

## DIAGNOSTIC TOOL FOR COACHES, SPEAKERS & AUTHORS

# CONTENT TEAM AUDIT

*Instantly Identify the Root Causes of Poor Quality, Frustration, Miscommunication, Inconsistency & Turnover in Your Freelancers*

*What started with a single freelancer has grown into a team of people who are... **loveable but limited**. You have to hold every hand, build every system, make every strategic decision.*

*You thought you were getting strategic partners. Companions on the content creation journey. What you got were order takers.*

*So your content just feels "not like you." And you're always telling yourself that you're **"one freelancer away" from the perfect team**.*

*Your freelancers aren't bad. The problem isn't that you need to hire better people.*

*The problem is something else entirely—and this audit will help you see it.*

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## HOW TO GET THE MOST FROM THE DIAGNOSTIC TOOL

**Answer the questions truthfully.** There are no "right" answers here. It's a mirror. If you find yourself wanting to pick the "good" answer instead of the honest one, pause. That's usually the moment of insight.

**Pay attention to patterns.** You'll probably notice your answers cluster around certain letters. That points to where your biggest gaps are.

**Read the non-obvious insight after each section.** This is where you'll likely have the most "Aha" moments.

**Most importantly: Don't use this to blame your freelancers.** Your freelancers aren't failing you. Your system is missing a foundation.

By the end of this guide, you'll understand what that foundation is and why it matters more than hiring better people.

The real question you'll be asking isn't "Should I hire an agency or build a team?" The real question is *"Do I have the strategic clarity that makes either option actually work?"*

That's what we explore together on a Brainstorm Call (more on that later...)

# SECTION 1: THE STRATEGIST EXPECTATION

## Diagnostic Questions:

**1.1: When you brief a freelancer on a content piece, do you typically give them:**

- A detailed strategic direction (why this content, who it's for, what outcome you want)
- A content assignment ("Write a blog post about X" or "Edit this video")
- Both, but you're never quite sure if they understood the strategy behind it

**1.2: Have you ever asked a freelancer for their opinion or suggestion on how to approach a piece of content, and received:**

- "Whatever you think is best—just let me know what you want"
- A thoughtful suggestion that surprised you (in a good way)

**1.3: When a freelancer completes work that doesn't match your vision, do you typically:**

- Send it back with feedback and ask them to revise
- Make the changes yourself because it's faster
- Ask them to brainstorm a better approach together

**1.4: If you had to describe your relationship with your freelancers, which feels most accurate:**

- I direct, they execute
- We collaborate on strategy together
- I wish we could collaborate, but they seem content to just take orders

## THE NON-OBVIOUS INSIGHT..

*You didn't hire the wrong people. You hired people for the wrong reason.*

*Very few freelancers want to strategize. It takes hard mental work to develop real expertise on what content works and what doesn't. So they can't be your strategy partner.*

*End the frustration. Look at freelancers as specialists hired for execution, not strategy. Then build systems in your content machine that **make strategic thinking unnecessary for freelancers to do good work.***

## SECTION 2: PERFORMANCE GOALS VS. OUTCOME GOALS

Diagnostic Questions:

**2.1: When you onboard a new freelancer, do you typically:**

- Set clear expectations on the *performance* you expect (videos edited)
- Tell them the *outcome* you want (more engagement, better numbers, etc)
- A combination, but you're not sure if they actually know how to measure if they're doing well

**2.2: If a freelancer asks you, "How do I know if I'm doing a good job?" what would you honestly say?**

- You have clear metrics (output-based: pieces completed, revisions needed, etc.)
- You point to business outcomes (views, engagement, growth) that depend on many factors beyond their work
- You're not entirely sure how to answer that question

**2.3: Have you let go of a freelancer because their work wasn't meeting your expectations, even though you weren't entirely sure what was going wrong?**

- Yes, this has happened more than once
- Yes, but I knew exactly what needed to improve
- No, I've been lucky with my freelancers so far
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**2.4: When you evaluate whether your content strategy is "working," do you measure:**

- Performance (how much content you're producing)
- Outcomes (engagement, growth, conversions)
- Both, but you hold your freelancers accountable for the outcomes, not the outputs

### THE NON-OBVIOUS INSIGHT..

*You can't hold people accountable for outcomes.*

***You can only hold people accountable for their performance.***

*An outcome is "grow my audience by 20%" That depends on a hundred factors your freelancer doesn't control. Performance is "ship two edited videos per week." That's something they can control and measure.*

*Without clear performance goals, your freelancers can never know if they're doing a good job. They shut down or deliver poor quality work. **Build the skill of taking your outcome goals and turning them into performance goals.***

# SECTION 3: THE COMMUNICATION BREAKDOWN

Diagnostic Questions:

**3.1: When you have multiple freelancers working on the same piece of content, do they:**

- All work from the same strategic brief or document (your "source of truth")
- Each receive instructions from you separately
- Mostly figure out their own approach based on what they think you want

**3.2: When you review a finished piece of content, have you noticed:**

- The writing tone doesn't match the design aesthetic, or the caption doesn't reflect the main message
- Everything feels cohesive and intentional
- You're not sure why something feels "off," but it doesn't feel like "you"

**3.3: Do you have a document or system that defines:**

- Your core message and how each piece of content should reinforce it
- Just general brand guidelines (colors, fonts, etc.)
- Nothing formal...that stuff mostly lives in your head

**3.4: When multiple freelancers all work on the same project, do they all:**

- Work from one set of notes and instructions, written by you or a professional writer who deeply understands your voice
- Work from general instructions for the brand
- Work from little to no instructions

## THE NON-OBVIOUS INSIGHT..

*Communication isn't the issue. The issue is that there's no "source of truth." No foundation that freelancers can start from and make refer to when making decisions.*

*Without a single, unified message all your content revolves around, and guidelines for how to repurpose your content into different forms, each freelancer is guessing at what matters most.*

*The result is Frankenstein content...nothing feels cohesive.*

**Take the time to document your core message and set guidelines for repurposing content. Give freelancers clear expectations they can meet.**

# SECTION 4: THE FEEDBACK TRAP

Diagnostic Questions:

**4.1: When you review a freelancer's work and decide it needs revision, how do you give feedback**

- You lay out specifically what's wrong and why ("Tone is too formal")
- You can tell them something feels "off" but you struggle to explain exactly what

**4.2: After giving feedback to a freelancer, does the revised work typically:**

- Nail it on the second round (or very close)
- Require multiple rounds of back-and-forth before you're satisfied
- Never quite feel right, so you either post it anyway or tweak it yourself

**4.3: When you sit down to give feedback, are you usually:**

- Reacting instinctively ("I don't like this") and then trying to figure out why
- Assessing it against a clear standard or brief you set upfront
- Some combination, but you're not always consistent

## THE NON-OBVIOUS INSIGHT..

***Instinctive feedback becomes the default when you haven't clarified your own thinking. You're reacting to something but haven't diagnosed why.***

***When you can't articulate what you want, it's rarely because the freelancer is bad....it's because you haven't decided what "good" looks like. Until you move from instinctive to strategic, your team stays stuck in revision cycles and confusion.***

***Create your standard, and then give strategic feedback based on whether they've met the standard.***

## SECTION 5: THE **BIG, NARLY, HIDDEN** PROBLEM

### Diagnostic Questions:

**5.1: If you had to explain your core message or the main idea you want to communicate to your audience in 2-3 sentences, could you do it clearly and consistently?**

- Hell yes, I could do it in my sleep
- I think so, but it's not 100% consistent across all my content
- Not really, probably depends on the platform or context

**5.2: When you look at your content across different platforms, do they all reinforce the same core message, or do they feel like separate things?**

- They all point to the same unified message
- They're related, but each one feels like it's emphasizing something slightly different
- Honestly, they feel pretty disconnected from each other

**5.3: If a freelancer asked you, "What's the one thing you want every piece of content to communicate?" could you give them a clear answer?**

- Yes, without hesitation
- I'd probably give them a few different things and let them figure out the priority
- I'm not sure I've ever thought about it that way

### **THE NON-OBVIOUS INSIGHT..**

**For your freelancers to deliver content that feels cohesive, everything must deliver a unified message:** the one core idea that anchors all your content, regardless of format or platform.

**Without one unified message, every piece of content is a separate act.** A separate creation, a separate "should we post this" decision.

Your freelancers feel like they're trying to hit a moving target. You're frustrated because your content doesn't feel cohesive, like "you."

**Take the time to clarify your one, unified message (your Signature Talk). That makes everything in content creation easier.**

## CLOSING & TAKING ACTION

It's so tempting to think you're just "one freelancer away."

But building a high-performance content team...  
That produces high quality content that feels cohesive, authentically "you" AND...  
Generates real ROI in audience growth and sales...

Takes more than hiring one more person, one more tactic, one more tool.

Now you've identified some root causes of the poor quality, frustration  
miscommunication, inconsistency and turnover in your freelancers.

***But there's one root cause that's upstream of all others.  
The lack of one, unified message your team is aligned around.***

When you have a unified message, everything changes. Your freelancers execute  
with clarity. Your feedback becomes strategic. Your content feels cohesive. You  
become the visionary instead of the bottleneck.

**The next step: Let's have a conversation.**

**WE HELP UNCOVER YOUR ONE UNIFIED MESSAGE...  
& THEN WE LAUNCH A CONTENT MACHINE THAT  
DELIVERS THAT MESSAGE TO A GROWING AUDIENCE**

*Schedule your FREE 15-minute Brainstorm Call.*

*We'll review your current content, your biggest leverage points, & how we  
can help uncover your "Signature Talk" in the process of launching your  
content machine.*

*Scan the QR code below or visit [getmicrofamous.com](http://getmicrofamous.com).*

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