

FREE FRAMEWORK

The Content Audit.

Six questions we run on every brand's content before we take them on. Yours to run, free. About 60 minutes, one honest answer per question.

VIBE SHIFT STUDIO | LONDON | VIBESHIFTSTUDIO.COM/AUDIT

HOW TO USE IT Line up your last month of content. Answer each question in writing. The R / A / G box on the right is your gut priority read. The action line at the bottom is one specific change you'd make this week.

01 Does your content have a thesis, or is it a pile of posts?

PRIORITY ☐ ☐ ☐

Line up the posts, emails and ads. Can a stranger name what you stand for, not just what you sell? A thesis is one sentence. No thesis, and it's just inventory.

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CHANGE TO MAKE _____

02 Do your first few seconds earn attention?

PRIORITY ☐ ☐ ☐

Pick a few openings: a carousel cover, an email subject line, an ad's first frame. Making a claim, a promise, a hook? Or wallpaper with a logo? Same rule for the first line of an email.

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CHANGE TO MAKE _____

03 Is your content going where your people are, or where it's easiest?

PRIORITY ☐ ☐ ☐

Map your last month by channel and format. Then look at where your buyers actually are, and where three brands you respect show up. Off by a lot? You're making what's easy, not what reaches.

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CHANGE TO MAKE _____

04 Is your copy doing work, or is it decoration?PRIORITY ☐ ☐ ☐

Take five pieces of copy: captions, an email, an ad. Did each add a reason to act, save or share? Or just restate the visual? Copy that decorates is dead weight.

CHANGE TO MAKE _____

05 How often are you asking for something, and can people act easily?PRIORITY ☐ ☐ ☐

Count clear asks in your last 30 pieces. Fewer than 1 in 10 means educating without converting. More than 1 in 5 means converting without earning trust. The healthy ratio is roughly 1 in 8.

CHANGE TO MAKE _____

06 What's the competitive whitespace, and are you in it?PRIORITY ☐ ☐ ☐

Put five competitors' content side by side: feeds, emails, ads. What are all of them doing? What is none of them doing? That "none of them" column is your whitespace. Pick a corner and commit.

CHANGE TO MAKE _____

THE RESULT

What the answers tell you.

- **Questions 2, 3, 4 failing:** you need better content.
- **Questions 1, 5 failing:** you need better strategy.
- **Question 6 failing:** you need a different direction.

Most brands need a mix of the first two. Few need the third.

Want to *run this together?*

Book a 30-minute discovery call. Bring your answers. We'll tell you what we'd change and whether the studio's a fit.

vibeshiftstudio.com/contact