sentence:</p> <p>"My pipeline feels active because _____, but revenue doesn't move because _____."</p> <p>Example:</p> <ul style="list-style-type: none"> • people talk but don't decide • people engage but don't commit • people show interest but delay action <p>Write yours: _____</p>	<p>7. What lie are you telling yourself about interest?</p> <p>Finish this sentence honestly.</p> <p>"They're interested, they're just _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> • busy • nervous • thinking • not ready • waiting • comparing <p>This sentence protects broken systems.</p>	<p>8. Separate engagement from intent</p> <p>Fill in the blanks.</p> <p>"Engagement looks like _____."</p> <p>"Buying intent looks like _____."</p> <p>Example:</p> <ul style="list-style-type: none"> • Engagement looks like questions. • Buying intent looks like decisions. <p>Your answers: _____</p>	<p>9. Identify your illusion metric</p> <p>What number makes you feel good but doesn't pay you?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Followers <input type="checkbox"/> Leads <input type="checkbox"/> Replies <input type="checkbox"/> Conversations <input type="checkbox"/> Calls <input type="checkbox"/> Downloads <input type="checkbox"/> Engagement <input type="checkbox"/> Open rates <p>Check your illusion metric.</p>	<p>10. Lock the core realization</p> <p>Finish this sentence:</p> <p>"I don't have an interest problem. I have a _____ problem."</p> <p>Examples:</p> <ul style="list-style-type: none"> • conversion • commitment • decision • structure • process • clarity <p>Write yours: _____</p>

Why This Matters:

Interest is cheap. Attention is cheap. Engagement is cheap. Commitment is rare. If you build your business on interest metrics, you'll always feel busy and broke at the same time. The goal isn't more interest. The goal is **movement**. Decisions. Action. Commitment. Tomorrow, we diagnose **why interest forms but buying doesn't happen** so you can stop mistaking noise for progress.

If you want help installing a real conversion system instead of chasing engagement:

<https://square1grp.com/brainstormsession>