

DIAGNOSE CONTENT THAT FEELS SMART BUT DOESN'T SELL

IF YOUR CONTENT MAKES YOU LOOK INTELLIGENT BUT DOESN'T CREATE URGENCY, IT CREATES SPECTATORS.

CONTENT THAT DOESN'T SELL

HOW TO USE THIS WORKSHEET

Yesterday you measured the gap between attention and buyers. Today we diagnose why that gap exists. Most solopreneurs create content that proves expertise. It educates. It adds value. It builds credibility.

But it doesn't create tension. It doesn't create urgency. It doesn't move someone toward a decision. This worksheet helps you identify whether your content is optimized for validation or conversion.

THE WORKSHEET:

1. Define your content goal Finish this sentence honestly: "When I post content, my main goal is to _____." Examples: <ul style="list-style-type: none">• educate• provide value• share insights• build authority• get engagement Write yours: _____ If the goal isn't decision movement, it won't create it.	2. Identify your most common content type Check what you post most often: <ul style="list-style-type: none">• How-to tips• Industry insights• Motivational thoughts• Case studies• Behind-the-scenes• Offer-based posts Circle yours: _____ Education-heavy content often builds spectators.	3. Identify missing urgency Finish this sentence: "My content rarely communicates that _____." Examples: <ul style="list-style-type: none">• doing nothing has consequences• delay costs money• this problem is urgent• inaction has a price Write yours: _____ Without urgency, action feels optional.	4. Identify tension avoidance Finish this sentence: "I avoid saying _____ because I don't want to sound pushy." Examples: <ul style="list-style-type: none">• this is costing you money• you're doing this wrong• you need to fix this now• this will not fix itself Write yours: _____ Avoiding tension removes movement.	5. Identify soft calls-to-action Finish this sentence: "My content usually ends with _____." Examples: <ul style="list-style-type: none">• let me know your thoughts• DM me if interested• hope this helps• save this for later Write yours: _____ Soft CTAs rarely trigger decisions.
6. Identify buyer friction Finish this sentence: "A buyer reading my content might think _____." Examples: <ul style="list-style-type: none">• this is interesting• good information• I'll try this later• I'll keep following Notice none of those equal "I need to act." Write yours: _____	7. Identify missing problem amplification Finish this sentence: "My content doesn't clearly show that _____." Examples: <ul style="list-style-type: none">• this problem is expensive• delay makes it worse• the status quo is risky Write yours: _____	8. Identify authority dilution Finish this sentence: "My content tries to please _____." Examples: <ul style="list-style-type: none">• everyone• peers• industry friends• broad audiences Content that tries to please everyone converts no one.	9. Diagnose the real gap Finish this sentence: "My content teaches _____, but it doesn't trigger _____." Examples: <ul style="list-style-type: none">• information / decisions• knowledge / urgency• tips / commitment Write yours: _____	10. Lock the realization Finish this sentence: "Smart content without urgency creates _____, not buyers." Examples: <ul style="list-style-type: none">• spectators• followers• engagement Write yours: _____

Why This Matters:

Education builds trust. Urgency builds movement. When content lacks tension and decision framing, it feels safe to consume and ignore. Tomorrow we rebuild your content so it activates buying psychology instead of passive learning.

If you want help turning your expertise into decision-triggering content:

<https://square1grp.com/brainstormsession>