

# AUDIT YOUR SPECTATOR-TO-BUYER GAP

ATTENTION FEELS LIKE MOMENTUM. BUYERS CREATE MOMENTUM.

SPECTATOR-TO-BUYER

## HOW TO USE THIS WORKSHEET

Most solopreneurs believe that if content gets engagement, it's working. Likes feel good. Comments feel validating. DMs feel promising.

But if revenue doesn't increase, something is broken. Today you measure the gap between attention and actual buying behavior. This worksheet forces you to separate spectators from real buyers. The goal is to expose whether your content builds audiences or builds clients.

# THE WORKSHEET:

<p><b>1. Define what "engagement" means in your business</b></p> <p>Finish this sentence:</p> <p>"When my content performs well, it usually gets _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>likes</li> <li>comments</li> <li>shares</li> <li>DMs</li> <li>saves</li> </ul> <p>Write yours:</p> <p>_____</p>	<p><b>2. Measure recent engagement</b></p> <p>Look at the last 30–60 days.</p> <p>Fill in:</p> <p>Total posts published: _____</p> <p>Average likes/comments per post: _____</p> <p>DMs generated: _____</p> <p>Discovery calls booked directly from content: _____</p> <p>Deals closed directly from content: _____</p> <p>Now compare activity to revenue.</p>	<p><b>3. Calculate the attention-to-buyer ratio</b></p> <p>Fill in:</p> <p>Engagement actions (likes/comments/DMs): _____</p> <p>Actual buyers: _____</p> <p>Attention-to-buyer ratio: ____ : 1</p> <p>If that number is high, you're attracting spectators.</p>	<p><b>4. Identify who engages most</b></p> <p>Finish this sentence:</p> <p>"The people who engage most with my content are _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>peers</li> <li>other service providers</li> <li>non-buyers</li> <li>students</li> <li>past clients</li> </ul> <p>Write yours:</p> <p>_____</p> <p>Spectators often look supportive but never convert.</p>	<p><b>5. Identify buying signals</b></p> <p>Finish this sentence:</p> <p>"When someone is actually serious, they usually _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>ask about next steps</li> <li>ask about pricing</li> <li>book a call</li> <li>request details</li> </ul> <p>Write yours:</p> <p>_____</p> <p>Do your posts trigger these actions?</p>
<p><b>6. Identify content patterns</b></p> <p>Finish this sentence:</p> <p>"My highest-engagement posts are usually about _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>education</li> <li>tips</li> <li>mindset</li> <li>industry commentary</li> </ul> <p>Write yours:</p> <p>_____</p> <p>High engagement doesn't always equal high intent.</p>	<p><b>7. Identify low-engagement but high-intent posts</b></p> <p>Finish this sentence:</p> <p>"My lowest-engagement posts but strongest buyer responses are about _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>offers</li> <li>pricing</li> <li>calls to action</li> <li>direct problems</li> </ul> <p>Write yours:</p> <p>_____</p> <p>Buying behavior often hides behind lower engagement.</p>	<p><b>8. Identify the illusion</b></p> <p>Finish this sentence:</p> <p>"I feel successful when my content gets _____, even if revenue doesn't move."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>likes</li> <li>shares</li> <li>comments</li> <li>positive feedback</li> </ul> <p>Write yours:</p> <p>_____</p> <p>Validation can mask conversion failure.</p>	<p><b>9. Identify the real problem</b></p> <p>Finish this sentence:</p> <p>"My content currently optimizes for _____, not _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>attention / buyers</li> <li>education / urgency</li> <li>value / decisions</li> </ul> <p>Write yours:</p> <p>_____</p>	<p><b>10. Lock the realization</b></p> <p>Finish this sentence:</p> <p>"Attention is not the goal. The goal is _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>buyers</li> <li>decisions</li> <li>commitment</li> <li>calls booked</li> </ul> <p>Write yours:</p> <p>_____</p>

## Why This Matters:

Engagement feels productive. Revenue proves productivity. If your content attracts spectators, your pipeline will feel busy but empty. Tomorrow we diagnose why your content educates but doesn't create urgency or buying intent.

If you want help turning content into buyers instead of spectators:

<https://square1grp.com/brainstormsession>