PAPER CROWN MEDIA

FREE AUTHOR WORKSHEET

Connect with your reader

A content diagnosis to help your message serve the people you are called to reach.

Your story matters. So does the person who needs to read it.

Set aside 20 minutes. Open five recent posts. Define the reader and response you hoped for, then use the eight checks. Print this sheet or type into the boxes.

1. Who am I speaking to? Name a person, situation and current struggle.

2. What change could my message help them move towards?

3. My message: I help [reader] move from [struggle] towards [change] through...

4. What response am I reviewing? Replies, saves, clicks, sign-ups or sales?

Start with curiosity, not criticism. This is a clarity check, not a measure of your calling.

Can they see themselves?

Review the pattern across your five posts. Mark both boxes if the results are mixed.

01 A recognisable reader

Would my intended reader recognise themselves in the opening?

If unclear: Name a specific situation instead of addressing everyone.

☐ Clear ☐ Needs work

02 An everyday struggle

Am I using words my reader would actually use?

If unclear: Replace broad words like breakthrough with a real-life moment.

☐ Clear ☐ Needs work

03 A meaningful change

Can the reader see how this message could help them?

If unclear: Describe the change, not only the subject of the book.

☐ Clear ☐ Needs work

04 Connection before teaching

Have I shown understanding before offering advice?

If unclear: Acknowledge their experience, then offer a useful truth.

☐ Clear ☐ Needs work

Can they move forward?

Look for care, clarity and a next step that fits the relationship you are building.

05 One clear message

Could a reader summarise the main point in one sentence?

If unclear: Choose one need and one useful point for this post.

☐ Clear ☐ Needs work

06 Care and competence

Does this show both I understand you and I can help you?

If unclear: Pair empathy with a practical insight or honest example.

☐ Clear ☐ Needs work

07 Something useful to do

Can the reader try, reflect on or apply something today?

If unclear: Add one small action, question or reflection.

☐ Clear ☐ Needs work

08 An invitation that fits

Does the invitation follow naturally from the post?

If unclear: Offer a relevant next step, such as a helpful sample chapter.

☐ Clear ☐ Needs work

Turn clarity into action

One reader. One message. One next step.

READ THE PATTERN

Several checks need work? Start with reader and message clarity.
Replies but few clicks? Review the invitation. Clicks but no sign-ups? Review the offer, page and form. Few views alone do not prove a messaging problem.

The one check I will improve first - and what I noticed:

Rewrite a post: recognise the reader, show empathy, offer help, invite a next step.

Ask a reader: Who is this for? How does it help? What would you do next?

My next step, review date and the response I will watch for:

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