THE FOUNDER'S MINI AUDIT WORKBOOK

IS YOUR SITE *working for you?*

while you're doing what you love.

For founders who'd rather run the business, not the tech.

A short audit to find what's already working, what's missing, and the one thing to fix first.

Write it.
Tick it.
Score it.

From Dée, founder of DSC°

STRATEGY · CREATIVE SYSTEMS · FUNNELS · AUTOMATION

A pretty website doesn't win alone. The content has to guide interest and make people feel something where they convince themselves they can trust you.

This workbook is simple on purpose.

01

Go in order.

No skipping ahead.

02

Write in the lines.

Type right in the boxes.

03

Mark what's already true.

Be honest. Nobody's grading.

By the end, you'll know what's already working, what's missing, and the one thing to fix first.

WHAT'S INSIDE

Part 1	Your foundation	Strategy and creative systems
Part 2	Your systems	Funnels and automation
Part 3	Where you are	Your score, and the one thing to fix first

"Working with Dée changed how my audience sees me and my business online."

Andrea Z., Founder and CEO - Community Events and Advocacy

PLEASE READ FIRST

This workbook is a guide to help you spot what may be getting in the way of your site's goals, and to find clearer direction. It's for general information and self-reflection only.

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PART 1

Your foundation

Five things need to be clear before anything else works.

0 1

Know your audience

When you know exactly who you're talking to, everything gets easier to say.

Who are you here to help? Describe one real person.

Example, hairstylist: Busy women who want a cut that grows out well and don't have time to chase down bookings.

☐ A stranger could tell who my site is for within a few seconds.

0 2

Know the problem you solve

People come to you with a need before they know your name.

What's the problem they have before they find you?
They come to me because

Example, event host: ...they have a date and a venue, but no clear way to keep track of who's coming.

☐ My site names the problem my visitors come to me with.

03

Speak to them directly

Copy written for everyone feels like noise. Copy written for one person feels like a conversation. That's how people feel understood.

If they were sitting across from you, what's the one thing you'd say?

Example, photographer: You don't have to be photogenic. You just have to be comfortable, and I'll handle the rest.

☐ My site speaks to them directly, not to everyone.

04

Give them a reason to trust you

Trust isn't claimed, it's felt. Proof, specifics and your personality are what set you apart from a sea of sameness.

What proof do you already have? A client's words, a result, your story.

Example, interior designer: A client's words about how the room feels now, plus a before and after of one room.

☐ My site shows proof: a client's words, a result, or my story.

05

Tell them what to do next

Interest goes nowhere if the next step isn't clear. And not everyone is ready for the same step.

What's the one action you want a visitor to take? What's a second option for someone who isn't ready?

Example, coach: Book a free call. For someone not ready, join my weekly email.

- [ ] Every page points to a next step, and there's more than one way to take it.

FOUNDATION CHECK

- [ ] I marked all five. My foundation is set.
- [ ] I left some open. Now I know where to look.

PART 2

Your systems

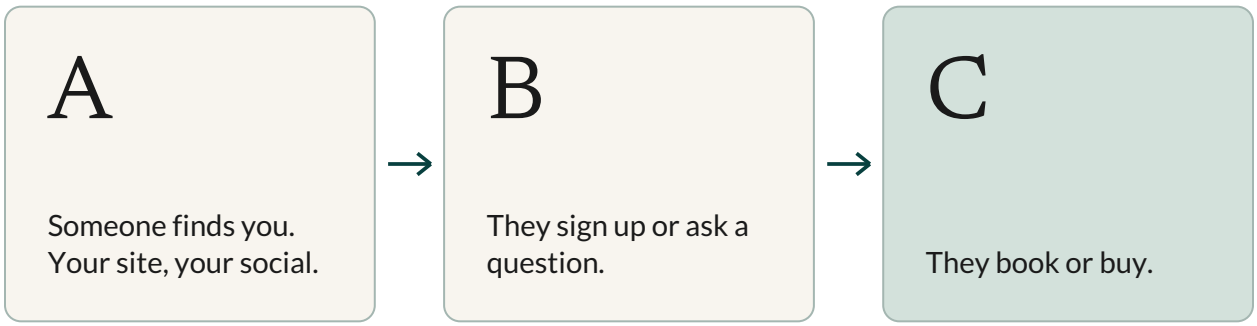
You started your business to do the work you love.

Somewhere along the way, the business got heavier than the work. Bookings sent by hand. The same emails typed again and again. Tools that were meant to help, and now take more time than the part you care about.

If you're a hairstylist, an event host, a photographer, a coach, an interior designer or a realtor, your best hours are with your clients, not in your inbox.

That isn't a you problem. It's a systems problem.

THE PATH FROM A TO B TO C



A funnel is just that path. Automation is what walks people down it for you: the reply, the reminder, the booking. So you don't have to deal with the techy side.

CHECK YOUR PATH

What's the one task you most wish would take care of itself?

- [ ] A: I know where people find me.
- [ ] B: When someone's interested but not ready, there's a way to stay connected.
- [ ] C: People can book or buy without messaging me first.
- [ ] New sign-ups hear from me automatically.
- [ ] I'm not sending the same emails or reminders by hand.

SYSTEMS CHECK

- [ ] I marked all five. My systems are working for me.
- [ ] I left some open. Now I know what to hand off.

The goal isn't more tools. It's more time: time to rest after you've done the work you love, and new ideas for making being in business easier.

PART 3

Where you are

Foundation ☐ of 5

Systems ☐ of 5

Count the boxes you ticked in each part and write the number in.

WHAT YOUR SCORE MEANS

	FOUNDATION	SYSTEMS
5 of 5	Your message is doing its job. If the site still isn't working, look at the path in Part 2.	Your business is carrying some of the weight.
3–4 of 5	Solid base, with a gap. The box you left open is where visitors lose the thread.	Some of it runs without you. The rest is still on your plate.
0–2 of 5	Visitors are probably guessing who this is for. That comes before anything else.	Most of this still runs through you. That's why the work you love is getting squeezed.

Start with one.

Look at your open boxes. Mark the one that would make the biggest difference. Start there. You don't have to fix everything at once.

The one I'll fix first:

WHAT YOUR OPEN BOXES POINT TO

Strategy

STEPS 1, 2 AND 5

Who you serve, the problem you solve, and the next step you want people to take. Clear direction before anything gets built.

Creative systems

STEPS 3 AND 4

How your site, words and visuals speak to one person and earn trust, so you're understood without explaining yourself.

Funnels

A, B AND C

The path from someone finding you to booking or buying.

Automation

THE LAST TWO BOXES IN PART 2

The replies, reminders and bookings that run without you.

All marked?

You're ahead of most. If you'd like a second pair of eyes anyway, reach out.

Something open?

That's normal, and it's exactly where to start. If you'd like help with any of the four, reach out. I'd be glad to look at it with you.

REACH OUT

Not sure what your open box means?

Reply to the email this came in with your score and the box you left open.

Ready to talk? **thedarliston.com/contact.html**

I'll check in a couple of days from now to hear how it went.

Dée

Author · Creative Director · Advocate
DSC° · thedarliston.com

IMPORTANT NOTICE

This workbook is a guide to help founders spot confusion that may be getting in the way of their site's goals, and to find clearer strategic direction. It is for general information and self-reflection only. It does not promise or guarantee any result, and it is not financial advice. Real results take more than changes to a website: they take strategy, marketing and consistent work over time. There is no overnight success here.

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