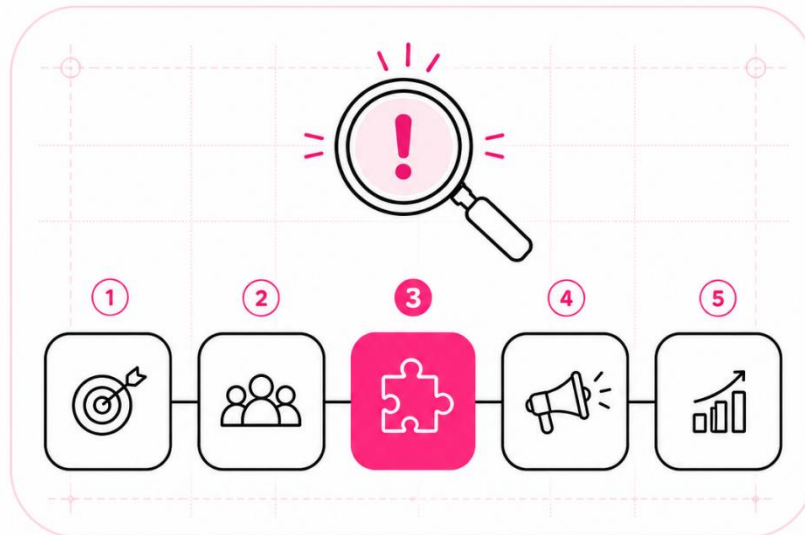




The Misalignment Audit

A Self-Diagnostic For Entrepreneurs Who Are Doing Everything Right And Still Not Seeing Results

You are not doing it wrong. Something is just misaligned. And we are going to find it.

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Before You Start

There is a particular kind of exhaustion that comes from doing everything right and still getting nowhere. You have taken the courses. You have followed the advice. You have shown up consistently, created content, invested time and money and energy into building something real. And yet the leads are inconsistent, the momentum is not there, and something just keeps feeling off no matter what you try.

Most people in that position assume the problem is effort. That they need to work harder, post more, learn more, do more. But that is almost never what is actually wrong.

What is usually wrong is alignment. Something in the foundation of the business is not quite right. And these things are almost impossible to see from inside your own business. Not because you are not smart enough or experienced enough, but because you are too close to it.

That is what this audit is for. It will not fix the misalignment for you, that is what the Founders Fix is for, but it will help you see clearly, for the first time, exactly where to look.

How To Use This

Go through each section slowly. Do not rush to answer. Sit with each question for a moment before you write anything down, because the honest answer is usually the one that takes a second longer to arrive. There are five areas here, positioning, messaging, content, offers, and client journey. By the end, you will have a much clearer picture of where your business is actually losing attention, leads, and income, and what to do about it.

1. Positioning

This is where it starts. If a stranger cannot tell what you do and who you do it for within a few seconds of finding you, everything downstream becomes harder than it needs to be.

- *If a stranger read your last five posts with no other context, could they tell exactly who you help and what specific result you get them, or would they walk away with a vague sense of what you do?*
- *When someone asks what you do, do you have one clear answer you say every time, or does it change depending on who is asking and how you are feeling that day?*
- *Is there a specific person you are speaking to, or are you trying to speak to everyone who might possibly need you?*
- *Could someone in your audience explain your positioning to a friend in one sentence, or would they struggle to summarise it at all?*

2. Messaging

Messaging is not the same as positioning. Positioning is who you are and what you do. Messaging is how clearly and consistently that gets communicated every single time you show up.

- *When you write content, are you speaking directly to the exact problem your ideal client is having right now, or are you speaking in general terms that could apply to almost anyone?*
- *Do you use the same core language and phrases consistently, so people start to recognise your voice, or does your messaging shift every time you sit down to write?*
- *If someone only saw one piece of your content, would they understand what makes your approach different from everyone else doing something similar, or would it blend in?*
- *Are you explaining what you do, or are you explaining the transformation someone gets from working with you?*

3. Content

Content is where trust gets built. It is also where most people stop one step short, because building trust and building income are not the same thing, and the gap between them is usually invisible until someone points it out.

- *Go back through your last ten posts. How many of them end with a genuine next step, and how many of them simply end?*
- *Does your content show people what is possible, or does it only show effort and behind the scenes without ever connecting it to a result?*
- *Are you creating content because it feels safe and familiar, or because it is actually moving your business forward?*
- *If someone consumed your content for a month straight, would they know exactly how to start working with you, or would they still be guessing?*

4. Offers

An offer is not just what you sell. It is how clearly you have made the decision to buy from you the easy, obvious choice. Most offers do not fail because they are bad. They fail because they are not communicated clearly enough for someone to say yes with confidence.

- *Could you explain your main offer in two sentences, including exactly what someone gets and what result it leads to, or does the explanation take much longer than that?*
- *Do you know exactly why someone would choose your offer over doing nothing, over a cheaper option, or over a competitor, or is that reasoning fuzzy even to you?*
- *Is your pricing and what is included clearly stated somewhere your audience can actually find it, or does someone have to ask you directly to find out?*
- *When you talk about your offer, do you talk about it with full confidence, or does some part of you soften it, apologise for it, or bury it in the caption?*

5. Client Journey

This is the part almost nobody maps properly. Between someone discovering you and someone paying you, there is a path. If that path has gaps, leads fall through them quietly, and you never even see it happening.

- *Between someone seeing your content for the first time and someone becoming a paying client, can you clearly map every single step, or are there parts of that journey that are fuzzy even to you?*
- *Do you know where most of your leads currently drop off, or are you guessing?*
- *Is there a clear, low friction next step available to someone the moment they feel ready to take one, or do they have to work to figure out how to reach you?*
- *Are you following up with warm leads in any structured way, or does follow up depend entirely on whether you remember and have the energy that day?*

What Your Answers Are Telling You

You do not need a score for this. What you need is to notice where you hesitated, where you were not completely sure, and where you realised something has been sitting unresolved for longer than you would like to admit. That hesitation is the signal. Here is what it usually means.

Positioning

If you struggled to answer clearly here, people are likely not immediately understanding why they should choose you over anyone else. This is usually the very first thing we fix in a Founders Fix, because everything else you build sits on top of it.

Messaging

If your language shifts every time you show up, your audience is having to work harder than they should to understand you. Consistency is not repetition for its own sake, it is what allows trust to build over time.

Content

If your content ends without a next step more often than it opens one, you are building trust that never gets the chance to convert. This is one of the most common and most fixable gaps.

Offers

If you cannot explain your offer in two sentences with full confidence, your audience cannot either. An unclear offer does not get bought, no matter how good it is.

Client Journey

If you cannot map the path from first impression to paying client, leads are leaking somewhere in that gap right now, quietly, without you ever seeing it happen.

If more than one of these felt uncomfortably accurate, that is completely normal. Businesses rarely break in just one place. And this is exactly the work I do inside the Founders Fix, going through your entire business ecosystem with fresh eyes, finding what you cannot find yourself, and handing you a clear, specific, written plan for exactly what to fix and how.

Ready To See What Is Actually Going On?

The Founders Fix is a complete business audit and strategic action plan built specifically around your business, not a generic template.

[Book Your Founders Fix →](#)

A Personal Note From Me

I built this audit because I know what it feels like to be so close to your own business that you cannot see it clearly anymore. I have sat exactly where you are sitting, wondering why the effort was not translating into results, convinced the answer was to just do more.

After more than twenty years of building businesses and communities from the ground up, growing audiences of hundreds of thousands organically, and working with entrepreneurs at every stage, I can tell you with complete confidence that the answer is almost never more effort. It is alignment.

If this audit surfaced even one thing you had not named before, that is not a small win. That is the beginning of seeing your business the way your future clients see it. And if you are ready for someone to go through the rest of it with you properly, honestly, and with a plan you can actually use, I would love to be that person for you.

Let's Find What's Really Going On

Two calls. A full audit. A written action plan. Everything you need to finally understand what is holding your business back.

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