



A FREE FOUND LIGHT WORKBOOK

Before You *Post Again*

A clear, honest check for the creative woman who is tired of changing everything without finding out what is actually wrong.

START HERE

The goal is not to find ten things to fix. The goal is to choose *one question worth answering*.

If you have been posting, editing, learning, changing, and trying but still cannot see movement, pause before you make another major change. Move through the six possible breakpoints once. Mark the strongest current signal. Then choose one first test.

- 01 Answer from what is happening now, not from what you fear might be true.
- 02 Use actual messages, clicks, inquiries, conversations, and behavior when you have them.
- 03 A quiet post is one data point. It is not a verdict.
- 04 You do not need to fix every section. One primary bottleneck is enough to begin.

THE BUSINESS QUESTION I KEEP CIRCLING

THE MAP

Where does the path from being seen to getting paid actually break?

01	Attention	Are enough of the right people encountering your work?
02	Recognition	Can the right person recognize herself and why this matters?
03	Trust	Does she have a reason to remember, believe, and choose you?
04	Offer	Is what you are selling clear, relevant, and genuinely wanted?
05	Inquiry	Is the next step obvious, and what happens after the click?
06	The Honest Layer	Is fear shaping how you show up, price, give, or hold a boundary, or is the strategy actually broken?

As you work, mark each section **clear**, **possible break**, or **not enough evidence**.

01 / BREAKPOINT

Attention

Are enough of the right people encountering your work?

MARK WHAT IS TRUE

- ☐ My recent work is reaching people who could realistically buy, refer, or remember it.
- ☐ My visibility includes places or relationships connected to the people I want to serve, not only other people in my industry.
- ☐ I know roughly how people currently find my profile, website, or offer.
- ☐ I have tested distribution, collaboration, local connection, search, referral, or direct invitation, not only more posting.

REFLECTION

What evidence shows that relevant people are, or are not, seeing the work?

A USEFUL FIRST TEST

Publish one locally or relationally specific piece and intentionally distribute it through three relevant people, places, or partnerships. Track profile visits, replies, link taps, and inquiries.

MY STATUS☐ CLEAR☐ POSSIBLE BREAK☐ NOT ENOUGH EVIDENCE

02 / BREAKPOINT

Recognition

Can the right person recognize herself and why this matters?

MARK WHAT IS TRUE

- ☐ My message names a specific person, moment, desire, tension, or decision.
- ☐ My words communicate a point of view, not only a category of service.
- ☐ A potential client could explain why my work is for someone like her.
- ☐ My content is specific without requiring me to reveal private experiences I do not want to share.

REFLECTION

Which line in my current content is most likely to make the right person think, this is me?

A USEFUL FIRST TEST

Replace one generic category line with a specific human moment. Name what she is doing, thinking, avoiding, or quietly worried about.

MY STATUS☐ CLEAR☐ POSSIBLE BREAK☐ NOT ENOUGH EVIDENCE

03 / BREAKPOINT

Trust

Does she have a reason to remember, believe, and choose you?

MARK WHAT IS TRUE

- ☐ My business shows how I think, what I notice, or what I do differently.
- ☐ There is useful proof through process, experience, examples, clear expectations, or testimonials shared with permission.
- ☐ My words and visuals feel consistent enough that someone can remember me.
- ☐ I answer the practical concerns that might stop a qualified person from taking the next step.

REFLECTION

What would a thoughtful potential client still need to know or believe before choosing me?

A USEFUL FIRST TEST

Create one proof led post that explains a client concern, shows your process, and gives one concrete reason to trust the next step.

MY STATUS☐ CLEAR☐ POSSIBLE BREAK☐ NOT ENOUGH EVIDENCE

04 / BREAKPOINT

Offer

Is what you are selling clear, relevant, and genuinely wanted?

MARK WHAT IS TRUE

- ☐ A potential client can quickly tell what the offer is, who it is for, and what happens next.
 - ☐ The outcome is meaningful without promising a result I cannot control.
 - ☐ The scope, price or starting price, format, and boundaries are clear enough to make a decision.
 - ☐ The offer addresses a current problem, not merely what I want to deliver.
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REFLECTION

If someone repeated my offer back to me, what would I need her to say?

A USEFUL FIRST TEST

Send the offer page or a three sentence description to three people who resemble the audience. Ask what they think it is, who it is for, and what they would do next.

MY STATUS☐ CLEAR☐ POSSIBLE BREAK☐ NOT ENOUGH EVIDENCE

05 / BREAKPOINT

Inquiry

Is the next step obvious, and what happens after the click?

MARK WHAT IS TRUE

- ☐ Every relevant post or page gives one clear next step.
- ☐ My buttons and forms work on a phone and do not create unnecessary friction.
- ☐ People know what happens after they inquire, book, or join the list.
- ☐ I follow up consistently and can see where interest tends to disappear.

REFLECTION

Where exactly does a person stop: before the click, on the page, inside the form, after inquiry, or before payment?

A USEFUL FIRST TEST

Walk through the entire path on your phone as if you are a new client. Repair the first unclear or broken step. Ask one trusted person to do the same without coaching her.

MY STATUS☐ CLEAR☐ POSSIBLE BREAK☐ NOT ENOUGH EVIDENCE

06 / BREAKPOINT

The Honest Layer

Is fear making the decisions, or is the strategy actually broken?

MARK WHAT IS TRUE

- ☐ I can name the action I believe is strategically sound.
- ☐ I have kept the strategy stable long enough to gather useful evidence.
- ☐ I am not changing the offer, message, or page to avoid being judged on one clear version.
- ☐ If the action feels too large, I can make it smaller without making it meaningless.

REFLECTION

What am I afraid this action could mean about me if it is ignored, criticized, or does not work?

A USEFUL FIRST TEST

Complete the smallest meaningful version of the clear action. Keep the strategy stable, record what happened, and do not interpret the result as a grade on your worth.

MY STATUS☐ CLEAR☐ POSSIBLE BREAK☐ NOT ENOUGH EVIDENCE

NAME THE FIRST QUESTION

Choose the section where one small test
would give you the most useful information.

I BELIEVE THE CURRENT PATH MAY BE BREAKING AT

☐ ATTENTION☐ RECOGNITION☐ TRUST☐ OFFER☐ INQUIRY☐ HONEST LAYER

THE EVIDENCE I ALREADY HAVE

WHAT THIS EVIDENCE DOES NOT PROVE

THE ONE ACTION I WILL TEST

THE EVIDENCE I WILL COLLECT

BEFORE YOU POST AGAIN

NAVIGATE WITHOUT ABANDONING YOURSELF

The test is information. It is not a grade.

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| 01 | The test creates a signal | Repeat or adjust it. Write down what the result suggests and what it cannot prove. |
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| 02 | The test is quiet | Check attention and distribution before declaring the message or offer broken. |
|----|-------------------|--|
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| 03 | The action does not happen | Make it smaller once. If it still does not happen, examine the Honest Layer without shame. |
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| 04 | A new problem appears | Record it. Do not let it erase the question you originally chose to test. |
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|----|---------------------------------|---|
| 05 | Several sections remain tangled | An outside diagnosis may help you see the primary bottleneck and protect what is already working. |
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WHEN YOU WANT ANOTHER SET OF EYES

Bring me the part you keep circling.

The Honest Audit is a private business diagnostic for the woman who is working hard but cannot tell where the connection is breaking.

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- 01 One focused intake and defined material review
 - 02 One private session lasting 90 minutes
 - 03 A personalized Honest Audit Summary within two business days
 - 04 The primary diagnosis, supporting evidence, what is already working, three next moves, and one first test
 - 05 One written response within seven days
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\$297

PAID BETA / ONE TIME PAYMENT

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Business strategy and education. Not therapy or a guarantee of results.