Which One Is Broken?

A three-page check for founders who get likes and comments but no sales. Find out whether the problem is your offer, your positioning, or your messaging, and which one to fix first.

PART ONE	Which area of your offer/marketing is broken?	1
PART TWO	The checks I would make.	2
PART THREE	What to fix first?	3

When posts get attention and nothing sells, one of three things is broken.

Engagement tells you people noticed you. It does not tell you they want what you sell. When the likes come in and the sales don't, the problem almost always sits in one of three places. They feel the same from where you're standing, which is why most people fix the wrong one first.

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01 · OFFER

What you sell and whether anyone needs it badly enough to pay. A broken offer means the problem isn't painful enough, the result isn't clear, or the format doesn't fit the problem.

02 · POSITIONING

Where you sit compared to everything else your buyer could choose, including doing nothing. Broken positioning means people need the thing, but they pick someone else or don't see why they should pick you.

03 · MESSAGING

How you say it. Broken messaging means the offer and the positioning are fine, but people can't tell what you sell within ten seconds of reading about it.

WHAT YOU'RE SEEING, AND WHAT IT USUALLY MEANS

WHAT YOU'RE SEEING	USUALLY BROKEN
☐ People like the posts, but nobody ever asks how to buy.	Offer
☐ They say it sounds great and then disappear.	Offer
☐ People ask what it is, exactly, or what's included.	Messaging
☐ You rewrite your bio or pinned post every few weeks.	Messaging
☐ People ask how you're different from someone else.	Positioning
☐ They ask the price and go quiet.	Positioning
☐ Most of your engagement comes from other creators, not buyers.	Positioning

Mark every row that sounds familiar. If your marks land in more than one place, that's normal. The checks on the next page tell you which one to fix first.

Answer honestly. Count your yeses.

Answer yes only if you could prove it to a stranger today. “Mostly” counts as a no.

CHECK 01 · OFFER

- [ ] 1 Can you name the problem in the exact words your buyer uses when they complain about it?
- [ ] 2 Would your buyer pay to fix it in the next 90 days, instead of someday?
- [ ] 3 Are they already spending money or time on a worse fix?
- [ ] 4 Can you describe the result they get in one sentence without using the word “help”?
- [ ] 5 Did you pick the format (course, service, template, coaching) because it fits the problem, and not because everyone else is selling one?

SCORE _____ / 5

CHECK 02 · POSITIONING

- [ ] 1 Can you name the two or three things your buyer would choose instead of you, including doing nothing?
- [ ] 2 Can you say who this is not for?
- [ ] 3 Is there one reason to pick you that none of those alternatives can claim?
- [ ] 4 Are the people engaging with your posts the same people who would buy?
- [ ] 5 Does your price make sense next to the alternatives your buyer is comparing you to?

SCORE _____ / 5

CHECK 03 · MESSAGING

- [ ] 1 Could a stranger read your bio or pinned post and tell what you sell, who it’s for, and what they get within ten seconds?
- [ ] 2 Is it free of jargon and AI phrasing? (Watch for: unlock, elevate, leverage, seamless, transform, empower, game-changer, level up, dive in.)
- [ ] 3 Does it sound like the way you’d explain it out loud to a friend?
- [ ] 4 Is there one clear next step, like a link, a button, or a word to DM you?
- [ ] 5 Does it tell the buyer what happens after they pay and what happens if it doesn’t work for them?

SCORE _____ / 5

SCORING KEY

5
This piece is working. Leave it alone.

4
This piece needs tuning, not a rebuild.

3 OR LESS
This piece is broken.

Fix the first broken piece.

Start with the offer, then positioning, then messaging, and stop at the first one that scored 3 or less. The order matters because each piece sits on the one before it. Better messaging on an offer nobody needs only gets you a faster no, and sharper positioning can’t save a pitch nobody understands.

IF YOUR OFFER IS BROKEN

Talk to five people who have the problem before you write another post. Ask them what they’ve already tried, what it cost them, and what they’d pay to make it go away. If none of them would pay this quarter, change the problem you solve before you change anything else.

IF YOUR POSITIONING IS BROKEN

Write down the three things your buyer would choose instead of you. Next to each one, write the one thing you do that it can’t. If you can’t fill in that column, narrow who you serve until you can.

IF YOUR MESSAGING IS BROKEN

Rewrite your offer in the sentence below, then read it to someone outside your industry. If they can’t repeat it back to you, cut words until they can.

I help _____
THE PEOPLE

get _____
THE RESULT

without _____
THE THING THEY DREAD

WHAT’S NEXT

This check tells you which piece is broken. I am working on a full course that walks you through fixing all three, from figuring out whether your offer is worth building to getting it in front of the people who need it. Each module comes with a workbook so you do the work while you watch.

Can’t wait to share that with you soon!