

Creator Signal Audit Sheet

Use this on one real post, reel, carousel, ad, profile, or product page. Do not score the whole account. Find the first visible place where a stranger has to guess.

1. Asset

Asset title or URL: _____
Intended job: _____ Target reader or buyer: _____
One result that disappointed you: _____

2. First-Glance Test

- Can a stranger tell who this is for before extra context?
 - Does the opening show the problem, contradiction, or outcome right away?
 - Would the first frame or cover still make sense without sound?
- First visible break: _____

3. Audience-Fit Test

- Does the asset speak to one visible reader or to several vague audiences?
 - Is the useful payoff clear before the middle of the asset?
 - Could the next adjacent audience understand it without already knowing the account?
- First fit break: _____

4. Action Test

- What future moment would make someone save this?
 - Who would someone send it to, and why that person?
 - Does the asset explain why the account will keep being useful?
- First action break: _____

5. Trust Test

- Does the profile repeat the promise that brought the visitor?
 - Does the product page answer fit, proof, use, and risk before purchase?
 - Is the CTA a natural next decision or a generic request pasted onto the end?
- First trust break: _____

6. First Diagnosis Route + One Repair Pass

First diagnosis route: _____ Why this route matches the first break: _____

BREAK	OPEN FIRST	AVOID FIRST
Post stalled	/visuals/why-your-post-dies-at-300-views/	Broadening before reading evidence.
Opening failed	/visuals/the-first-second-gate/	Adding urgency to unclear entry.
Signal unclear	/visuals/why-saves-matter-more-than-likes/	Treating all actions as proof.
Ad signal unclear	/visuals/why-one-creative-gets-all-the-budget/	Copying before naming the lesson.
Buyer path leaks	/visuals/views-to-purchase-leakage/	Chasing more traffic first.
Profile leaks	/visuals/why-profile-visits-dont-turn-into-followers/	Adding CTAs before promise clarity.

Choose one: rewrite the opening, move proof earlier, make one promise consistent, cut one decorative step, name one next audience, or check one business action.
Chosen repair: _____
What stays unchanged in the next test: _____
What result would prove the repair helped: _____