

Founder Content Audit Template

A 15-point audit to find the gap between what you know and what the market sees. Score each line 0 (no), 1 (partly), 2 (yes).

PART ONE — POINT OF VIEW

- ☐ I can state my core argument about my industry in one sentence.
- ☐ That argument is something a reasonable peer could disagree with.
- ☐ My last ten pieces of content all ladder back to that argument.
- ☐ A stranger reading three of my posts would know what I stand for.

PART TWO — VOICE

- ☐ My written voice sounds like I sound in a client meeting.
- ☐ I use specific numbers, names, and cases rather than generic advice.
- ☐ Someone else could brief a writer on my voice using written notes.
- ☐ I have at least one recorded conversation that captures how I explain my work.

PART THREE — RHYTHM & REACH

- ☐ I publish on a schedule I have kept for at least eight weeks.
- ☐ I own a direct channel to my audience (email list), not just social.
- ☐ I know how many people opened or read my last piece.
- ☐ At least one client or lead has mentioned reading my work.

PART FOUR — CONVERSION

- ☐ Every piece has a clear next step for the right reader.
- ☐ My bio explains who I help and what changes, not just my title.
- ☐ I could name the three questions prospects ask before they buy.

Scoring

0–10 Invisible. You are an expert with no public record. Start with doctrine: one argument, written down.

11–20 Sporadic. The material exists but it is inconsistent. Fix rhythm before you add channels.

21–26 Building. Voice and cadence are working. Add distribution and a conversion path.

27–30 Referenced. You are cited by others. Now protect the standard and scale it with help.

THE SINGLE LOWEST-SCORING LINE ABOVE

WHAT I WILL CHANGE IN THE NEXT 30 DAYS
