

Copy That Converts 10-Point Audit



**WHAT'S YOUR
SCORE?**

**NICOLE MICHELLE
THE EFFECTIVE
CONTENT COACH**

How to use this audit

You've put in the hard work to build your business. You want to keep growing and seeing positive results. The biggest brands in your field may seem like they have it easy, but really they're constantly struggling to remain competitive. How do they do it?

By running health check ups! (Also sometimes called audits.)

An audit lets you take a step back from working "in" your business to instead work "on" your business. A good audit will present the overall picture, where you're succeeding, and the areas that need work and attention.

Since you've downloaded this audit, you're obviously committed at a very high level.

BUT FIRST, there's work to do. So PRINT pages 2 and 3 of this PDF. Or go to File > Make a Copy to copy it as your very own Google doc so you can type on it. Or – at minimum – have this open with your favorite journal handy so you can capture the ideas and action steps you'll need to improve your score.

This way, you'll have a clear sense of what steps to take to get your message heard and see your sales increase.

Let's get this party started!

A handwritten signature in black ink that reads "Nicole". The script is fluid and cursive, with a large, stylized 'N'.

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Please rate each on a scale of 1-10. (1) Strongly disagree - (10) Strongly agree.

1. **ATTRACT:** I am clear on who my ideal client is, and I am creating copy to post in all the places where my ideal clients spend time
2. **CONVERT:** I know my conversion rates across all platforms, and I am tweaking copy on a regular basis to improve them
3. **RETAIN:** I regularly create copy designed to help me retain existing clients
4. **RELEVANCE:** My customer is the clear "hero" in my copy (whether that's a blog, insta post, or sales page)
5. **RELEVANCE:** My copy clearly lays out the problem I'm solving, from the pain point now to the success my customer will gain after our work together
6. **VALUE:** When potential clients land on my website, my copy immediately offers them something of value in exchange for their email
7. **VALUE:** I regularly create copy that shares stories of the transformation my customers experience
8. **CONSISTENCY:** My copy has the same, consistent brand voice across every channel (social, website, emails, videos, etc.)
9. **CONSISTENCY:** My copy is polished and professional (free of typos, capitalized and punctuated correctly, etc.)
10. **CONSISTENCY:** I have clear systems in place that allow me to create ample copy and regularly post on multiple channels

COMMIT TO ACTION

“Motivation is what gets you started. Commitment is what keeps you going.”

-Jim Rohn

Pick an area with your lowest score and commit to improving.

Write 3 actions that you will take to improve your score, and share in our Facebook Group <https://www.facebook.com/groups/entrepreneurswritecopy>

Not sure what actions to even take? Head to the [Facebook group](#), share your question, and let the community support begin.

Action 1

Action 2

Action 3

You've completed the Copy That Converts 10-Point Audit! I hope you're feeling excited about the direction that this audit is helping provide. I personally can't wait to see your business dreams finally coming true when you have the right copy and systems in place! While you may have finished filling out the audit... the fun is just beginning. If you're ready to start making inspired copy and igniting your dreams, I'd love for us to work together.

How?

You can plug in for FREE right now to our online [Entrepreneurs Write Copy](#) Community.

If you know you're ready to seriously upgrade your copy, I invite you to join my [Six Figure Copy](#) course. I created [Six Figure Copy](#) to help you get your copy ship-shape in all the places you need to market – websites, socials, sales funnels, and more. [Six Figure Copy](#) takes place online, so you can join from anywhere in the world – rocking your best PJs, sweats, yoga pants – anytime that works for you.

Our clients have created 6-figure launches, grown 7-figure businesses, and 10x'd their audience. And, most importantly, [Six Figure Copy](#) students believe in themselves and their dreams—leading to even bigger and better opportunities that extend beyond what they thought was possible!

Shimmy on over and get your copy upgrade started now:

- [Entrepreneurs Write Copy Community](#)
- [Six Figure Copy Course](#)