

THE AUTHORITY SHIFT

Beginner Marketer Problems & Answers

470 beginner problems.
Practical help for every one.

Created for Duane "Duey" Palen

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A complete starting reference for beginner affiliate and digital marketers. Find the problem. Understand the answer. Finish a useful task. Check the result.

Foundation Shift

Identity Shift

Profile Shift

Conversion Shift

470 individual answers | 47 practical topic playbooks | Linked problem index

Every original inventory ID is preserved, from TAS-001 through TAS-470.

ONE PDF. THE COMPLETE BEGINNER GUIDE.

[Problem and answer index - page 6](#)

[Full problem inventory - page 242](#)

[Supporting TAS documents - page 236](#)

470 answers, 47 playbooks, and three supporting TAS documents in this PDF.

Start with the problem in front of you.

This collection gives each inventoried problem its own answer, three actions, an illustrative example, and a completion check. Use it as a reference: you do not need to read it straight through.

1. Find the ID or describe the problem.

Click an index row to go to its answer. If a preview blocks clicks, download the PDF and open it in Chrome, Edge, or Adobe Acrobat Reader. You can also search an ID or go to the listed page.

2. Read the answer and do the task.

Begin with the smallest useful action. The category playbook gives you a working record to create in a notebook or document.

3. Check the result.

Completion checks assess your work. A working link, clearer sentence, or correct record is not a guarantee of sales. Save what changed and what a real reader understood.

4. Open the supporting reference when needed.

Every answer is original teaching written for this collection. References identify supporting TAS practice or official information; they do not imply that a short cited section contains every new operational step. Specific merchant decisions and changing settings must be checked with the responsible provider.

How source page numbers work

Each TAS citation names a supporting document and its original PDF page. Click it to open that section inside this guide. The supporting documents begin on page 262. Their printed page numbers restart at each original cover; this guide's PDF page counter runs continuously through all 428 pages.

First-edition scope

All 470 inventoried problems have answers. Examples are illustrative unless explicitly described otherwise. Rules and terms are dated references, not universal across countries or programs. No purchase of a third-party course is required to use these answers.

Choose a Shift, then a task.

Foundation Shift

Business basics, applied skills, routines, budgets, tools, measurement, security, and sustainable work.

Identity Shift

Audience, message, voice, useful teaching, proof, content, community, and accountable AI use.

Profile Shift

First impressions, links, distribution, search, resources, websites, email setup, and accessible visitor paths.

Conversion Shift

Responses, listening, recommendations, follow-up, purchase handoff, customer support, and client work.

Useful starting routes

[TAS-011](#) / [TAS-041](#) - I feel scattered: choose one task and a realistic routine.

[TAS-071](#) / [TAS-101](#) - My message is vague: define the audience and write a clear introduction.

[TAS-164](#) / [TAS-172](#) - My profile confuses people: explain whom you help and where to start.

[TAS-181](#) / [TAS-185](#) - I do not know what to teach: choose a real question and include setup.

[TAS-301](#) / [TAS-320](#) - My conversations stall: start with context and confirm the need.

[TAS-131](#) / [TAS-421](#) - I want to recommend responsibly: check fit and explain compensation.

[TAS-275](#) / [TAS-287](#) - People cannot get the resource: test the form and delivery chain.

Topic directory

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01 / Foundation Shift

Understanding the business

Map how your business works

Choose one actual offer. Draw who recommends, sells, pays, delivers, and supports it. Read the relevant current terms. Define audience, lead, and customer in your own tracking process. Calculate one illustrative transaction without treating it as expected income. Explain the journey aloud to someone unfamiliar with it.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Model:

seller:

user:

payer:

qualifying action:

support owner:

expenses:

payout conditions:

Playbook check: A newcomer can describe how money and responsibility move through your actual model.

The ten answers follow: TAS-001 through TAS-010.

TAS-001 Not understanding how affiliate commissions are actually earned.

Answer: A commission is earned when a referral meets the merchant's written eligibility and attribution rules; a click alone usually earns nothing.

1. Find the program's commission terms and payout rules.
2. Generate your link inside your own affiliate account and check its destination.
3. Record qualifying events, approval delays, reversals, and payout timing in an offer sheet.

Example: A \$100 eligible sale at 20% would mean \$20 before reversals or fees; this is an illustration, not a program promise.

Check your work: Explain when credit is earned, when it can disappear, and when payment becomes available.

Practice / references: [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#)

TAS-002 Confusing affiliate marketing, network marketing, reselling, and selling services.

Answer: These models pay you for different work and create different responsibilities.

1. Affiliate: refer buyers to a seller under its program terms.
2. Reselling: sell an item or licensed product yourself; check resale rights and customer obligations.
3. Services: sell work you perform. Network marketing: examine both retail sales and any participant compensation structure.

Example: Recommending software differs from reselling a template or writing a client's emails.

Check your work: Describe your actual model, who pays you, and what you must deliver.

Practice / references: [FTC: Multi-Level Marketing Businesses and Pyramid Schemes](#)

TAS-003 Not knowing who owns the product, customer relationship, or payment process.

Answer: Map the transaction before promoting it so you know which promises belong to you.

1. Identify the seller of record, payment processor, product owner, and support team.
2. Read who handles refunds, access problems, buyer data, and renewals.
3. Tell buyers your role and provide the seller's official support route.

Example: An affiliate can explain a lesson but usually cannot issue the merchant's refund.

Check your work: Write a four-role handoff map and answer a buyer's support question accurately.

Practice / references: [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-004 Confusing revenue, commissions, profit, and money available to spend.

Answer: Sales figures, earnings, profit, and cash in the bank measure different things.

1. Record your own earned commissions or sales separately from the merchant's total sales.
2. Subtract business expenses to estimate profit; separate pending amounts from received cash.
3. Reserve cash for known bills and jurisdiction-specific taxes before deciding what is spendable.

Example: \$150 received minus \$60 costs leaves \$90 before tax; a pending \$40 is not cash you can spend.

Check your work: Your ledger separates gross receipts, expenses, profit, pending earnings, and available cash.

Practice / references: [US IRS: Recordkeeping](#)

TAS-005 Thinking digital marketing is simply posting affiliate links.

Answer: Marketing helps a suitable person understand a problem, evaluate a solution, and take a useful next step.

1. Name the person and task you help with.
2. Teach one useful action or comparison before recommending an offer.
3. Connect content, profile, resource, conversation, and merchant destination into a coherent path.

Example: A bio rewrite demonstration gives readers a reason to inspect your recommended workbook.

Check your work: Someone can benefit from your content even before clicking a sales link.

Practice / references: [Profile Blueprint, PDF p. 9: Define the Person](#); [Profile Blueprint, PDF p. 42: Use Show-Don't-Tell Content](#); [Profile Blueprint, PDF p. 63: Build Trust Before Promoting](#)

TAS-006 Not understanding the difference between an audience, a lead, and a customer.

Answer: An audience pays attention; a lead expresses relevant interest; a customer buys. The boundaries depend on your business's definitions.

1. Label your audience: people who see or follow your work.
2. Define a lead action, such as requesting help or knowingly subscribing; a reaction alone is not buying intent.
3. Track customers using confirmed purchases, separately from leads.

Example: A follower is audience; a requested profile review is a lead signal; a purchased workshop creates a customer.

Check your work: Your numbers and messages distinguish attention, interest, and purchases.

Practice / references: [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#); [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-007 Getting lost in jargon such as funnels, pixels, attribution, and conversion rates.

Answer: Translate jargon into a task and a measure before using it.

1. Funnel: the steps toward an action. Pixel: tracking code, subject to privacy rules.
2. Attribution: how credit is assigned. Conversion rate: completed actions divided by the relevant opportunities.
3. Keep a glossary with the term, a plain meaning, and an example from your own process.

Example: Five signups from 100 landing-page visits is a 5% signup conversion rate.

Check your work: Explain the terms without another unexplained term and state each rate's denominator.

Practice / references: [Facebook Post Toolkit](#), PDF p. 14: [Make the Wording Sound Like You](#); [Google Analytics: Collect Campaign Data with Custom URLs](#)

TAS-008 Assuming passive income means no ongoing work.

Answer: An asset may keep working between sessions, but upkeep, support, distribution, and financial risk remain.

1. List the recurring jobs behind the asset: updates, messages, links, bills, and support.
2. Schedule short maintenance sessions and check whether revenue covers actual costs.
3. Treat future income as uncertain until earned and approved.

Example: A downloadable guide still needs accurate links and a working delivery process.

Check your work: Your plan includes maintenance time and costs, not just initial creation.

Practice / references: [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#); [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-009 Not understanding why strangers would choose their recommendation.

Answer: Strangers choose a recommendation when they can see relevance, useful reasoning, honest limits, and a trustworthy person behind it.

1. Answer a real question using a demonstration.
2. Explain why the option fits that task and who should skip it.
3. Show what you tested, disclose compensation, and make the next step clear.

Example: Compare two tools on the buyer's actual task rather than repeating commission percentages.

Check your work: A reader can explain your recommendation's reasoning and limitations.

Practice / references: [Profile Blueprint](#), PDF p. 42: [Use Show-Don't-Tell Content](#); [Profile Blueprint](#), PDF p. 67: [Use Proof Without Performing](#); [FTC Endorsement Guides: What People Are Asking](#)

TAS-010 Having no clear picture of the steps from discovery to purchase.

Answer: Draw the buying journey as observable steps; this shows what is missing.

1. Write discovery, useful content, profile, resource or conversation, recommendation, purchase, and access.
2. For each step, identify the reader's question and the next action.
3. Walk through it on a phone and fix the first confusing transition.

Example: A group comment leads to a clear profile, then a relevant free checklist, then a requested recommendation.

Check your work: A newcomer can complete the intended route without your private explanation.

Practice / references: [Profile Blueprint, PDF p. 36: Review Your Website and Links](#); [Profile Blueprint, PDF p. 86: Visitor Experience Walkthrough](#)

02 / Foundation Shift

Direction and order of work

Choose one working priority

Write the next useful task before opening another tool. Check the journey in order and locate the first missing piece. Choose a small repair with a visible finish line. Park competing ideas. At the review date, use saved work and feedback to keep, revise, or replace the next task.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Audience:

problem:

model:

channel:

next finished item:

missing prerequisite:

review date:

Playbook check: The plan produces one completed improvement and a reason for the next decision.

The ten answers follow: TAS-011 through TAS-020.

TAS-011 Not knowing what to work on first.

Answer: Start with the obstacle preventing the next useful task, not the newest tactic.

1. Choose one audience and one problem you can help with.
2. Check message, profile, useful content, and conversations; identify the first missing piece.
3. Complete one small repair and record evidence before choosing another task.

Example: If visitors cannot tell whom you help, rewrite the bio before buying traffic.

Check your work: You have one finished change, one feedback note, and one named next task.

Practice / references: [Trust Before Traffic, PDF p. 3: Your Working Map](#); [Trust Before Traffic, PDF p. 4: Foundation Shift: a finished skill](#); [Profile Blueprint, PDF p. 96: Priority Matrix](#)

TAS-012 Trying several business models at the same time.

Answer: Several business models create several learning curves. Choose one working experiment for now.

1. List each model's time, cost, delivery work, and access requirements.
2. Choose the model you can realistically practice and support.
3. Park the others in a later list and set a review date based on actual progress.

Example: For the next month, practice one affiliate offer rather than also launching an agency and store.

Check your work: Your weekly tasks serve one model and produce assessable work.

Practice / references: [Trust Before Traffic, PDF p. 4: Foundation Shift: a finished skill](#); [Trust Before Traffic, PDF p. 5: Foundation Action Sheet](#)

TAS-013 Promoting too many unrelated offers.

Answer: Offers should serve the same audience's needs or have a clearly separated place.

1. List each offer with audience, problem, prerequisite, and reason to recommend it.
2. Keep one principal offer path and relevant alternatives; pause unrelated promotions.
3. Let a person's needs choose the offer rather than cycling links.

Example: A profile workbook and writing lesson fit beginner messaging; an unrelated gadget needs another context.

Check your work: Every promoted offer has a clear place in your audience's journey.

Practice / references: [Profile Blueprint, PDF p. 18: Offer Alignment Map](#); [Profile Blueprint, PDF p. 63: Build Trust Before Promoting](#)

TAS-014 Switching platforms before learning how to use one well.

Answer: Use one channel long enough to learn its basic publishing and response process.

1. Choose a channel where relevant people already discuss your topic.
2. Learn posting, visibility, comments, links, and rules using current official help.
3. Review saved work and relevant responses at a planned checkpoint before moving.

Example: Publish and respond consistently on one profile before rebuilding the same routine elsewhere.

Check your work: You can operate the channel and identify evidence for staying or changing.

Practice / references: [Trust Before Traffic, PDF p. 5: Foundation Action Sheet](#); [Profile Blueprint, PDF p. 101: Weekly Review Sheet](#)

TAS-015 Building a complicated funnel before validating a useful offer.

Answer: A complicated funnel cannot establish whether the problem and offer fit.

1. Ask suitable people about the task and what they already tried.
2. Create the smallest honest offer explanation or resource and test its journey.
3. Add automation only after real interest and delivery problems justify it.

Example: Test a clear page and manual resource handoff before creating seven automated sequences.

Check your work: People understand the offer and can take the first step through a working simple path.

Practice / references: [Profile Blueprint, PDF p. 36: Review Your Website and Links](#); [Profile Blueprint, PDF p. 79: Your Resource Path](#)

TAS-016 Setting income goals without defining the work needed to pursue them.

Answer: Translate income ambitions into controllable work while keeping revenue assumptions explicit.

1. State available time, affordable spending, and the skill you need.
2. Set weekly output and conversation goals you can control.
3. Estimate sales scenarios using observed rates when available; label untested rates as assumptions.

Example: Two useful posts and three relevant conversations are tasks; \$1,000 is an uncertain outcome.

Check your work: Your plan names actions, assumptions, costs, and a review date.

Practice / references: [Trust Before Traffic, PDF p. 5: Foundation Action Sheet](#); [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-017 Having no clear goal for the next thirty days.

Answer: A thirty-day goal should describe a finished capability or asset.

1. Choose one result such as a clear profile with a tested resource path.
2. Break it into weekly outputs and schedule work sessions.
3. Record the starting version and review the final work with a newcomer.

Example: By month-end, publish four beginner answers and test the download process.

Check your work: You can show the before, completed work, and remaining gap.

Practice / references: [Trust Before Traffic](#), PDF p. 16: [Seven Work Sessions](#); [Profile Blueprint](#), PDF p. 101: [Weekly Review Sheet](#)

TAS-018 Copying someone else's plan despite different resources and experience.

Answer: Borrow a principle, then adapt its workload to your resources.

1. List your time, budget, skills, audience size, and access.
2. Find which assumptions the other person's plan makes.
3. Keep useful steps and reduce scope where those assumptions do not fit.

Example: A full-time creator's daily video plan becomes one weekly demonstration for a working parent.

Check your work: Your adapted plan fits an ordinary week and produces a finished result.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-019 Not knowing when to stay with a strategy or change it.

Answer: Change a strategy because of evidence or a broken assumption, not one quiet day.

1. Define what you are testing, what would count as useful evidence, and when to review.
2. Check execution and measurement before blaming the strategy.
3. Keep, revise one variable, or stop; record the reason and next experiment.

Example: Few signups may reflect a broken form rather than a bad topic.

Check your work: You can name the evidence behind the decision and avoid claiming certainty from tiny samples.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#); [Profile Blueprint](#), PDF p. 101: [Weekly Review Sheet](#)

TAS-020 Being unable to identify the main obstacle slowing progress.

Answer: Locate the first failing step in the journey rather than describing everything as a traffic problem.

1. Trace attention, clicks, understanding, interest, purchase, and access.
2. Ask a newcomer to perform the next action while you observe.
3. Repair the earliest barrier and retest before changing later steps.

Example: Visitors reach the page but cannot find the download button; fix navigation first.

Check your work: One specific barrier has been reproduced and the repair passes the same check.

Practice / references: [Profile Blueprint, PDF p. 36: Review Your Website and Links](#); [Profile Blueprint, PDF p. 86: Visitor Experience Walkthrough](#)

03 / Foundation Shift

Confidence and expectations

Build confidence through honest work

Pick something you can demonstrate accurately. Practice privately, then show it to one suitable reviewer. Publish the lesson within its actual scope. Record correction without turning it into a personal verdict. Evaluate your work against its starting version and available resources, not someone else's established business.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Skill practiced:

example saved:

claim supported:

feedback received:

next attempt:

Playbook check: Your confidence rests on a task you can perform and explain.

The ten answers follow: TAS-021 through TAS-030.

TAS-021 Feeling unqualified to help because they are beginners.

Answer: You can help with a small task you can demonstrate honestly, even while learning the broader business.

1. Choose a task you have actually practiced.
2. Show the process, your example, and what you have not established.
3. Refer questions beyond your knowledge to a verified resource or qualified person.

Example: Teach how you clarified a bio without claiming to have built a six-figure business.

Check your work: Your lesson is useful, accurate, and within your demonstrated ability.

Practice / references: [Facebook Post Toolkit](#), PDF p. 7: [Foundation Shift](#); [Profile Blueprint](#), PDF p. 94: [Authority Without Pretending](#)

TAS-022 Expecting income before developing useful skills or relationships.

Answer: Income is an outcome; useful skills and relationships need practice before you can judge that outcome.

1. Name the skill and audience relationship your offer depends on.
2. Practice it through saved outputs and relevant conversations.
3. Review earned income and costs separately from learning progress.

Example: Track completed tutorials and helpful responses before treating a quiet first week as a verdict.

Check your work: You can show growing capability without labeling it proof of future earnings.

Practice / references: [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#); [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-023 Comparing their starting point with someone else's established business.

Answer: Compare work at similar stages and compare your present work with your own starting version.

1. Record today's skill level, resources, and baseline.
2. Select one achievable improvement from a more experienced example.
3. Save versions and assess the specific change rather than follower totals.

Example: Compare your old and revised introduction rather than your follower count with a veteran's.

Check your work: You can identify what improved and what skill needs practice next.

Practice / references: [Profile Blueprint](#), PDF p. 104: [Profile Screenshot Review](#); [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-024 Feeling embarrassed when friends see their marketing posts.

Answer: Publish something you would be comfortable explaining to someone you know.

1. Choose a useful teaching topic instead of exaggerated opportunity language.
2. Set boundaries for personal details and audiences.
3. Publish a small truthful lesson and answer sincere questions calmly.

Example: Share a practical checklist rather than a claim that everyone should quit their job.

Check your work: Your post accurately represents your work and respects your chosen boundaries.

Practice / references: [Profile Blueprint, PDF p. 26: Use Personality Intentionally](#); [Profile Blueprint, PDF p. 93: Personal vs. Private](#)

TAS-025 Taking a quiet post as proof they are personally failing.

Answer: A quiet post is limited feedback about distribution, relevance, or wording; it is not a measure of your worth.

1. Check intended visibility and whether the question was specific.
2. Ask a suitable reader what they understood.
3. Revise one element and compare similar posts over time.

Example: A clearer example may help readers even if the post attracts few reactions.

Check your work: You record observable feedback instead of a personal judgment.

Practice / references: [Trust Before Traffic, PDF p. 17: Evidence Log](#); [Facebook Post Toolkit, PDF p. 27: Keep the Evidence](#)

TAS-026 Being afraid of criticism, rejection, or looking foolish.

Answer: Reduce the size of the public experiment and define how you will handle feedback.

1. Practice privately or with one willing reviewer.
2. Publish one useful, supportable point rather than a sweeping claim.
3. Correct valid criticism; set boundaries for abuse and move on.

Example: Post one before-and-after sentence and invite clarification about the edit.

Check your work: You completed the experiment and can separate useful criticism from hostility.

Practice / references: [Facebook Post Toolkit, PDF p. 9: Show the Move, Then Explain It](#); [Facebook Post Toolkit, PDF p. 25: Before You Share](#)

TAS-027 Believing age, appearance, accent, or background automatically disqualifies them.

Answer: Fit depends on usefulness and communication, not matching a marketer stereotype.

1. Choose a format you can use comfortably: writing, audio, screen demonstration, or video.
2. Use clear examples and accessibility aids where helpful.
3. Ask relevant readers whether the explanation works for them.

Example: A clear screen tutorial can teach effectively without a face-on-camera presentation.

Check your work: Readers can use the explanation in your chosen format.

Practice / references: [Profile Blueprint](#), [PDF p. 94: Authority Without Pretending](#); [W3C WAI Easy Checks](#)

TAS-028 Feeling guilty about earning money from recommendations.

Answer: A commission can be legitimate compensation when the recommendation is suitable and the relationship is transparent.

1. Check the product's fit and alternatives.
2. Disclose payment plainly and explain your evaluation.
3. Recommend skipping the purchase when existing resources are enough.

Example: Tell a beginner their current free tool handles the task, even when a paid alternative pays you.

Check your work: You would stand behind the recommendation without the commission.

Practice / references: [Profile Blueprint](#), [PDF p. 63: Build Trust Before Promoting](#); [FTC Endorsement Guides: What People Are Asking](#)

TAS-029 Hiding mistakes instead of learning from them.

Answer: A useful mistake record separates what happened, its effect, and the repair.

1. Save the original and identify the incorrect assumption or step.
2. Correct affected work and notify people who relied on the error.
3. Create a prevention check and share the lesson without exposing private details.

Example: Replace a wrong link, tell affected subscribers, and test future emails before sending.

Check your work: The issue is corrected and the new check would catch it again.

Practice / references: [Trust Before Traffic](#), [PDF p. 17: Evidence Log](#); [Facebook Post Toolkit](#), [PDF p. 27: Keep the Evidence](#)

TAS-030 Quitting after a short period without meaningful results.

Answer: Review scope, evidence, and costs before quitting or committing further.

1. Check whether the planned work was actually completed and reached suitable people.
2. Identify one tractable barrier and a bounded next experiment.
3. Reduce, pause, or stop if the workload or costs are unsustainable; preserve useful assets.

Example: A weak posting routine may need smaller sessions rather than another expensive program.

Check your work: Your decision rests on evidence and your available resources.

Practice / references: [Trust Before Traffic, PDF p. 5](#); [Foundation Action Sheet](#); [Profile Blueprint, PDF p. 101](#); [Weekly Review Sheet](#)

04 / Foundation Shift

Learning and information overload

Turn learning into application

Search training for the task you need to complete. Use one relevant lesson. Apply its first useful instruction before continuing. Save a draft, result, or test and a restart note. If the next step is unclear, ask a precise question with safe context. Buy further help only for a defined gap you can realistically work on.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Task:

lesson title:

exact section:

source date:

attempted action:

result:

stuck point:

Playbook check: The learning session ends with applied work and a usable next question.

The ten answers follow: TAS-031 through TAS-040.

TAS-031 Receiving contradictory advice from different teachers.

Answer: Advice often assumes different audiences, channels, goals, or stages.

1. Write each recommendation with the situation where it is meant to work.
2. Check the teacher's evidence and incentives.
3. Test one suitable recommendation on one task; record what happened.

Example: Daily video advice may not fit someone teaching a text-based profile checklist.

Check your work: You can explain which advice fits your situation and why.

Practice / references: [Trust Before Traffic, PDF p. 4](#); [Foundation Shift: a finished skill](#); [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-032 Watching training without applying anything.

Answer: Finish a small application after each lesson before starting another.

1. Choose the task before opening the training.
2. Watch or read only the part needed to attempt it.
3. Save the result and a question about the sticking point.

Example: After a headline lesson, write three headlines for one actual post.

Check your work: There is a saved applied output, not only a viewing history.

Practice / references: [Trust Before Traffic, PDF p. 4](#); [Foundation Shift: a finished skill](#)

TAS-033 Buying another course to avoid practicing an uncomfortable skill.

Answer: A purchase does not replace practice. Diagnose the avoided skill first.

1. Name the task you are avoiding and the uncomfortable part.
2. Use an existing lesson for a short practice session.
3. Buy help only if a specific remaining gap requires it and you can use it.

Example: Practice asking one clarifying question before purchasing another sales course.

Check your work: You attempted the skill and can explain exactly what further help must teach.

Practice / references: [Trust Before Traffic, PDF p. 4](#); [Foundation Shift: a finished skill](#)

TAS-034 Not knowing which advice applies to their current stage.

Answer: Stage-appropriate advice helps with the next missing capability.

1. List what you can already do and what blocks the next action.
2. Choose instruction that addresses that block.
3. Park advanced tactics until their prerequisites exist.

Example: Learn to write a clear offer explanation before testing complex retargeting.

Check your work: The lesson produces a task you need now.

Practice / references: [Trust Before Traffic, PDF p. 3: Your Working Map](#); [Trust Before Traffic, PDF p. 4: Foundation Shift: a finished skill](#)

TAS-035 Following tutorials that use outdated screens or settings.

Answer: Treat an old tutorial as a principle, then verify the current interface and feature availability.

1. Record the tutorial date, device, and account type.
2. Find the current official help for the task rather than forcing old menu names.
3. Apply cautiously, save your original settings, and test the result.

Example: A renamed privacy menu still requires checking the actual public audience.

Check your work: You completed the task using current instructions and confirmed the outcome.

Practice / references: [Profile Blueprint, PDF p. 39: Protect Privacy and Security](#)

TAS-036 Not knowing how to judge an instructor's claims or incentives.

Answer: Judge an instructor by usable evidence, clear limits, and the task taught.

1. Check whether examples show the method and relevant context.
2. Separate customer outcomes from promotional claims and compensation.
3. Try a free sample lesson and verify disputed facts independently.

Example: A teacher who demonstrates an edit is easier to assess than one displaying unexplained earnings.

Check your work: You can name the taught skill, evidence, limitations, and incentives.

Practice / references: [Profile Blueprint, PDF p. 42: Use Show-Don't-Tell Content](#); [FTC Endorsement Guides: What People Are Asking](#)

TAS-037 Forgetting training because they take no usable notes.

Answer: Notes should make it possible to resume and apply the lesson.

1. Save the lesson title, section, link, and your plain-language explanation.
2. Add the action you attempted, result, and open question.
3. End with the next exact step rather than a transcript of everything said.

Example: Lesson: bio clarity; result: audience named; next: specify the task.

Check your work: You can restart without replaying the whole lesson.

Practice / references: [Trust Before Traffic, PDF p. 4: Foundation Shift: a finished skill](#); [Trust Before Traffic, PDF p. 5: Foundation Action Sheet](#)

TAS-038 Being overwhelmed by the amount of material inside a program.

Answer: Use the program as a reference shelf for your current task.

1. Find the curriculum or search its lesson titles.
2. Choose one lesson tied to one useful output.
3. Ignore completion percentages as a substitute for application; return when the work raises another need.

Example: Open only the profile-audit lesson when today's job is a profile audit.

Check your work: One lesson produced one saved result and a clearer next question.

Practice / references: [Trust Before Traffic, PDF p. 4: Foundation Shift: a finished skill](#)

TAS-039 Relying on tips without understanding why they work.

Answer: Ask what a tip changes, why that change might help, and when it might fail.

1. Translate the tip into a concrete action.
2. Identify its assumptions and a useful example.
3. Test it on your task and record exceptions rather than treating it as universal.

Example: Shorter paragraphs aid scanning, but an incomplete explanation still needs more substance.

Check your work: You can explain the mechanism and limits in ordinary language.

Practice / references: [Facebook Post Toolkit, PDF p. 4: The Working Structure](#); [Facebook Post Toolkit, PDF p. 25: Before You Share](#)

TAS-040 Being too embarrassed to ask a basic question.

Answer: A precise beginner question helps a teacher locate the missing step.

1. State what you are trying to do, what you tried, and where you got stuck.
2. Include a safe screenshot or exact error without passwords or private customer data.
3. Ask for the next step and apply the reply.

Example: I opened the PDF on my phone; where do I save a copy before filling it in?

Check your work: A helper can reproduce the issue and you can act on the response.

Practice / references: [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#)

05 / Foundation Shift

Time and daily execution

Create a routine that survives a normal week

Schedule a few realistic work windows. Give each one a finished output. Silence avoidable notifications while preserving essential personal access. Save the next exact step when stopping. Reserve time for responses and maintenance. At week's end, compare outputs and feedback, then choose the next small change.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Available sessions:

output per session:

reply window:

minimum task:

restart note:

weekly review:

Playbook check: The schedule works without perfect motivation or uninterrupted days.

The ten answers follow: TAS-041 through TAS-050.

TAS-041 Not having a realistic marketing schedule.

Answer: Build a schedule around real available time and finished work.

1. List the sessions an ordinary week can support.
2. Assign one output to each session and leave time for replies and maintenance.
3. Keep a smaller fallback session and a weekly review.

Example: Two twenty-minute drafting sessions plus one reply session may be more workable than daily posting.

Check your work: You complete useful outputs without depending on a perfect week.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-042 Spending their work time scrolling instead of completing a task.

Answer: Separate intentional audience research from aimless scrolling.

1. Write the task and finish line before opening the app.
2. Set a short work window and save research in a question bank.
3. Close the feed once the task is finished; schedule browsing separately.

Example: Collect five relevant questions, then draft one answer outside the feed.

Check your work: The session ends with a saved output or usable research note.

Practice / references: [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#); [Facebook Post Toolkit](#), PDF p. 3: [Your Writing Brief](#)

TAS-043 Starting many tasks and finishing none.

Answer: Limit active work so attention reaches a finish line.

1. Choose one task and define its smallest useful completed version.
2. Park new ideas in a later list.
3. Finish or explicitly pause the current item with a restart note before switching.

Example: Complete a bio rewrite before beginning a cover redesign.

Check your work: Your task list contains completed outputs and intentional pauses.

Practice / references: [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#); [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-044 Waiting for motivation before taking action.

Answer: Make starting depend on a cue and a small action instead of a feeling.

1. Attach the session to an existing routine.
2. Prepare the file and first step beforehand.
3. Work for a manageable interval and save the result even if it is unfinished.

Example: After breakfast, open the draft and rewrite its first sentence.

Check your work: You began at the cue and left a usable next step.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-045 Rewriting a post endlessly instead of publishing it.

Answer: Use an editing finish line that checks usefulness and accuracy.

1. Confirm the reader, lesson, example, facts, and fitting ending.
2. Read aloud once and remove repetition.
3. Publish when those checks pass; record future improvements separately.

Example: A correct, clear bio example does not need a twentieth headline revision.

Check your work: The post passes the check and readers can try its action.

Practice / references: [Facebook Post Toolkit](#), PDF p. 25: [Before You Share](#)

TAS-046 Having no minimum routine for busy days.

Answer: A minimum routine preserves continuity on busy days.

1. Choose one small useful action: answer a question, check a link, or save a draft.
2. Keep its inputs ready in one folder.
3. Return to the fuller routine when capacity returns.

Example: On a crowded day, answer one waiting comment and write tomorrow's restart note.

Check your work: The minimum task is finished without creating extra backlog.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-047 Missing planned follow ups because nothing is recorded.

Answer: Follow-up belongs in a dated record, not memory.

1. Record the actual task discussed, agreed date, and permission to continue.
2. Review due follow-ups during a short scheduled session.
3. Mark completed, waiting, or closed and respect opt-outs.

Example: Tuesday: ask whether Sam finished the audience sentence, as agreed.

Check your work: You can find the context and next action before writing.

Practice / references: [Profile Blueprint](#), PDF p. 69: [Conversation Map](#)

TAS-048 Letting notifications interrupt every work session.

Answer: Protect work sessions with deliberate notification boundaries.

1. Silence nonessential alerts for a short session.
2. Keep exceptions for urgent personal needs.
3. Batch routine replies later and tell people your response window where appropriate.

Example: Twenty minutes of drafting followed by a separate message check.

Check your work: You completed the session with fewer avoidable interruptions.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-049 Spending hours on appearance while important work remains undone.

Answer: Fix comprehension and function before polishing appearance.

1. List the biggest practical barriers.
2. Rank them by likely impact and effort.
3. Finish the clear bio, working link, or useful answer before optional decoration.

Example: A tested download link matters more than another shadow effect on its image.

Check your work: The next change solves a visible visitor or customer problem.

Practice / references: [Profile Blueprint](#), PDF p. 96: [Priority Matrix](#); [Profile Blueprint](#), PDF p. 36: [Review Your Website and Links](#)

TAS-050 Failing to review what they accomplished at the end of the week.

Answer: A weekly review turns activity into a decision.

1. List finished outputs, useful responses, costs, and unresolved issues.
2. Compare the work with the week's intended result.
3. Choose one change and the next priority, with a date.

Example: Three posts were published; two readers asked about setup, so next week teaches setup.

Check your work: You leave with one evidence-based next action.

Practice / references: [Profile Blueprint](#), PDF p. 101: [Weekly Review Sheet](#); [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

06 / Foundation Shift

Life circumstances and work setup

Adapt the workflow to your life and device

Describe the constraints you actually face. Choose writing, audio, video, or a screen task that fits. Prepare offline material when useful. Practice saving and finding the output on your real device. Keep tasks short enough to pause. After interruptions, resume from the last useful checkpoint and revise your workload.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Device:

connection:

workspace:

energy window:

access needs:

backup session:

paused task:

Playbook check: You can complete and retrieve useful work in your actual circumstances.

The ten answers follow: TAS-051 through TAS-060.

TAS-051 Fitting marketing around a full time job.

Answer: Use a workload that survives employment obligations and employer policies.

1. Identify reliable off-work sessions and protect essential rest.
2. Prepare small tasks you can finish within those sessions.
3. Keep business files and activity separate from employer resources where required.

Example: Draft on two evenings and handle replies during one personal break allowed by your employer.

Check your work: The plan fits your job, obligations, and energy.

Practice / references: [Trust Before Traffic](#), [PDF p. 5: Foundation Action Sheet](#)

TAS-052 Handling interruptions from caregiving and family responsibilities.

Answer: Plan for interruption and make resuming easy.

1. Choose short tasks that can be paused safely.
2. Keep a written restart note and a flexible backup session.
3. Agree on realistic family boundaries without relying on uninterrupted hours.

Example: Save: example complete; next action is test the link.

Check your work: You can restart quickly after an interruption.

Practice / references: [Trust Before Traffic](#), [PDF p. 5: Foundation Action Sheet](#)

TAS-053 Having no quiet place to write or record.

Answer: Choose a format that suits the space you actually have.

1. Use written posts or screen recordings when live audio is impractical.
2. For audio, select a quieter time, reduce nearby noise, and record a short test.
3. Use a simple neutral background and headphones where helpful.

Example: Record a two-minute demonstration during a quiet window instead of a long live session.

Check your work: A listener can understand the test recording without strain.

Practice / references: [W3C WAI Easy Checks](#)

TAS-054 Working with unreliable internet or limited mobile data.

Answer: Prepare work offline and use connectivity for essential transfers.

1. Download permitted reference material and keep local drafts.
2. Compress media and choose lighter formats.
3. Upload during a reliable connection and confirm completion rather than assuming it synced.

Example: Write the lesson offline, then publish the text and one small image when connected.

Check your work: Your important work is saved and the published copy opens correctly.

Practice / references: [Trust Before Traffic](#), [PDF p. 5: Foundation Action Sheet](#)

TAS-055 Having only a phone for tasks taught on a computer.

Answer: Use a mobile workflow with small outputs and ask for device-specific help.

1. Check whether the required task works in the mobile app or browser.
2. Use a document app, organized folder, and tested share/export process.
3. If a task truly requires desktop access, batch it for available access rather than improvising risky settings.

Example: Write an answer on your phone and confirm its exported PDF opens before sharing.

Check your work: You can draft, save, find, and share one usable output on your device.

Practice / references: [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#)

TAS-056 Struggling with typing, file handling, or basic computer navigation.

Answer: Practice one basic operation at a time on a disposable example.

1. Create a practice file; learn open, edit, save, rename, and find.
2. Repeat the sequence using a short written checklist.
3. Keep the real file backed up until you can perform the task reliably.

Example: Save Practice_Bio_v1, close it, then find and reopen it.

Check your work: You can repeat the basic file operation without losing the source.

Practice / references: [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#)

TAS-057 Needing a work routine that accommodates fatigue or disability.

Answer: Let capacity determine the session and format; consistency can be flexible.

1. Choose work windows that match your energy and access needs.
2. Use dictation, larger text, keyboard aids, or other accommodations available to you.
3. Reduce output volume and save restart notes; review what is sustainable.

Example: A ten-minute audio draft may be more workable than a long typing session.

Check your work: The routine produces useful work without requiring an inaccessible process.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#); [W3C WAI Easy Checks](#)

TAS-058 Finding unfamiliar tools harder because training assumes prior experience.

Answer: A useful tutorial begins with prerequisites and one observable task.

1. Name the device, required account, and starting screen.
2. Learn the first unfamiliar action before stacking more tools.
3. Keep a beginner checklist and ask for missing setup steps.

Example: Before connecting a domain, identify where DNS is managed and what the provider supplied.

Check your work: You can explain the setup and reproduce the first task.

Practice / references: [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#)

TAS-059 Facing household skepticism about the time or money invested.

Answer: Make the experiment visible with a realistic time and spending boundary.

1. Explain the actual work, uncertainty, and costs in plain language.
2. Agree on a modest schedule and spending limit that protects shared obligations.
3. Review completed work and expenses at an agreed date.

Example: Show a tested resource and a \$20 expense cap rather than projected riches.

Check your work: The household can see the plan, costs, and review point.

Practice / references: [Trust Before Traffic, PDF p. 5: Foundation Action Sheet](#); [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-060 Losing a routine when illness, travel, or emergencies interrupt it.

Answer: Resume from a saved checkpoint instead of trying to repay every missed task.

1. Keep current files, due commitments, and restart notes together.
2. On return, check urgent customer matters and broken processes first.
3. Choose one small session; revise dates and workload to current capacity.

Example: After illness, answer an access issue before rebuilding the posting calendar.

Check your work: You have a realistic current plan and no hidden urgent handoffs.

Practice / references: [Trust Before Traffic, PDF p. 16: Seven Work Sessions](#)

07 / Foundation Shift

Budgets and recurring costs

Control costs before seeking income

List every course, service, and upcoming bill. Check renewal and required-upgrade terms. Keep only tools with a current necessary job. Set an experiment allowance that protects essential obligations. Review the zero-income case before increasing costs. Save cancellation confirmations and reconcile actual payments.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Item:

job performed:

initial cost:

recurring cost:

due date:

cancellation method:

affordable test cap:

Playbook check: You know the commitment and can afford the planned experiment even if it produces no income.

The ten answers follow: TAS-061 through TAS-070.

TAS-061 Not knowing what the business costs each month.

Answer: Create a complete recurring-cost ledger before judging affordability.

1. List tool, amount, billing interval, renewal date, and payment method.
2. Convert annual costs into a monthly planning amount while keeping actual due dates.
3. Review the total against received income and available funds.

Example: A \$120 annual plan is \$10 monthly for planning, but \$120 is due at renewal.

Check your work: You know both average monthly cost and upcoming cash payments.

Practice / references: [US IRS: Recordkeeping](#)

TAS-062 Paying for tools they barely use.

Answer: Keep a tool because it performs needed work, not because you once bought it.

1. Review recent use and identify the task each subscription supports.
2. Check export, cancellation, and any dependency before removing it.
3. Downgrade or cancel unused tools and verify billing stops.

Example: Export your drafts before ending a scheduler you no longer use.

Check your work: Every retained subscription has a current job and cancellation records are saved.

Practice / references: [Trust Before Traffic, PDF p. 4: Foundation Shift: a finished skill](#)

TAS-063 Forgetting trial periods and automatic renewals.

Answer: Track trials as future bills from the moment you start them.

1. Record price, renewal date, cancellation method, and reminder date.
2. Set a reminder early enough to act.
3. Cancel through the official process and save confirmation if it is not needed.

Example: A fourteen-day trial gets a decision reminder several days before billing.

Check your work: You can show the renewal decision and confirmation.

Practice / references: [Trust Before Traffic, PDF p. 5: Foundation Action Sheet](#)

TAS-064 Buying software before knowing what problem it solves.

Answer: Define the job before choosing software.

1. Write the problem, must-have capability, and expected use.
2. Try your current or free tool on that task.
3. Purchase only if the missing capability justifies its total cost and learning time.

Example: A simple spreadsheet may handle follow-up records before a full CRM is needed.

Check your work: You can demonstrate the gap the purchase solves.

Practice / references: [Trust Before Traffic, PDF p. 4: Foundation Shift: a finished skill](#)

TAS-065 Spending money needed for household essentials.

Answer: Set an amount you can afford to lose without affecting essentials.

1. Calculate essential obligations first.
2. Create a separate modest business spending allowance.
3. Pause purchases when that allowance is exhausted, regardless of sales pressure.

Example: An uncertain commission does not fund this month's groceries or rent.

Check your work: Your experiment's loss would fit the stated allowance.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-066 Borrowing money based on hoped for commissions.

Answer: Treat hoped-for commissions as uncertain; borrowing adds a fixed obligation.

1. Separate approved received funds from forecasts.
2. Model a zero-commission scenario including repayments and fees.
3. Prefer a smaller experiment funded within available resources; seek qualified financial advice before debt decisions.

Example: Test the idea with existing tools instead of financing a large course bundle.

Check your work: You understand the repayment obligation even if the business earns nothing.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-067 Underestimating the combined cost of courses, hosting, email, and ads.

Answer: Price the entire working system, including renewals and setup time.

1. List training, hosting, domain, email, storage, transaction fees, and traffic costs.
2. Check billing currency, taxes, annual charges, and required upgrades.
3. Reduce the system to what the first validated task requires.

Example: A cheap course may still require several paid tools to follow its workflow.

Check your work: The budget includes the full recurring and upfront commitment.

Practice / references: [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#)

TAS-068 Having no limit for testing an unproven idea.

Answer: Decide the maximum time and money for a test before starting.

1. Name the question the experiment will answer.
2. Set a spending cap, end date, and stop conditions.
3. Review the result before authorizing another round.

Example: Test one landing page for two weeks within a fixed affordable amount.

Check your work: You stayed within the cap and learned enough to choose the next action.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-069 Not knowing whether a free tool is sufficient.

Answer: Free is sufficient when it reliably performs the required task within its limits.

1. Test the real output and check storage, contact, export, and commercial-use limits.
2. Confirm you can retain or export your work.
3. Upgrade only for a specific constraint you have reached.

Example: A free document tool works if your guide exports correctly and can be maintained.

Check your work: Your finished task works and you know the relevant limit.

Practice / references: [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#)

TAS-070 Finding it difficult to cancel purchases because they already invested in them.

Answer: Past spending is already spent; decide based on future usefulness and cost.

1. List what the tool or course would cost from today onward.
2. Check whether you will actually use it for a named task.
3. Keep useful exports, stop unnecessary renewal, and record the lesson for future purchases.

Example: Canceling an unused subscription prevents future cost even if last year's fee is gone.

Check your work: The decision is based on upcoming value and expense, not shame over the past.

Practice / references: [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#)

08 / Identity Shift

Choosing an audience and niche

Describe a useful audience

Start with a group you understand or can research respectfully. Collect real questions about recent behavior. Define the shared stage and task, not only demographics. Test ten useful lesson ideas and a one-sentence introduction. Broaden or narrow one constraint based on relevance and reachability.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Person:

stage:

recurring task:

frustrating symptom:

desired next result:

where they ask questions:

Playbook check: Suitable readers recognize their situation in your description.

The ten answers follow: TAS-071 through TAS-080.

TAS-071 Trying to help everyone.

Answer: Choose a person at a recognizable stage with a problem you can help address.

1. Describe one audience using situation, stage, and task.
2. Collect their actual questions and choose one repeatable area of help.
3. Rewrite your introduction and content ideas around that person.

Example: First-time affiliates struggling to explain what they recommend is more useful than everyone who wants money.

Check your work: A suitable reader recognizes themselves in your introduction.

Practice / references: [Profile Blueprint, PDF p. 9: Define the Person](#); [Profile Blueprint, PDF p. 10: Name the Recognizable Problem](#)

TAS-072 Choosing a niche only because somebody says it is profitable.

Answer: A promising niche needs reachable people, real needs, and a role you can credibly fill.

1. Check demand through conversations and existing problem discussions.
2. Assess your interest, knowledge, access, and ability to help.
3. Test useful content before committing to a costly offer or brand overhaul.

Example: Interest in software commissions is insufficient if you cannot explain the audience's workflow.

Check your work: You have evidence of a problem and a realistic way to serve it.

Practice / references: [Profile Blueprint, PDF p. 9: Define the Person](#); [Profile Blueprint, PDF p. 10: Name the Recognizable Problem](#)

TAS-073 Picking an audience they do not understand or enjoy serving.

Answer: Research the audience before choosing to serve it regularly.

1. Talk with several suitable people about recent experiences.
2. Try answering a small set of their questions.
3. Notice whether you understand the work and want to keep improving that help.

Example: Practice helping new freelancers describe their service before committing to that audience.

Check your work: You can identify recurring needs and honestly assess your fit.

Practice / references: [Profile Blueprint, PDF p. 9: Define the Person](#); [Trust Before Traffic, PDF p. 4: Foundation Shift: a finished skill](#)

TAS-074 Defining the audience only by age or income.

Answer: Demographics add context, but a shared task and stage make marketing more relevant.

1. Describe what the person is doing, where they get stuck, and what they need next.
2. Add age or income only when it changes the explanation or product fit.
3. Check the description against real conversations.

Example: New retirees learning to publish their first useful post describes a task, not only an age group.

Check your work: Your audience description predicts a specific kind of useful help.

Practice / references: [Profile Blueprint, PDF p. 9: Define the Person](#)

TAS-075 Choosing a niche so broad that the message becomes vague.

Answer: Narrow a broad topic to a practical recurring problem.

1. List subgroups and tasks within the broad audience.
2. Choose one intersection you understand and can reach.
3. Write ten useful questions for that intersection and test the message.

Example: Digital marketing becomes beginner affiliates improving profile clarity and recommendations.

Check your work: You can generate specific lessons without making generic promises.

Practice / references: [Profile Blueprint, PDF p. 9: Define the Person](#); [Profile Blueprint, PDF p. 10: Name the Recognizable Problem](#); [Profile Blueprint, PDF p. 14: Build Your Content Pillars](#)

TAS-076 Choosing a niche so narrow that they struggle to find relevant people.

Answer: Broaden one constraint while keeping the core problem recognizable.

1. Check whether the audience is hard to find or merely poorly described.
2. Remove an unnecessary age, tool, or industry restriction.
3. Test the revised audience in relevant communities and conversations.

Example: A bio-writing lesson may help beginner freelancers beyond one tiny local profession.

Check your work: You find relevant people without losing the task you help with.

Practice / references: [Profile Blueprint, PDF p. 9: Define the Person](#)

TAS-077 Not knowing which audience problem they can credibly address.

Answer: Start with a problem you can demonstrate solving at a useful scale.

1. List your practiced skills and verifiable experience.
2. Match them to actual audience questions.
3. Teach a small step, label the scope, and refer specialist issues appropriately.

Example: Show how to test a signup link rather than claiming to guarantee conversions.

Check your work: You can perform the task and explain its limits.

Practice / references: [Facebook Post Toolkit, PDF p. 7: Foundation Shift](#); [Profile Blueprint, PDF p. 94: Authority Without Pretending](#)

TAS-078 Changing niches every time another opportunity looks attractive.

Answer: Evaluate a new niche against the current experiment before switching.

1. Record what was attempted, what was learned, and what remains untested.
2. Compare the new niche's demand, access, skill requirements, and costs.
3. Switch only with a documented reason and preserve transferable work.

Example: One quiet post is weak evidence for abandoning an audience.

Check your work: You can explain the change using evidence rather than novelty.

Practice / references: [Trust Before Traffic](#), PDF p. 17: Evidence Log; [Profile Blueprint](#), PDF p. 101: Weekly Review Sheet

TAS-079 Confusing other marketers with the actual customers for the product.

Answer: Identify the product's end user separately from people seeking affiliate commissions.

1. Ask who uses the product, for which job, and who pays.
2. Study end-user questions rather than only affiliate promotion groups.
3. Write content that helps the buyer evaluate use and fit.

Example: A bookkeeping tool's customer may be a shop owner, not another affiliate.

Check your work: Your examples and questions describe the actual user's task.

Practice / references: [Profile Blueprint](#), PDF p. 9: Define the Person; [Profile Blueprint](#), PDF p. 18: Offer Alignment Map

TAS-080 Having no clear reason for their audience to care about their work.

Answer: Explain the concrete improvement your work helps the reader make.

1. State the person's current difficulty and the next useful result.
2. Show one example of your method.
3. Connect your profile and content to that result without guaranteed outcomes.

Example: I help beginners understand why a profile visitor cannot find their next step.

Check your work: A reader can say why following you might be useful today.

Practice / references: [Profile Blueprint](#), PDF p. 10: Name the Recognizable Problem; [Profile Blueprint](#), PDF p. 11: Choose the Desired Result

09 / Identity Shift

Understanding real customer problems

Build a customer-language bank

Ask about the last occurrence of the problem before mentioning your offer. Avoid questions that lead to your preferred answer. Record anonymized phrasing and actual behavior. Separate compliments from evidence of use or demand. Identify repeated constraints and write an explanation at the audience's real skill level.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Question or phrase:

recent event:

attempted solution:

consequence:

constraint:

desired result:

Playbook check: Your answers reflect observed needs and everyday language.

The ten answers follow: TAS-081 through TAS-090.

TAS-081 Guessing what people need without asking them.

Answer: Ask about recent behavior before proposing your solution.

1. Use open questions about the last time the problem happened.
2. Ask what they tried, what stopped them, and what the consequence was.
3. Save anonymized patterns and test a small useful response.

Example: Tell me about the last post you struggled to finish.

Check your work: Your problem statement reflects experiences people actually described.

Practice / references: [Profile Blueprint](#), PDF p. 15: [Audience Language Bank](#)

TAS-082 Asking questions that steer people toward a preferred answer.

Answer: Neutral questions reveal needs more reliably than leading questions.

1. Ask about the task before naming your product.
2. Avoid wording that presumes the desired answer.
3. Invite correction and examples of what already works.

Example: What have you tried to improve your bio? is more neutral than wouldn't my course help?

Check your work: People can disagree or describe another need without being steered.

Practice / references: [Profile Blueprint](#), PDF p. 15: [Audience Language Bank](#); [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-083 Treating a few friendly compliments as evidence of demand.

Answer: Compliments show goodwill; demand needs stronger behavior and context.

1. Ask what problem the person would use the resource for.
2. Offer a small relevant test and observe use, questions, or purchase interest.
3. Separate friendly praise from repeated need and actual action.

Example: Nice idea differs from someone using the worksheet to finish a draft.

Check your work: You record what people did, not just what they complimented.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-084 Using industry jargon instead of the customer's own words.

Answer: Use the reader's plain words to name the problem, then explain necessary terms.

1. Save common phrases with identifying details removed.
2. Rewrite your headline or answer using those phrases.
3. Ask a beginner to explain the meaning back to you.

Example: I don't know what to write in my bio is clearer than identity optimization friction.

Check your work: A beginner understands the problem and the next action.

Practice / references: [Profile Blueprint](#), PDF p. 15: [Audience Language Bank](#); [Facebook Post Toolkit](#), PDF p. 14: [Make the Wording Sound Like You](#)

TAS-085 Not distinguishing an occasional annoyance from an urgent problem.

Answer: Urgency comes from consequences and timing, not your desire to sell.

1. Ask when the issue last happened, how often, and what it prevents.
2. Learn whether the person wants to act now or later.
3. Offer a proportionate next step without inflating the problem.

Example: A broken checkout today differs from wanting a prettier cover someday.

Check your work: You can explain the real consequence and appropriate timing.

Practice / references: [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#); [Profile Blueprint, PDF p. 96: Priority Matrix](#)

TAS-086 Missing the practical constraints behind a person's objection.

Answer: An objection may describe a practical obstacle rather than a belief to overcome.

1. Ask what makes the next step difficult.
2. Clarify cost, time, device, language, or prerequisite constraints.
3. Adjust the recommendation or suggest an alternative that respects them.

Example: No computer may make a desktop-only course unsuitable today.

Check your work: Your response addresses the actual constraint.

Practice / references: [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#)

TAS-087 Assuming everyone has the same budget or available time.

Answer: Check resources rather than assuming everyone can follow your routine.

1. Ask about available time, budget, device, and experience.
2. Describe the resource's requirements honestly.
3. Offer a smaller or free action when the full option does not fit.

Example: A working parent may need one short practice task rather than daily live sessions.

Check your work: The suggested step fits the person's stated resources.

Practice / references: [Trust Before Traffic, PDF p. 5: Foundation Action Sheet](#); [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#)

TAS-088 Ignoring complaints because they conflict with their offer.

Answer: Treat complaints as evidence to investigate, including when they challenge your offer.

1. Ask for the specific task, expectation, and failure.
2. Check whether the problem is isolated, recurring, or a product mismatch.
3. Adjust future claims or recommendations when the evidence warrants it.

Example: Repeated access complaints require reviewing the handoff and seller support.

Check your work: Your offer notes reflect verified recurring problems.

Practice / references: [Trust Before Traffic, PDF p. 17: Evidence Log](#); [Profile Blueprint, PDF p. 18: Offer Alignment Map](#)

TAS-089 Failing to save useful questions from comments and conversations.

Answer: Keep a question bank so real needs become teachable material.

1. Capture the question, context, and date in one place.
2. Remove names and private details unless permission is needed and obtained.
3. Tag by topic and turn repeated questions into answers or demonstrations.

Example: Tag how do I find the correct affiliate link under tracking.

Check your work: You can retrieve a relevant audience question when drafting.

Practice / references: [Profile Blueprint, PDF p. 15: Audience Language Bank](#); [Facebook Post Toolkit, PDF p. 3: Your Writing Brief](#)

TAS-090 Not noticing that beginners need different explanations from experienced buyers.

Answer: Beginner instruction must include the starting point and first unfamiliar term.

1. State prerequisites, device or account assumptions, and the intended result.
2. Break the task into visible steps with a simple example.
3. Ask a beginner to try it and note where they hesitate.

Example: Explain where a download is saved before teaching how to edit the PDF.

Check your work: A beginner can begin and finish without guessing a missing setup step.

Practice / references: [Facebook Post Toolkit, PDF p. 3: Your Writing Brief](#); [Facebook Post Toolkit, PDF p. 25: Before You Share](#)

10 / Identity Shift

Personal identity and positioning

Define the work people should recognize you for

Write a role that still makes sense without a product name. Connect actual skills and experiences to audience needs. Choose a defensible principle and demonstrate how it changes a decision. Use supporting interests intentionally. Keep private details outside the lesson unless they are necessary and appropriately authorized.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Audience:

helpful task:

core belief:

reason:

genuine experience:

three supporting topics:

private boundaries:

Playbook check: Your identity describes a recognizable person, useful work, and an explainable point of view.

The ten answers follow: TAS-091 through TAS-100.

TAS-091 Not knowing what they want to become known for.

Answer: Choose the useful work and point of view people should associate with you.

1. List your practiced skills, recurring audience questions, and beliefs you can explain.
2. Choose one central focus with a small set of supporting topics.
3. Repeat it through varied demonstrations rather than slogans.

Example: Become known for making beginner marketing instructions understandable.

Check your work: A reader can describe what you help with in ordinary words.

Practice / references: [Profile Blueprint, PDF p. 13: Develop Your Core Message](#); [Profile Blueprint, PDF p. 14: Build Your Content Pillars](#); [Trust Before Traffic, PDF p. 6: Identity Shift: an explained point of view](#)

TAS-092 Describing themselves only through the program they promote.

Answer: Your identity should explain your work independently of a program name.

1. Write whom you help and the task you support.
2. Describe the approach or belief guiding your recommendations.
3. Place programs underneath that role as tools, not your entire introduction.

Example: I help beginners build clearer profiles remains meaningful if your recommended software changes.

Check your work: Your introduction still works without naming an offer.

Practice / references: [Profile Blueprint, PDF p. 22: Write Your Identity Statement](#)

TAS-093 Copying a mentor's identity rather than developing their own.

Answer: Learn from a mentor's reasoning while developing your own language and evidence.

1. Identify the principle you agree with.
2. Apply it to your own work and save an example.
3. Explain it in words you naturally use; credit the original idea when appropriate.

Example: Adapt a clarity lesson using your own bio example rather than borrowing a mentor's life story.

Check your work: The explanation sounds like you and contains your own supportable material.

Practice / references: [Trust Before Traffic, PDF p. 6: Identity Shift: an explained point of view](#); [Facebook Post Toolkit, PDF p. 14: Make the Wording Sound Like You](#)

TAS-094 Having several interests with no clear thread connecting them.

Answer: Connect interests through an audience need or a consistent perspective.

1. List interests and the lessons each helps you teach.
2. Choose the shared audience or principle that connects useful ones.
3. Keep unrelated interests as occasional personal content or a separate project.

Example: Teaching, writing, and marketing connect through helping beginners understand instructions.

Check your work: Your main topics reinforce a recognizable focus.

Practice / references: [Profile Blueprint, PDF p. 14: Build Your Content Pillars](#); [Profile Blueprint, PDF p. 26: Use Personality Intentionally](#)

TAS-095 Struggling to explain relevant experience from a previous career.

Answer: Translate previous experience into relevant skills without inflating the claim.

1. Name real responsibilities, tasks, and lessons from your earlier work.
2. Show how one skill helps with the current audience's problem.
3. Use an accurate example and identify what is still new to you.

Example: Customer-service experience can support listening skills without proving affiliate income expertise.

Check your work: The connection is useful and the experience claim is accurate.

Practice / references: [Profile Blueprint, PDF p. 22: Write Your Identity Statement](#); [Profile Blueprint, PDF p. 67: Use Proof Without Performing](#)

TAS-096 Believing their ordinary life contains nothing useful to share.

Answer: Ordinary work creates useful observations when you explain the decision and lesson.

1. Save a real task, question, error, or improvement.
2. Describe the specific choice and why you made it.
3. Give the reader an action they can adapt.

Example: A confusing household instruction can illustrate why a tutorial needs a clear first step.

Check your work: The story teaches something concrete without invented drama.

Practice / references: [Facebook Post Toolkit, PDF p. 10: Teach from a Practice Note](#)

TAS-097 Oversharing personal details without a clear purpose or boundary.

Answer: Choose boundaries before turning personal experiences into public material.

1. List what you are comfortable sharing and what remains private.
2. Ask whether each detail helps the lesson.
3. Remove sensitive identifiers and seek permission for other people's stories.

Example: Share what caregiving taught you about flexible routines without exposing a relative's medical details.

Check your work: The lesson works without unnecessary private information.

Practice / references: [Profile Blueprint, PDF p. 26: Use Personality Intentionally](#); [Profile Blueprint, PDF p. 93: Personal vs. Private](#)

TAS-098 Changing their public identity whenever they change offers.

Answer: Keep your audience, helpful role, and principles stable when offers change.

1. Review the new offer against your existing audience needs.
2. Update resource links and explain any meaningful change.
3. Retain the core message unless your work itself has changed.

Example: Replace a discontinued tool while continuing to teach clear beginner workflows.

Check your work: Visitors still recognize your purpose after the change.

Practice / references: [Profile Blueprint, PDF p. 13: Develop Your Core Message](#); [Profile Blueprint, PDF p. 18: Offer Alignment Map](#)

TAS-099 Having no clear point of view on their topic.

Answer: A point of view is a belief you can explain through a practical decision.

1. Write I believe this because that.
2. Give a real or clearly hypothetical example.
3. Show what the belief changes in your work and invite relevant discussion.

Example: Explain why a useful example should come before a sales link.

Check your work: Your position has reasoning and an observable application.

Practice / references: [Trust Before Traffic, PDF p. 6: Identity Shift: an explained point of view](#); [Facebook Post Toolkit, PDF p. 12: Give Your Opinion a Reason](#)

TAS-100 Being unable to explain how their approach differs in a meaningful way.

Answer: Differentiate through specific useful choices, not unsupported superiority claims.

1. Compare audience, teaching method, scope, service, and evidence.
2. Identify a difference you actually deliver.
3. Demonstrate it publicly and explain who benefits.

Example: Your answer includes setup, an example, and a progress check for complete beginners.

Check your work: A reader can inspect the difference rather than merely hear a claim.

Practice / references: [Facebook Post Toolkit, PDF p. 9: Show the Move, Then Explain It](#); [Facebook Post Toolkit, PDF p. 13: Make a Principle Visible](#)

11 / Identity Shift

Message clarity and personal voice

Create a plain-language message

Draft using words you would say in conversation. Name the person and task. Read aloud and simplify inflated language. Keep one teaching job per post. Use humor to clarify rather than shame. Connect stories and opinions to a practical point and ask an unfamiliar reader to paraphrase the meaning.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

One-sentence introduction:

three voice traits:

phrases you use:

jargon to remove:

reader takeaway:

Playbook check: The reader understands your focus and the writing sounds like you.

The ten answers follow: TAS-101 through TAS-110.

TAS-101 Being unable to explain what they do in one understandable sentence.

Answer: Use a sentence naming the person and the task you genuinely help with.

1. Draft I help this person do this useful task.
2. Remove titles, vague outcomes, and extra offers.
3. Ask someone unfamiliar with your business to paraphrase it.

Example: I help beginner affiliates turn a confusing recommendation into a clear, honest explanation.

Check your work: Their paraphrase matches your intended work.

Practice / references: [Profile Blueprint](#), PDF p. 24: [Write a Clear Bio](#)

TAS-102 Using broad promises such as freedom without explaining a practical benefit.

Answer: Translate a broad aspiration into a practical improvement the reader can picture.

1. Ask what freedom or success would change in the immediate task.
2. Name a specific outcome within your scope.
3. Support it with an example rather than an income guarantee.

Example: Write a useful post in a short session is more concrete than unlock unlimited freedom.

Check your work: The reader knows what they would actually learn or do.

Practice / references: [Profile Blueprint](#), PDF p. 11: [Choose the Desired Result](#); [Facebook Post Toolkit](#), PDF p. 17: [Repair One Confusing Sentence](#)

TAS-103 Sounding like every other marketer in the feed.

Answer: Add your reasoning, observations, and examples instead of relying on familiar slogans.

1. Find the broadest sentence in the draft.
2. Replace it with a specific choice or observation you can support.
3. Explain the lesson in your natural language.

Example: Show why you removed three competing links rather than saying clarity is king.

Check your work: The post contains a detail a reader can discuss or use.

Practice / references: [Facebook Post Toolkit](#), PDF p. 14: [Make the Wording Sound Like You](#); [Facebook Post Toolkit](#), PDF p. 12: [Give Your Opinion a Reason](#)

TAS-104 Writing in a voice they would never use in conversation.

Answer: Write as you would explain the task to a person, then edit for clarity.

1. Record or say a short explanation naturally.
2. Use its useful phrases to rewrite the draft.
3. Read aloud and remove wording you would never use.

Example: Make the next step easy to find replaces a stiff paragraph about optimized pathways.

Check your work: The draft sounds recognizable and remains understandable.

Practice / references: [Facebook Post Toolkit](#), PDF p. 14: [Make the Wording Sound Like You](#)

TAS-105 Trying to sound professional by using unnecessary big words.

Answer: Use the simplest word that preserves the meaning.

1. Underline technical or inflated wording.
2. Replace unnecessary complexity with everyday language.
3. Define essential technical terms once and demonstrate them.

Example: Use helps instead of facilitates when they mean the same thing here.

Check your work: A beginner can explain the sentence without a glossary.

Practice / references: [Facebook Post Toolkit](#), PDF p. 14: [Make the Wording Sound Like You](#)

TAS-106 Mixing several unrelated messages in the same post.

Answer: Give one post one useful job.

1. Name the reader's question and intended takeaway.
2. Remove points that require a different explanation.
3. Save them as separate follow-up drafts.

Example: A post about bio clarity does not also need lessons on ads, taxes, and email automation.

Check your work: The opening, example, and ending serve the same lesson.

Practice / references: [Facebook Post Toolkit](#), PDF p. 3: [Your Writing Brief](#); [Facebook Post Toolkit](#), PDF p. 4: [The Working Structure](#)

TAS-107 Changing tone so often that people cannot recognize them.

Answer: Keep a stable voice while adjusting emphasis to the subject.

1. Choose three natural voice traits and a few sample phrases.
2. Specify boundaries: no cruelty, false certainty, or borrowed experience.
3. Review drafts against the guide, especially AI-assisted ones.

Example: Direct and lightly humorous can still become careful and plain in a security tutorial.

Check your work: Different posts sound like the same person in appropriate contexts.

Practice / references: [Profile Blueprint](#), PDF p. 23: [Define Your Brand Voice](#)

TAS-108 Using sarcasm that confuses or insults the intended reader.

Answer: Aim humor at an unhelpful habit, and keep the actual instruction explicit.

1. Read the joke from the beginner's perspective.
2. Remove insults, ambiguity, and stereotypes.
3. Follow the humor with a clear action; omit it when the subject needs care.

Example: Seventeen open tabs won't finish your bio can lead into a concrete writing task.

Check your work: The reader understands the point without feeling mocked.

Practice / references: [Profile Blueprint](#), PDF p. 23: [Define Your Brand Voice](#)

TAS-109 Being so polite that their actual opinion disappears.

Answer: State your view plainly and explain it fairly.

1. Write the actual position in one sentence.
2. Add its reason and an example.
3. Invite a different experience without diluting the useful point.

Example: I prefer one primary starting point because equal options make a new visitor guess.

Check your work: The reader can tell what you believe and why.

Practice / references: [Facebook Post Toolkit](#), PDF p. 12: [Give Your Opinion a Reason](#)

TAS-110 Failing to connect a story or opinion to a point the reader understands.

Answer: Make the reader's takeaway visible before or after the story.

1. Identify the decision or lesson the story illustrates.
2. Remove details that do not support it.
3. End with an action or question connected to the lesson.

Example: A lost-file story ends with a naming and backup check, not an unrelated offer.

Check your work: A reader can state the point and its practical application.

Practice / references: [Facebook Post Toolkit](#), PDF p. 4: [The Working Structure](#); [Facebook Post Toolkit](#), PDF p. 25: [Before You Share](#)

12 / Identity Shift

Trust credibility and proof

Keep a proof and claim ledger

Collect demonstrations, practice work, truthful feedback, and current primary references. Match claims to what each item proves. Separate opinions from facts and imagined examples from real events. Obtain specific publication permission where needed. Correct errors where readers encountered them and notify affected people when appropriate.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Claim:

evidence:

date:

method:

scope:

uncertainty:

permission:

correction needed:

Playbook check: Every important claim has a relevant basis and an honest limit.

The ten answers follow: TAS-111 through TAS-120.

TAS-111 Having no testimonials or sales history.

Answer: Build proof from useful work before you have customer testimonials.

1. Publish a demonstration, comparison, sample, or practice result.
2. Explain the starting point, method, and limits.
3. Label practice work and avoid invented customers or outcomes.

Example: Show your own revised profile introduction and explain each edit.

Check your work: There is inspectable evidence of the skill you claim.

Practice / references: [Profile Blueprint, PDF p. 67: Use Proof Without Performing](#); [Profile Blueprint, PDF p. 72: Proof Inventory](#)

TAS-112 Not knowing how to show competence without income screenshots.

Answer: Demonstrated competence can be clearer than an earnings image.

1. Choose a task relevant to your audience.
2. Show the before, action, and after.
3. Explain what changed and avoid claiming sales effects you did not measure.

Example: A working signup test proves the journey works, not that income increased.

Check your work: The evidence directly supports a specific capability.

Practice / references: [Profile Blueprint, PDF p. 42: Use Show-Don't-Tell Content](#); [Profile Blueprint, PDF p. 67: Use Proof Without Performing](#); [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-113 Making claims that their experience cannot support.

Answer: Match each claim to evidence you can show.

1. Highlight experience, performance, and outcome claims.
2. Keep those supported by actual work or reliable sources.
3. Narrow or remove unsupported claims and describe uncertainty honestly.

Example: I tested these steps is narrower than this guarantees affiliate success.

Check your work: Every material claim has relevant evidence or a clear qualification.

Practice / references: [Facebook Post Toolkit, PDF p. 25: Before You Share](#); [FTC Endorsement Guides: What People Are Asking](#)

TAS-114 Borrowing someone else's results as if they predict the reader's outcome.

Answer: Someone else's result does not establish what another person should expect.

1. Identify who achieved the result, when, and under what conditions.
2. Obtain permission and source the account accurately.
3. Avoid presenting it as a typical or predicted outcome; verify required context before promotional use.

Example: A seller's top performer is not a forecast for a new buyer.

Check your work: The reader can distinguish a documented example from an expectation.

Practice / references: [FTC Endorsement Guides: What People Are Asking](#); [Profile Blueprint, PDF p. 67: Use Proof Without Performing](#)

TAS-115 Sharing testimonials without explaining relevant context or limitations.

Answer: Use testimonials only when genuine, authorized, and presented without distorting their context.

1. Keep the customer's exact approved meaning and relevant situation.
2. Disclose material incentives and avoid cherry-picked implications.
3. If a result claim implies typical outcomes, verify appropriate evidence and disclosures before using it.

Example: Feedback about a clearer bio supports clarity, not an unmeasured income claim.

Check your work: The testimonial supports only what it actually demonstrates.

Practice / references: [FTC Endorsement Guides: What People Are Asking](#); [Profile Blueprint, PDF p. 67: Use Proof Without Performing](#)

TAS-116 Presenting opinions as established facts.

Answer: Separate observation, opinion, and sourced fact in your writing.

1. Label your view as a view.
2. Attach a current primary source to checkable rules or technical claims.
3. Describe what your own evidence does and does not show.

Example: I prefer short sessions is a preference; a merchant's refund window is a checkable term.

Check your work: Readers can tell the type and strength of each claim.

Practice / references: [Facebook Post Toolkit, PDF p. 12: Give Your Opinion a Reason](#); [Facebook Post Toolkit, PDF p. 25: Before You Share](#)

TAS-117 Failing to show examples of their work or learning.

Answer: Save artifacts as you work so you can demonstrate learning.

1. Keep drafts, screenshots, test notes, and completed exercises.
2. Choose an example that teaches a useful decision.
3. Remove private details and explain the actual change.

Example: Two versions of an introduction can show how naming the audience improved clarity.

Check your work: Your lesson contains a real inspectable example.

Practice / references: [Facebook Post Toolkit](#), PDF p. 10: [Teach from a Practice Note](#); [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-118 Recommending something without admitting what they have not tested.

Answer: State the basis of a recommendation, including what remains untested.

1. Separate personal testing, reviewed documentation, and reports from others.
2. Explain the specific fit and known limitations.
3. Avoid firsthand-review language when you lack access.

Example: Based on the current curriculum, it covers email setup; I have not completed the course.

Check your work: The reader knows how you evaluated the option.

Practice / references: [Facebook Post Toolkit](#), PDF p. 25: [Before You Share](#); [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#)

TAS-119 Breaking small promises about replies, resources, or deadlines.

Answer: Small promises need a system and a realistic response window.

1. Make only commitments you can fulfill.
2. Record requests, resources, deadlines, and completion.
3. If you miss a commitment, explain the delay and supply a realistic next step.

Example: Promise a reply by Friday only if you can check the queue by then.

Check your work: Open commitments are visible and completed or renegotiated promptly.

Practice / references: [Profile Blueprint](#), PDF p. 78: [Follow-Up Without Chasing](#); [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-120 Being unable to repair trust after sharing incorrect information.

Answer: Repair trust by correcting the information where people encountered it.

1. Verify the correct facts using the primary source.
2. Update the original and tell affected readers what changed.
3. Explain the practical impact and add a prevention check.

Example: Correct the wrong price in a review and tell readers to confirm current merchant terms.

Check your work: Readers can find the correction and act on accurate information.

Practice / references: [Facebook Post Toolkit, PDF p. 25: Before You Share](#); [Trust Before Traffic, PDF p. 17: Evidence Log](#)

13 / Foundation Shift

Scams pressure and ethical decisions

Check an opportunity before committing

Review the economic activity and actual product demand. Verify the operator through independent official routes. Read recurring and qualification costs. Challenge income promises and unexplained screenshots. Set a cooling-off period. If fraud is suspected, preserve records and contact payment providers and relevant official reporting channels promptly.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Operator:

product use:

customers:

compensation source:

full costs:

terms:

support:

independent evidence:

Playbook check: The decision relies on verified information rather than pressure or shame.

The ten answers follow: TAS-121 through TAS-130.

TAS-121 Believing guaranteed income claims.

Answer: Treat guaranteed income language as a reason to investigate rather than a result to expect.

1. Ask for typical outcomes, expenses, conditions, and independent evidence.
2. Check the operator, contract, refund terms, and compensation structure.
3. Do not commit under pressure; choose a bounded alternative if evidence is missing.

Example: A promise of \$500 daily does not establish what beginners earn after costs.

Check your work: Your decision is based on verifiable terms and evidence.

Practice / references: [FTC: Multi-Level Marketing Businesses and Pyramid Schemes](#)

TAS-122 Mistaking an income screenshot for evidence of profit or reliability.

Answer: An income screenshot omits context unless receipts, costs, time, and verification are explained.

1. Ask whether the number is sales, gross commissions, profit, or pending credit.
2. Check the period, expenses, returns, and who achieved it.
3. Evaluate the product and opportunity independently of the image.

Example: \$10,000 sales may include substantial ad costs and refunds.

Check your work: You can identify what the image proves and what it leaves unknown.

Practice / references: [FTC: Multi-Level Marketing Businesses and Pyramid Schemes](#)

TAS-123 Joining because of urgency, social pressure, or fear of missing out.

Answer: Create a cooling-off rule for purchases that are presented under pressure.

1. Save the offer and terms without buying immediately.
2. Verify need, total cost, access requirements, and alternatives.
3. Decide after your review, even if the seller's deadline expires.

Example: A countdown is not a reason to skip reading recurring fees.

Check your work: You can explain the purchase without relying on urgency or group pressure.

Practice / references: [Trust Before Traffic, PDF p. 4: Foundation Shift: a finished skill](#); [FTC: Multi-Level Marketing Businesses and Pyramid Schemes](#)

TAS-124 Not noticing hidden upsells or ongoing qualification costs.

Answer: Evaluate the whole participation cost, including what is needed to qualify for benefits.

1. List upfront, recurring, optional, and required purchases.
2. Read qualification and compensation terms directly.
3. Ask for written clarification of ambiguous costs and model a no-income case.

Example: A low entry fee may be followed by required monthly purchases.

Check your work: Your cost sheet includes all conditions you would need to meet.

Practice / references: [FTC: Multi-Level Marketing Businesses and Pyramid Schemes](#)

TAS-125 Confusing customer demand with rewards for recruiting new participants.

Answer: Examine what generates compensation and whether genuine retail demand exists.

1. Read the compensation plan and product terms.
2. Ask how earnings depend on customer purchases versus recruiting and participant spending.
3. Seek reliable official guidance before joining a questionable structure.

Example: Selling a useful service to end users differs from paying primarily to access recruiting rewards.

Check your work: You understand the economic activity behind the compensation.

Practice / references: [FTC: Multi-Level Marketing Businesses and Pyramid Schemes](#)

TAS-126 Trusting a recommendation without considering the recommender's incentives.

Answer: A recommender's incentives are relevant, even when the recommendation may be sound.

1. Identify commissions, sponsorship, ownership, or other benefits.
2. Ask what was tested and who should not buy.
3. Compare the reasoning with independent primary information.

Example: A large referral payout calls for careful fit checks, not automatic rejection or acceptance.

Check your work: You can assess the recommendation beyond its incentive.

Practice / references: [FTC Endorsement Guides: What People Are Asking](#)

TAS-127 Following advice that encourages spam or dishonest claims.

Answer: Protect your credibility by refusing instructions that depend on deception or unwanted contact.

1. Identify the exact tactic and whose rules or consent it affects.
2. Check current platform and merchant terms.
3. Use truthful teaching and permission-based conversations instead; document serious concerns.

Example: Do not invent earnings or send a link to every person reacting to a post.

Check your work: The tactic is explainable, truthful, and consistent with applicable rules.

Practice / references: [Profile Blueprint](#), PDF p. 64: [Create a Permission-Based Message Strategy](#); [FTC Endorsement Guides: What People Are Asking](#)

TAS-128 Not knowing how to verify who operates an opportunity.

Answer: Verify the business through independently located records and official contact details.

1. Identify the legal or trading name, operator, and official domain.
2. Check registration where relevant, terms, support channels, and credible complaint patterns.
3. Avoid sending money or identity documents until inconsistencies are resolved.

Example: Locate the support address yourself rather than trusting a stranger's payment message.

Check your work: The operator and transaction terms can be independently identified.

Practice / references: [FTC: What To Do if You Were Scammed](#)

TAS-129 Not knowing where to report suspected fraud or preserve relevant records.

Answer: Preserve evidence and contact the appropriate official channel promptly.

1. Save receipts, dates, messages, URLs, and screenshots in a secure folder.
2. Contact the payment provider through its official route to ask about recovery options.
3. Report to the relevant consumer or law-enforcement body; US readers can use [ReportFraud.ftc.gov](#).

Example: Provide transaction details, not passwords or full payment credentials, in a report.

Check your work: You have an organized record and official case or contact references.

Practice / references: [FTC: What To Do if You Were Scammed](#)

TAS-130 Feeling too ashamed to discuss money lost to a questionable program.

Answer: Shame can delay useful action; use a factual loss-and-recovery record.

- 1.** Tell a trusted person what happened without self-blame.
- 2.** Preserve evidence and contact your payment provider promptly.
- 3.** Avoid recovery offers demanding new fees; review what verification would prevent a repeat.

Example: A second promise to retrieve lost money may create another loss.

Check your work: You took the practical recovery steps and documented the lesson.

Practice / references: [FTC: What To Do if You Were Scammed](#)

14 / Foundation Shift

Choosing and checking offers

Create an offer-fit comparison

Start with the person's need and what they already own. Verify current product and transaction information. Compare reasonable alternatives using the same criteria. Test a legitimate task or sample where possible. Record who should skip the offer. Monitor change notices and keep a relevant replacement path.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Task solved:

user:

prerequisites:

current price source:

renewals:

support:

alternatives:

country eligibility:

Playbook check: You can explain the recommendation without relying on its commission.

The ten answers follow: TAS-131 through TAS-140.

TAS-131 Choosing the highest commission rather than the best fit for the customer.

Answer: Rank options by customer fit before considering commission.

1. Clarify the person's task, existing tools, budget, time, and prerequisites.
2. Compare suitable options including using what they already own.
3. Recommend the best fit and disclose your financial interest.

Example: A free checklist may solve the immediate task better than a high-ticket course.

Check your work: You can explain the recommendation without mentioning its payout.

Practice / references: [Profile Blueprint, PDF p. 18: Offer Alignment Map](#); [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#)

TAS-132 Not knowing whether the product solves a real problem.

Answer: Verify the product against a concrete user task.

1. State the problem and required result.
2. Review current documentation and test the task when access permits.
3. Check whether users can realistically apply it and what remains unsupported.

Example: A headline lesson should help someone produce usable headlines, not merely promise confidence.

Check your work: You can connect the product to a demonstrated or documented capability.

Practice / references: [Trust Before Traffic, PDF p. 4: Foundation Shift: a finished skill](#)

TAS-133 Recommending a product that duplicates what the customer already owns.

Answer: Inventory the buyer's existing resources before suggesting another purchase.

1. Ask what they already own and have tried.
2. Locate the relevant feature or lesson there.
3. Recommend a new option only for a remaining gap worth its cost.

Example: An unused course may already contain the needed bio-writing lesson.

Check your work: The recommendation adds a capability the buyer actually lacks.

Practice / references: [Trust Before Traffic, PDF p. 4: Foundation Shift: a finished skill](#)

TAS-134 Ignoring the merchant's customer support quality.

Answer: Support quality is part of the product evaluation.

1. Check official support methods, hours, documentation, and promised scope.
2. Look for recurring access or billing problems with relevant context.
3. Test a legitimate presale question when appropriate and describe observed limits.

Example: A course with unclear login help may frustrate complete beginners.

Check your work: Your offer notes include a usable support route and known limits.

Practice / references: [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-135 Failing to check pricing, renewals, or cancellation terms.

Answer: Read current transaction terms before publishing a recommendation.

1. Confirm initial price, billing currency, renewal frequency, taxes or fees, and cancellation.
2. Save the dated source and distinguish optional upgrades from required costs.
3. Tell readers to verify final checkout terms before paying.

Example: A monthly subscription should not be described as a one-time purchase.

Check your work: The review and buyer explanation match the current terms you checked.

Practice / references: [Profile Blueprint](#), PDF p. 36: [Review Your Website and Links](#); [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#)

TAS-136 Overlooking cheaper or more suitable alternatives.

Answer: Include alternatives that meet the same task, including a smaller free option.

1. Define the comparison criteria from the buyer's needs.
2. Compare capability, cost, setup time, and support.
3. Explain tradeoffs and when the paid option adds enough value.

Example: A document template may be sufficient before buying a full design subscription.

Check your work: The reader can make a reasoned choice among relevant options.

Practice / references: [Profile Blueprint](#), PDF p. 18: [Offer Alignment Map](#); [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-137 Choosing an offer with a poor reputation in their audience.

Answer: Investigate reputation patterns before lending the offer your credibility.

1. Look for repeated, specific complaints and the merchant's response.
2. Separate isolated opinions from documented recurring issues.
3. Pause or narrow recommendations while material issues remain unresolved.

Example: Repeated unexplained renewal complaints warrant checking billing terms and support.

Check your work: Your recommendation reflects the evidence and unresolved limitations.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-138 Promoting an offer unavailable in the customer's country.

Answer: Confirm country eligibility at the merchant before recommending purchase.

1. Check supported countries, payment methods, currencies, language, and access limits.
2. Ask official support about ambiguous restrictions.
3. Offer an accessible alternative when needed; avoid suggesting workarounds that violate terms.

Example: A buyer needs supported payment and course access, not just a readable sales page.

Check your work: The buyer's stated country and setup meet documented requirements.

Practice / references: [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-139 Having no plan when a product is discontinued or substantially changed.

Answer: Maintain a replacement and update process for every important offer.

1. Keep an offer register with review dates and dependent links.
2. Monitor official change notices and test the affected task.
3. Pause obsolete promotions, tell affected readers, and recommend a verified alternative.

Example: If a feature disappears, update the tutorial before sending more people to it.

Check your work: No active recommendation relies on a known discontinued capability.

Practice / references: [Profile Blueprint](#), PDF p. 36: [Review Your Website and Links](#); [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-140 Depending on one merchant for nearly all potential income.

Answer: Reduce dependence gradually without promoting unrelated products.

1. Identify income and audience concentration by merchant.
2. Develop useful independent content and a permitted subscriber path.
3. Evaluate relevant alternatives and your own suitable services or products without overloading the audience.

Example: A durable beginner-answer collection remains useful if one program closes.

Check your work: You have more than one viable relevant support path.

Practice / references: [Profile Blueprint](#), PDF p. 13: [Develop Your Core Message](#); [Profile Blueprint](#), PDF p. 18: [Offer Alignment Map](#)

15 / Foundation Shift

Product knowledge and honest reviews

Write an honest product evaluation

State whether you used the product or reviewed documentation. Demonstrate the task when you can. Add practical decision help beyond sales copy. Identify prerequisites and limitations. Recheck material facts before publishing or reusing the review. If access is unavailable, keep claims documentation-based and disclose that limitation.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Access level:

review date:

tasks tested:

criteria:

strengths:

drawbacks:

untested areas:

best-fit user:

Playbook check: The reader understands the evaluation method and its strength.

The ten answers follow: TAS-141 through TAS-150.

TAS-141 Promoting training they have not gone through.

Answer: Review the relevant training before claiming it teaches or solves a specific task.

1. Locate the curriculum and complete the pertinent lesson when access is available.
2. Apply its instruction and record the result.
3. Describe exactly what you reviewed; if access is unavailable, label that limitation.

Example: I completed the profile-audit lesson is different from endorsing the entire course.

Check your work: Every curriculum claim traces to content you actually inspected.

Practice / references: [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#)

TAS-142 Not understanding the product's prerequisites or learning curve.

Answer: Prerequisites and learning effort determine whether a buyer can use the product.

1. Identify required skills, equipment, accounts, and time.
2. Attempt an entry-level task or review a genuine sample.
3. Tell the reader what must be learned first and suggest a starting alternative.

Example: A course requiring domain setup may need a beginner DNS explanation first.

Check your work: The buyer understands what they need before starting.

Practice / references: [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#); [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-143 Being unable to demonstrate a useful feature or task.

Answer: Demonstrate one legitimate task rather than presenting an unsupported feature list.

1. Choose a task within your access and knowledge.
2. Record the starting point, steps, and visible result.
3. Explain the result's scope and avoid exposing private data.

Example: Show a sample form delivering a test file to your own address.

Check your work: The demonstration can be followed and its result inspected.

Practice / references: [Facebook Post Toolkit](#), PDF p. 9: [Show the Move, Then Explain It](#); [Profile Blueprint](#), PDF p. 42: [Use Show-Don't-Tell Content](#)

TAS-144 Repeating the merchant's sales copy without adding useful insight.

Answer: Add decision-making help the merchant's description does not supply.

1. Use your own evaluation criteria and a real or labeled practice task.
2. Explain prerequisites, strengths, drawbacks, and alternatives.
3. Source product facts and distinguish them from your observations.

Example: Describe which beginner task a feature helps complete and where it becomes cumbersome.

Check your work: The review helps a reader judge fit rather than repeating slogans.

Practice / references: [Google Search Spam Policies: Thin Affiliation](#); [Profile Blueprint, PDF p. 42: Use Show-Don't-Tell Content](#)

TAS-145 Not knowing who the product is unsuitable for.

Answer: State who should skip the product as clearly as who may benefit.

1. Identify prerequisites, budget, use frequency, and supported situations.
2. Check cases where existing resources or a simpler option suffice.
3. Include these limits near the recommendation.

Example: A sophisticated automation tool may be unsuitable before a beginner has a working signup process.

Check your work: A reader can identify a clear reason to postpone or choose another option.

Practice / references: [Profile Blueprint, PDF p. 63: Build Trust Before Promoting](#); [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#)

TAS-146 Giving a review without explaining how they evaluated the product.

Answer: Explain the evaluation method so readers can judge the review's strength.

1. State access level, date, tasks tested, and criteria.
2. Show the relevant observations and failures.
3. Disclose incentives and separate documentation-based claims from firsthand tests.

Example: Tested on my phone with one signup form is a scoped method, not universal performance proof.

Check your work: The reader knows what was tested and how the conclusion was reached.

Practice / references: [Facebook Post Toolkit, PDF p. 25: Before You Share](#); [FTC Endorsement Guides: What People Are Asking](#)

TAS-147 Hiding drawbacks because they fear losing a commission.

Answer: Drawbacks help establish fit and protect trust.

1. Record meaningful limitations during testing and documentation review.
2. Explain their practical effect and possible alternatives.
3. Update the recommendation if the drawback outweighs the benefit for the reader.

Example: A useful tool may still be too costly for occasional use.

Check your work: The reader can evaluate both the benefit and the material tradeoff.

Practice / references: [Profile Blueprint](#), PDF p. 67: [Use Proof Without Performing](#)

TAS-148 Using outdated information about features or pricing.

Answer: Maintain a dated product fact sheet and check it before reuse.

1. Record features, requirements, price source, and last review date.
2. Recheck official information before new promotions.
3. Correct old reviews and label what was true at the original test date.

Example: A screen changed since your tutorial; add updated instructions or retire it.

Check your work: Material product facts are current or clearly dated.

Practice / references: [Facebook Post Toolkit](#), PDF p. 25: [Before You Share](#); [Profile Blueprint](#), PDF p. 36: [Review Your Website and Links](#)

TAS-149 Being unable to answer a basic product question.

Answer: Answer from verified information or pause to check the precise question.

1. Restate the buyer's question and locate the relevant official documentation.
2. Test the answer when appropriate and within your access.
3. If uncertain, say what needs confirmation and contact official support.

Example: Does it work on mobile? requires the supported-device information, not a guess.

Check your work: The answer identifies its evidence and unresolved limits.

Practice / references: [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-150 Not knowing how to recommend responsibly when direct access is unavailable.

Answer: Without direct access, provide a documentation-based assessment rather than a firsthand review.

1. Review official curriculum, samples, requirements, and transaction terms.
2. Ask precise questions of the provider and compare suitable alternatives.
3. State what you have not used and avoid invented experience or results.

Example: The syllabus lists email setup; I have not tested its lessons.

Check your work: The reader can distinguish verified documentation from personal experience.

Practice / references: [Trust Before Traffic, PDF p. 4: Foundation Shift: a finished skill](#); [Facebook Post Toolkit, PDF p. 25: Before You Share](#)

16 / Foundation Shift

Affiliate access and program rules

Maintain a program-rule sheet

Read the actual current terms before promotion. Record intended traffic sources and any restrictions. Clarify uncertain bonus, self-purchase, paid-ad, or branded-term activity through official support. Use the correct account-generated links. Review account notices and preserve written answers and changes.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Program:

approved account:

link:

allowed channels:

restrictions:

eligibility:

bonus rules:

support route:

last check:

Playbook check: Your tactics and account meet the program's documented conditions.

The ten answers follow: TAS-151 through TAS-160.

TAS-151 Having an affiliate application rejected without understanding why.

Answer: Use the rejection notice and published criteria to identify the real eligibility gap.

1. Read the merchant's application requirements and reason given.
2. Improve the specific missing audience, website, content, or account detail honestly.
3. Ask official affiliate support for clarification before reapplying; do not invent traffic or experience.

Example: If the site lacks original useful content, publish relevant examples before reapplying.

Check your work: Your next application addresses a documented requirement.

Practice / references: [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#)

TAS-152 Not having the audience or website required for approval.

Answer: Build the required platform with useful relevant work before applying.

1. Identify minimum content, audience, website, and country criteria.
2. Create truthful profile or site information and original audience-focused material.
3. Apply when those requirements are met or choose a suitable beginner-accessible program.

Example: A merchant requiring a website may not accept only a social account.

Check your work: Your application can demonstrate every stated eligibility condition.

Practice / references: [Profile Blueprint](#), PDF p. 42: [Use Show-Don't-Tell Content](#)

TAS-153 Using the wrong referral link or affiliate account.

Answer: Generate referral links from the correct approved affiliate account.

1. Confirm the merchant, account identity, and approved tracking link.
2. Open the link in a permitted test and check its destination without altering tracking parameters.
3. Record where the link is used and replace old or incorrect versions.

Example: Two programs with similar names may use entirely different referral URLs.

Check your work: Your active links match the approved account and intended destination.

Practice / references: [Profile Blueprint](#), PDF p. 36: [Review Your Website and Links](#)

TAS-154 Not understanding which traffic sources the program allows.

Answer: Allowed traffic sources come from the merchant's current terms, not another affiliate's assumptions.

1. List intended sources: website, social, email, ads, coupons, or messaging.
2. Check each against the program rules.
3. Get written clarification for unclear cases before using the source.

Example: Permission for organic posts does not automatically permit paid brand-keyword ads.

Check your work: You have a dated record of which sources are allowed.

Practice / references: [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#)

TAS-155 Missing restrictions on email, coupons, brand terms, or paid advertising.

Answer: Create a restriction checklist for each program.

1. Read current rules on branded search, email, coupons, incentives, trademarks, and link handling.
2. Mark allowed, prohibited, or needs clarification for your intended tactics.
3. Review before launching and monitor notices.

Example: A coupon strategy may be restricted even when ordinary content links are allowed.

Check your work: No launch depends on an unverified permission.

Practice / references: [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#)

TAS-156 Offering a bonus that the program does not permit.

Answer: A bonus must comply with merchant rules and be something you can actually deliver.

1. Check restrictions on incentives, rebates, support, and use of product materials.
2. Define the bonus, delivery timing, scope, and your obligations.
3. Seek written permission when unclear and remove unauthorized promises.

Example: A personal checklist may be acceptable where cash rebates are prohibited, but confirm the program's terms.

Check your work: The bonus is permitted, clear, and deliverable.

Practice / references: [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-157 Assuming purchases for themselves qualify for commissions.

Answer: Self-purchase eligibility is program-specific; do not assume your own order earns credit.

1. Read the current self-referral and household-purchase rules.
2. Ask official support about unclear cases.
3. Buy only for the product's usefulness, not an assumed commission; never manipulate accounts.

Example: A program may exclude purchases through your own link.

Check your work: Your expectations match the actual rule.

Practice / references: [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#)

TAS-158 Failing to maintain eligibility or required account information.

Answer: Track eligibility as an ongoing obligation.

1. Record required account details, disclosures, activity, and qualification conditions.
2. Review notices and maintain accurate information.
3. Resolve gaps through official support before relying on future commissions.

Example: An outdated payment or tax record may block payout despite tracked sales.

Check your work: Your account and required information are current.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-159 Missing notices about changes to program terms.

Answer: Keep program notices in a reviewed change log.

1. Use a monitored email address for affiliate accounts.
2. Review announcements and compare material changes with your active tactics.
3. Update content, links, or campaigns before the change takes effect when possible.

Example: A revised paid-traffic rule requires reviewing ads that use that merchant.

Check your work: You can identify the latest terms and affected activity.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-160 Not knowing whom to contact about account approval or suspension.

Answer: Use the merchant's authenticated affiliate support or appeal process.

1. Find the official contact inside the portal or independently verified website.
2. Send the account identifier, issue, notice, dates, and relevant evidence without passwords.
3. Ask for the exact requirement or appeal route and retain the case number.

Example: An unsolicited person promising reinstatement for a fee is not the official appeal process.

Check your work: You have a documented official case and next action.

Practice / references: [CISA Secure Our World](#)

17 / Profile Shift

Profile first impressions

Run a first-impression audit

Inspect the profile as an unfamiliar visitor. Ask who it helps, what help it offers, why someone should trust it, and where to start. Fix one high-impact confusing element. Align the visual and written introduction. Keep appropriate human context and chosen private boundaries. Save a before-and-after and repeat the visitor test.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Photo:

cover message:

bio:

current facts:

public visibility:

Start Here:

recent-post mix:

confusing item:

Playbook check: A new visitor can answer the four main questions without guessing.

The ten answers follow: TAS-161 through TAS-170.

TAS-161 Having a profile photo that makes them difficult to recognize.

Answer: A recognizable profile image should work at the size people actually see.

1. Choose a current, clear image consistent with how you present yourself.
2. Preview its circular thumbnail on a phone.
3. Remove competing text or clutter and compare two candidates with a reviewer.

Example: A well-lit head-and-shoulders portrait often survives thumbnail cropping better than a distant group shot.

Check your work: A visitor can identify the same person across posts and profile.

Practice / references: [Profile Blueprint, PDF p. 21: Choose a Recognizable Profile Picture](#)

TAS-162 Using a cover image that explains nothing about their work.

Answer: Use the cover to reinforce one understandable message.

1. Write one audience-relevant headline and a short support line.
2. Remove tiny text, competing offers, and unnecessary logos.
3. Preview mobile and desktop cropping, including profile-photo overlap.

Example: Help beginners make marketing make sense is clearer than a collage of five product badges.

Check your work: The key message is readable and consistent with your bio.

Practice / references: [Profile Blueprint, PDF p. 33: Create a Clear Cover Image](#)

TAS-163 Writing a bio full of titles but little useful meaning.

Answer: Replace a list of titles with a useful audience-and-task introduction.

1. Identify the person you help and the work you can support.
2. Write a plain sentence and remove inflated labels.
3. Ask a stranger what they think you do after reading it.

Example: I help beginner affiliates explain their recommendations gives more meaning than CEO and visionary.

Check your work: The stranger's answer matches your actual work.

Practice / references: [Profile Blueprint, PDF p. 24: Write a Clear Bio](#)

TAS-164 Giving visitors no clear indication of whom they help.

Answer: Make the intended reader visible in the bio and introduction.

1. Name the audience's stage and relevant problem.
2. Align cover, bio, pinned content, and recent posts around that focus.
3. Test the public profile with someone unfamiliar with your business.

Example: Beginner marketers who struggle with clear content can recognize themselves immediately.

Check your work: The reviewer can tell whom you help without guessing.

Practice / references: [Profile Blueprint, PDF p. 9: Define the Person; Trust Before Traffic, PDF p. 8: Profile Shift: a clearer introduction](#)

TAS-165 Using profile information that is outdated or inconsistent.

Answer: Audit profile facts and message consistency before adding new material.

1. Check role, website, contact details, offers, and recent posts.
2. Update outdated details and remove contradictions.
3. Review the public version and record the date.

Example: A bio promoting an old course conflicts with a new Start Here resource.

Check your work: The visible introduction accurately reflects today's work.

Practice / references: [Profile Blueprint, PDF p. 17: Message Consistency Test](#); [Profile Blueprint, PDF p. 25: Complete Your Intro and About Sections](#); [Profile Blueprint, PDF p. 38: Clean Up the Public Profile](#)

TAS-166 Showing mostly promotional posts to a first time visitor.

Answer: Give visitors evidence of useful work alongside relevant recommendations.

1. Audit the recent posts by job: teaching, demonstration, perspective, personal context, or promotion.
2. Add the missing useful material.
3. Choose a sustainable mix instead of treating a ratio as a universal platform rule.

Example: Show a bio edit and explain it before another course invitation.

Check your work: A visitor learns something practical from the recent feed.

Practice / references: [Profile Blueprint, PDF p. 40: Design the First Ten Posts](#)

TAS-167 Having a pinned post that assumes visitors already know them.

Answer: A pinned introduction should orient someone meeting you for the first time.

1. Name who you are, whom you help, and your approach.
2. Include one useful example or lesson.
3. Offer one fitting starting resource and explain its purpose.

Example: A new reader should not need to know your acronym or product history first.

Check your work: The post answers who, what help, why trust, and where to start.

Practice / references: [Profile Blueprint, PDF p. 34: Create a Start Here Post](#)

TAS-168 Presenting visual clutter that makes important information hard to find.

Answer: Create a clear visual hierarchy around the information a visitor needs.

1. Identify the primary message and next step.
2. Reduce competing text, badges, colors, and decorative effects.
3. Preview at mobile size and ask what the reviewer noticed first.

Example: One readable cover headline works better than several equally loud slogans.

Check your work: Important information can be found and read quickly.

Practice / references: [Profile Blueprint, PDF p. 33: Create a Clear Cover Image](#); [Profile Blueprint, PDF p. 35: Build a Useful Featured Section](#)

TAS-169 Having public settings that hide the information visitors need.

Answer: Choose public visibility for business information while protecting private details.

1. Review each relevant item's audience using current platform help.
2. Check the profile as an unfamiliar visitor where the platform permits.
3. Make useful introductions visible intentionally without exposing sensitive information.

Example: The Start Here post may need a public audience while family details remain private.

Check your work: A visitor sees the intended business introduction and private boundaries are intact.

Practice / references: [Profile Blueprint, PDF p. 39: Protect Privacy and Security](#); [Profile Blueprint, PDF p. 48: Privacy and Security Review](#)

TAS-170 Making the profile feel impersonal or untrustworthy.

Answer: Trust grows when visitors meet a real consistent person who explains useful work.

1. Check accurate identity, natural wording, usable examples, and working links.
2. Add appropriate human context within your boundaries.
3. Remove exaggerated promises, copied claims, and unexplained product clutter.

Example: An honest introduction plus a practical demonstration gives a visitor more to assess.

Check your work: The profile feels understandable and the claims can be supported.

Practice / references: [Profile Blueprint, PDF p. 22: Write Your Identity Statement](#); [Profile Blueprint, PDF p. 67: Use Proof Without Performing](#); [Profile Blueprint, PDF p. 92: The Trust Map](#)

18 / Profile Shift

Profile links and the next step

Test the next-step path

Choose one recommended starting action. Label alternatives by the different tasks they serve. Follow the actual public route on a phone. Check preview, promise, link, permissions, and delivery. Remove redundant clicks. Record and fix failures, then rerun the same route without owner privileges.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Public invitation:

recommended action:

resource purpose:

cost or signup:

URL:

mobile result:

access result:

Playbook check: A newcomer receives the promised resource through a clear working path.

The ten answers follow: TAS-171 through TAS-180.

TAS-171 Giving visitors too many equally prominent choices.

Answer: Recommend one starting action and give alternatives a clear purpose.

1. Choose the best first step for an unfamiliar visitor.
2. Make it prominent and explain who should use it.
3. Place deeper or different resources below with descriptive labels.

Example: Start with the assessment; use the Blueprint when your immediate task is a profile audit.

Check your work: A newcomer knows which option to choose for their situation.

Practice / references: [Profile Blueprint, PDF p. 12: Choose One Profile Goal](#); [Profile Blueprint, PDF p. 62: Choose One Primary Call to Action](#)

TAS-172 Offering no clear starting point.

Answer: Create a Start Here path that answers the first visitor's question.

1. Write a brief introduction and identify the recommended initial task.
2. Link directly to the relevant resource and name its result.
3. Test the path with a new reviewer.

Example: Start here: use this profile checklist to identify one confusing sentence.

Check your work: The reviewer begins without asking you to interpret the options.

Practice / references: [Profile Blueprint, PDF p. 34: Create a Start Here Post](#); [Profile Blueprint, PDF p. 79: Your Resource Path](#)

TAS-173 Sending people to a link that does not match the post's promise.

Answer: The destination should continue the exact promise made before the click.

1. Compare the post, button wording, and destination headline.
2. Change the link or promise if they describe different jobs.
3. Explain any paid step or signup requirement before the click.

Example: A free bio checklist should not unexpectedly open a high-ticket sales presentation.

Check your work: The visitor receives what the invitation led them to expect.

Practice / references: [Profile Blueprint, PDF p. 36: Review Your Website and Links](#)

TAS-174 Using broken or outdated links in their bio or pinned post.

Answer: Maintain and test a register of active public links.

1. List links in bio, pinned posts, resources, and emails.
2. Open each on mobile and desktop and confirm the intended content.
3. Replace broken or obsolete links and retest the edited version.

Example: An old download link may need a new public sharing setting or replacement file.

Check your work: Every important active link reaches the promised resource.

Practice / references: [Profile Blueprint, PDF p. 36: Review Your Website and Links](#)

TAS-175 Hiding the main resource behind several unnecessary clicks.

Answer: Remove clicks that do not help the visitor choose or understand.

1. Walk the route from profile to resource.
2. Identify repeated menus, unnecessary intermediate pages, and unexplained steps.
3. Use a direct descriptive link where suitable and permitted.

Example: Profile to checklist is clearer than three unlabeled link hubs.

Check your work: A visitor can reach the resource through the shortest sensible route.

Practice / references: [Profile Blueprint, PDF p. 36: Review Your Website and Links](#); [Profile Blueprint, PDF p. 86: Visitor Experience Walkthrough](#)

TAS-176 Not explaining whether a resource is free, paid, or requires an email address.

Answer: State the commitment before asking someone to click.

1. Label free, paid, email required, format, and what the resource helps them do.
2. Explain any material conditions accurately.
3. Check that the destination and delivery match those labels.

Example: Free PDF; email signup includes weekly beginner lessons.

Check your work: The visitor understands the exchange before acting.

Practice / references: [Profile Blueprint, PDF p. 36: Review Your Website and Links](#); [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#)

TAS-177 Having a link page that repeats names without explaining their usefulness.

Answer: Label links by usefulness, not only brand names.

1. Write the task or result beside each resource name.
2. Recommend a starting option and organize deeper resources logically.
3. Remove redundant choices and test comprehension.

Example: Profile Blueprint: audit your Facebook introduction tells more than Blueprint alone.

Check your work: A reader can choose without already knowing the TAS catalog.

Practice / references: [Profile Blueprint, PDF p. 35: Build a Useful Featured Section](#); [Profile Blueprint, PDF p. 79: Your Resource Path](#)

TAS-178 Confusing visitors with inconsistent names across their profile and website.

Answer: Use consistent identity and resource names across the journey.

1. List the names on profile, website, emails, and download covers.
2. Choose an accurate primary name and explain any legitimate brand relationship.
3. Update mismatched or obsolete labels.

Example: A TAS resource should not arrive with an unexplained unrelated sender name.

Check your work: The visitor recognizes who provided the resource throughout the journey.

Practice / references: [Profile Blueprint, PDF p. 17: Message Consistency Test](#); [Profile Blueprint, PDF p. 87: Message Alignment Matrix](#)

TAS-179 Sharing links whose preview image or title misrepresents the destination.

Answer: Preview metadata should accurately describe the actual destination.

1. Check the page title, description, and preview image in your publishing tool.
2. Use the platform's current official preview-refresh guidance where needed.
3. Publish a test and verify the visible result; do not promise what only an old preview showed.

Example: A checklist link should not preview a discontinued course promotion.

Check your work: The shared title and image match the resource reached.

Practice / references: [Profile Blueprint, PDF p. 36: Review Your Website and Links](#)

TAS-180 Never testing the visitor journey on a phone.

Answer: Test on the device many visitors will actually use.

1. Open the public profile and follow the main link on a phone.
2. Check readable text, buttons, forms, downloads, and login requirements.
3. Repair the first barrier and repeat the same path.

Example: A button that works on desktop may be hidden below a mobile overlay.

Check your work: A phone user can finish the intended action.

Practice / references: [Profile Blueprint, PDF p. 36: Review Your Website and Links](#); [Profile Blueprint, PDF p. 49: Profile Shift Checkpoint](#)

19 / Identity Shift

Content ideas and practical teaching

Write one usable beginner lesson

Choose a real question. State the direct answer before drafting a hook. Include necessary setup and define unfamiliar terms. Show a real or clearly illustrative example. Give one small action with a visible finish line. Test whether a beginner can use it and revise missing steps.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Reader question:

starting knowledge:

prerequisite:

explanation:

example:

action:

completion check:

Playbook check: The lesson teaches a task rather than merely naming a problem.

The ten answers follow: TAS-181 through TAS-190.

TAS-181 Not knowing what to post today.

Answer: Start with one real beginner question and one usable answer.

1. Choose a question from your bank or a task you practiced.
2. Write the answer, add an example, and give one small action.
3. Use the format that serves the lesson rather than waiting for inspiration.

Example: Explain audience, lead, and customer using one realistic journey.

Check your work: The reader can understand or try one useful thing today.

Practice / references: [Facebook Post Toolkit, PDF p. 3: Your Writing Brief](#); [Facebook Post Toolkit, PDF p. 4: The Working Structure](#)

TAS-182 Sharing motivation without a practical next step.

Answer: Turn motivation into an action with a visible finish line.

1. Identify the habit or task behind the motivational statement.
2. Describe the first step and finished output.
3. Show a small example and invite the reader to try it.

Example: Be consistent becomes schedule one short session and save one useful answer.

Check your work: The post gives the reader a concrete task.

Practice / references: [Facebook Post Toolkit, PDF p. 8: Give the Task a Finish Line](#)

TAS-183 Repeating tips the audience has already heard without adding explanation.

Answer: Add the missing demonstration or explanation to a familiar tip.

1. Ask what beginners still do not know how to perform.
2. Show a before-and-after or decision example.
3. Explain why the change helps and when it applies.

Example: Be authentic becomes replace one borrowed phrase with your own explanation.

Check your work: The reader can apply the advice rather than merely agree with it.

Practice / references: [Facebook Post Toolkit, PDF p. 9: Show the Move, Then Explain It](#)

TAS-184 Teaching a task that is too advanced for the intended beginner.

Answer: Teach the next reachable step rather than the entire advanced process.

1. State the learner's starting knowledge.
2. Identify missing prerequisites and introduce them briefly.
3. Break the task into a manageable first lesson with a simple example.

Example: Explain a signup form before advanced segmentation rules.

Check your work: A beginner can attempt the lesson with the stated prerequisites.

Practice / references: [Facebook Post Toolkit](#), PDF p. 3: [Your Writing Brief](#)

TAS-185 Giving instructions that skip necessary setup steps.

Answer: Include setup whenever skipping it would leave the beginner unable to act.

1. Name required device, account, files, permissions, and starting location.
2. List steps in order, including saving and finding the result.
3. Have an unfamiliar user attempt the tutorial and record missing instructions.

Example: Download and save the PDF before editing its form fields.

Check your work: The tester finishes without inventing an unstated setup step.

Practice / references: [Facebook Post Toolkit](#), PDF p. 25: [Before You Share](#)

TAS-186 Having no examples to make an abstract idea understandable.

Answer: Create an honest practice example when a real customer example is unavailable.

1. Choose a typical task and label the scenario illustrative.
2. Show the starting version, change, and reason.
3. Invite readers to apply the same decision to their own work.

Example: Rewrite a hypothetical vague bio and explain the audience-and-task edit.

Check your work: The example clarifies the idea without becoming a fabricated testimonial.

Practice / references: [Facebook Post Toolkit](#), PDF p. 9: [Show the Move, Then Explain It](#)

TAS-187 Turning every topic into a promotion.

Answer: Let the lesson earn its own usefulness before deciding whether an offer belongs.

1. Write the answer and action first.
2. Check whether the reader needs a resource for this exact task.
3. Include a recommendation only when you can explain its fit and disclose the relationship.

Example: A post about file naming can end with a naming exercise rather than an unrelated course.

Check your work: The content helps even when no purchase follows.

Practice / references: [Facebook Post Toolkit](#), PDF p. 4: [The Working Structure](#); [Profile Blueprint](#), PDF p. 63: [Build Trust Before Promoting](#)

TAS-188 Not knowing how to turn a customer question into a useful post.

Answer: Use the question's actual sticking point as the post's teaching job.

1. Restate the question in plain language without exposing the asker.
2. Answer the missing distinction or step.
3. Add an example and a small check the reader can perform.

Example: How do I start a DM? becomes a context-based opening and permission example.

Check your work: The answer directly resolves the question it opens with.

Practice / references: [Facebook Post Toolkit, PDF p. 3: Your Writing Brief](#); [Facebook Post Toolkit, PDF p. 20: Ask the Question That Changes the Help](#)

TAS-189 Believing helpful content must always be long or complicated.

Answer: Useful content can be short when it completes a small job.

1. Choose one narrow question.
2. Provide the essential explanation, an example, and action.
3. Remove extra lessons while keeping needed prerequisites.

Example: Three sentences can distinguish attention, interest, and purchases.

Check your work: The reader gets a complete small answer rather than a vague slogan.

Practice / references: [Facebook Post Toolkit, PDF p. 4: The Working Structure](#); [Facebook Post Toolkit, PDF p. 25: Before You Share](#)

TAS-190 Feeling they must invent an original concept every time they publish.

Answer: Original usefulness can come from your example, reasoning, or teaching method.

1. Take a sound existing principle and credit its source where appropriate.
2. Apply it to your own task or create a labeled practice example.
3. Show a fresh demonstration instead of claiming to invent the concept.

Example: Teach profile clarity through a five-second reader test you can explain.

Check your work: The post adds practical understanding and honest attribution.

Practice / references: [Facebook Post Toolkit, PDF p. 24: Your Next Four Posts](#); [Facebook Post Toolkit, PDF p. 9: Show the Move, Then Explain It](#)

20 / Identity Shift

Writing hooks and useful copy

Edit for a clear promise and delivery

Write a specific opening the body can fulfill. Put the useful point early. Explain features through the reader's task. Use readable paragraphs and retain enough substance to act. Replace unsupported claims and manipulative urgency. Choose one fitting ending, then read aloud and preview on a phone.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Opening promise:

main point:

explanation:

evidence:

example:

one ending:

unnecessary material:

Playbook check: The post delivers what it promises and tells the reader what to do next.

The ten answers follow: TAS-191 through TAS-200.

TAS-191 Opening posts with a sentence that gives readers no reason to continue.

Answer: Open with a recognizable question, situation, or useful change.

1. Identify the exact lesson.
2. Write three specific opening options.
3. Choose the one the body actually answers and preview its first lines on a phone.

Example: Which part of your bio makes a stranger guess who you help?

Check your work: The opening gives the intended reader a reason to continue.

Practice / references: [Facebook Post Toolkit, PDF p. 5: Opening Lines](#)

TAS-192 Writing a dramatic hook the rest of the post does not deliver on.

Answer: A hook is a promise the body must fulfill.

1. Read the hook and state what it leads the reader to expect.
2. Check whether the explanation and example deliver that expectation.
3. Reduce the claim or strengthen the body before publishing.

Example: A promise of a complete email setup needs actual setup instructions, not generic motivation.

Check your work: The post delivers the specific lesson introduced by the hook.

Practice / references: [Facebook Post Toolkit, PDF p. 5: Opening Lines](#); [Facebook Post Toolkit, PDF p. 25: Before You Share](#)

TAS-193 Burying the main point beneath a long introduction.

Answer: Put the useful point before background that is not needed to understand it.

1. Write the answer in one plain opening sentence.
2. Move necessary context immediately after it.
3. Cut or relocate unrelated introduction and retain the working example.

Example: Begin with test your public download permissions, then explain why.

Check your work: A reader reaches the main point in the first few lines.

Practice / references: [Facebook Post Toolkit, PDF p. 4: The Working Structure](#)

TAS-194 Using dense paragraphs that are difficult to read on a phone.

Answer: Use readable paragraphs and meaningful structure without stripping out the explanation.

1. Preview the post on a phone.
2. Split paragraphs when the idea changes and use short lists for steps.
3. Remove repetition and retain the example and necessary context.

Example: A three-step process is easier to follow than one long unbroken block.

Check your work: The post can be scanned and its sequence followed.

Practice / references: [Profile Blueprint, PDF p. 41: Format Posts for Reading](#)

TAS-195 Explaining features without connecting them to the customer's task.

Answer: Explain what a feature helps the person do and what it requires.

1. Name the buyer's task.
2. Connect the feature to a specific improvement and prerequisite.
3. Show a realistic use rather than an unsupported benefit claim.

Example: Tags can organize subscribers by declared interests; they do not automatically create sales.

Check your work: The reader understands the feature's practical job and limits.

Practice / references: [Facebook Post Toolkit, PDF p. 9: Show the Move, Then Explain It](#); [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#)

TAS-196 Making a claim without a concrete example or evidence.

Answer: Support the claim with evidence proportional to its size.

1. Identify whether the claim is observation, opinion, technical fact, or outcome.
2. Use a relevant example, test, or primary source.
3. Narrow claims beyond your evidence and label hypothetical material.

Example: A clearer sentence demonstrates comprehension; it does not prove higher revenue.

Check your work: The evidence supports precisely what the sentence claims.

Practice / references: [Facebook Post Toolkit, PDF p. 25: Before You Share](#); [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-197 Writing an unclear call to action.

Answer: Tell readers exactly what the next action is and why it fits.

1. Choose one action connected to the lesson.
2. Use a clear verb and describe the destination or result.
3. Check cost, permission, and link function.

Example: Use the checklist to find one confusing line in your bio.

Check your work: The reader knows what to do and what to expect.

Practice / references: [Profile Blueprint, PDF p. 62: Choose One Primary Call to Action](#)

TAS-198 Asking readers to take several different actions at once.

Answer: Choose the best next action and park competing requests.

1. Identify the reader's likely stage.
2. Select one relevant action for this post.
3. Put additional options elsewhere or present them as clearly differentiated alternatives.

Example: Ask readers to try the rewrite rather than also share, subscribe, buy, message, and join.

Check your work: The ending has one understandable purpose.

Practice / references: [Facebook Post Toolkit, PDF p. 4: The Working Structure](#); [Profile Blueprint, PDF p. 62: Choose One Primary Call to Action](#)

TAS-199 Using manipulative urgency or guilt to seek a response.

Answer: Use genuine conditions and reader choice rather than guilt or fabricated scarcity.

1. Verify any deadline, availability limit, or price condition.
2. Explain it accurately without threatening personal failure.
3. Offer a clear way to decline or wait.

Example: A real workshop registration deadline can be stated plainly; a resetting countdown cannot.

Check your work: The decision is informed and voluntary.

Practice / references: [Profile Blueprint, PDF p. 63: Build Trust Before Promoting](#)

TAS-200 Being unable to shorten a post without losing its meaning.

Answer: Shorten by removing repetition and extra jobs, not essential instructions.

1. State the one takeaway.
2. Keep necessary setup, explanation, example, and action.
3. Cut repeated framing and move secondary lessons into a follow-up.

Example: Remove three motivational paragraphs while keeping the actual bio-writing steps.

Check your work: A beginner can still use the edited answer.

Practice / references: [Facebook Post Toolkit, PDF p. 25: Before You Share](#)

21 / Identity Shift

Content planning and reuse

Plan from questions and saved work

Capture questions and observations between sessions. Plan a small sustainable set of drafts. Vary the demonstration and reader situation while keeping the central focus. Adapt to destination rules and format. Recheck reused facts and links. Leave time for responses and use actual feedback to choose follow-ups.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Topic pillar:

question:

format:

genuine example:

destination:

publish time:

reply capacity:

follow-up:

Playbook check: The plan generates useful variety without overwhelming production or support.

The ten answers follow: TAS-201 through TAS-210.

TAS-201 Posting randomly without a connection to their audience's problems.

Answer: Plan content from a small set of audience problems and useful topics.

1. Choose three to five relevant topic areas.
2. Assign a real question and teaching job to each planned post.
3. Review replies to refine the next draft.

Example: A week can cover message clarity, profile navigation, and a useful conversation example.

Check your work: Each post has a clear connection to the same audience.

Practice / references: [Profile Blueprint, PDF p. 14: Build Your Content Pillars](#); [Facebook Post Toolkit, PDF p. 24: Your Next Four Posts](#)

TAS-202 Running out of ideas because nothing is captured between writing sessions.

Answer: Capture ideas while doing the work, not only when sitting down to write.

1. Keep one question-and-observation bank.
2. Save useful tasks, corrections, examples, and sources with short context.
3. Review the bank before each writing session.

Example: An access problem becomes a future tutorial after private details are removed.

Check your work: You can select a real idea without searching from zero.

Practice / references: [Facebook Post Toolkit, PDF p. 3: Your Writing Brief](#); [Facebook Post Toolkit, PDF p. 27: Keep the Evidence](#)

TAS-203 Repeating the same angle until the audience tunes out.

Answer: Keep the lesson and change the demonstration.

1. Choose a principle that remains useful.
2. Teach it through a before-and-after, exercise, story, comparison, or question.
3. Add a new detail that improves understanding.

Example: Bio clarity can become an edit, a visitor test, and a glossary lesson.

Check your work: Each version adds a distinct way to apply the principle.

Practice / references: [Facebook Post Toolkit, PDF p. 24: Your Next Four Posts](#)

TAS-204 Having no balance among teaching, stories, opinions, and recommendations.

Answer: Use variety to meet reader needs rather than obeying a fixed content formula.

1. Audit the jobs your recent posts perform.
2. Add useful teaching, examples, perspective, human context, or recommendations where missing.
3. Choose a mix you can sustain and support in replies.

Example: A demonstration can follow an opinion so readers can see the reasoning in practice.

Check your work: Recent posts show range while reinforcing the same focus.

Practice / references: [Profile Blueprint, PDF p. 40: Design the First Ten Posts](#); [Facebook Post Toolkit, PDF p. 24: Your Next Four Posts](#)

TAS-205 Treating every platform as if the same format works everywhere.

Answer: Adapt the lesson to each channel's context and available format.

1. Review current destination rules and how people consume content there.
2. Preserve the core explanation while changing length, opening, visuals, and ending.
3. Test the adapted version in the channel rather than copying blindly.

Example: A newsletter can expand the example that a short social post introduces.

Check your work: The content works in the destination and its rules are respected.

Practice / references: [Facebook Post Toolkit, PDF p. 25: Before You Share](#)

TAS-206 Reposting old content without checking whether it remains accurate.

Answer: Reused content needs a fresh accuracy and relevance check.

1. Check facts, links, dates, examples, and product terms.
2. Update changed material and remove obsolete claims.
3. Label the original context when it affects interpretation.

Example: An old email tutorial needs its current setup route checked before reposting.

Check your work: The reused post is still accurate and useful.

Practice / references: [Facebook Post Toolkit, PDF p. 25: Before You Share](#); [Profile Blueprint, PDF p. 36: Review Your Website and Links](#)

TAS-207 Not knowing how to reuse a lesson without simply copying the post.

Answer: Reuse the idea through a new task or example.

1. Identify the lesson worth preserving.
2. Choose a different demonstration or reader situation.
3. Rewrite the explanation and ending to fit the new version.

Example: Turn a profile-alignment post into a side-by-side cover-and-bio exercise.

Check your work: The new post teaches the same principle through fresh practical material.

Practice / references: [Facebook Post Toolkit](#), PDF p. 24: [Your Next Four Posts](#)

TAS-208 Creating more content than they can respond to or maintain.

Answer: Match publishing volume to your ability to respond and maintain the material.

1. Estimate drafting, reply, update, and support time.
2. Reduce the schedule to sustainable output.
3. Reserve a maintenance session for links and important corrections.

Example: Two supported posts can be more useful than ten posts with unanswered questions.

Check your work: Your content and commitments stay current.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#); [Facebook Post Toolkit](#), PDF p. 27: [Keep the Evidence](#)

TAS-209 Forgetting time zones or publishing schedules.

Answer: State the timezone and verify the scheduled display before relying on automation.

1. Choose the intended audience timezone and record it.
2. Check the scheduler's timezone and actual date preview.
3. Confirm the published result, especially around daylight-saving changes.

Example: A webinar invitation says 7 p.m. Eastern and includes a date and local-time option.

Check your work: The scheduled time and communicated time match.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-210 Having no way to identify which topics deserve a follow up.

Answer: Choose follow-ups from real confusion, application, or unanswered questions.

1. Record useful replies and what the reader attempted.
2. Identify a recurring missing step or exception.
3. Write a focused follow-up linking the earlier lesson where helpful.

Example: A bio post raises audience-versus-lead questions; the next answer explains that distinction.

Check your work: The follow-up resolves a new need rather than repeating the opening post.

Practice / references: [Facebook Post Toolkit](#), PDF p. 27: [Keep the Evidence](#); [Facebook Post Toolkit](#), PDF p. 24: [Your Next Four Posts](#)

22 / Identity Shift

Images video and live content

Prepare a clear media lesson

Choose the simplest effective format. Record a brief lighting, sound, and screen-readability test. Use an outline around one lesson. Remove private data from demonstrations. Check dimensions and the actual uploaded crop. Correct captions and provide relevant text alternatives. Keep license records and stop editing when clarity and accuracy pass.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Task:

format:

script outline:

readable demonstration:

sound test:

captions:

asset rights:

final check:

Playbook check: The lesson is understandable, honest, usable, and appropriately accessible.

The ten answers follow: TAS-211 through TAS-220.

TAS-211 Being uncomfortable showing their face or hearing their voice.

Answer: Choose a teaching format you can use confidently and practice privately first.

1. Start with writing, audio, or a screen demonstration if preferred.
2. Record a short practice focused on one useful lesson.
3. Review for clarity rather than appearance perfection; publish when the explanation works.

Example: A screen-based link test can teach without showing your face.

Check your work: The audience can use the lesson in your chosen format.

Practice / references: [Profile Blueprint](#), PDF p. 94: [Authority Without Pretending](#)

TAS-212 Having poor lighting, audio, or an unsuitable recording space.

Answer: Prioritize understandable sound and visible material before buying equipment.

1. Record a short test in the available space.
2. Face a light source, reduce nearby noise, and move the microphone closer appropriately.
3. Check playback on a phone and choose a simpler format if the space still interferes.

Example: A clear two-minute audio explanation beats a visually polished clip nobody can hear.

Check your work: The test is understandable without excessive effort.

Practice / references: [W3C WAI Making Audio and Video Accessible](#)

TAS-213 Spending too long editing a simple video.

Answer: Set a production finish line around the lesson's usefulness.

1. Plan one task, demonstration, and ending.
2. Trim major pauses and mistakes, then correct captions.
3. Stop when the lesson is clear and accurate; keep advanced effects optional.

Example: A simple screen demo needs visible steps and readable labels, not a cinematic intro.

Check your work: The finished video teaches the task within your available time.

Practice / references: [Facebook Post Toolkit](#), PDF p. 25: [Before You Share](#); [W3C WAI Easy Checks](#)

TAS-214 Forgetting what to say while recording or broadcasting live.

Answer: Use a brief outline with visible prompts instead of memorizing a script.

1. Write the question, three main points, example, and ending.
2. Practice once and keep the outline near the camera or screen.
3. If live feels difficult, use a recorded version and review it before sharing.

Example: Prompt cards say problem, demonstration, check.

Check your work: You can complete the explanation without losing the sequence.

Practice / references: [Facebook Post Toolkit](#), PDF p. 4: [The Working Structure](#)

TAS-215 Designing images whose text is too small to read.

Answer: Design for the actual viewing size and repeat essential information in text.

1. Use a short headline, adequate contrast, and readable type.
2. Preview at phone size rather than only on a large editing canvas.
3. Move detailed instructions into accompanying text and supply appropriate image descriptions.

Example: A six-word image headline can introduce a full written tutorial.

Check your work: The image remains readable and the essential lesson is accessible outside it.

Practice / references: [W3C WAI Images Tutorial](#)

TAS-216 Using image dimensions that crop important information.

Answer: Check the current destination format and test its real crop.

1. Use current official specifications or the platform's live preview.
2. Keep essential text away from areas likely to crop or overlap.
3. Inspect the uploaded result on mobile and desktop.

Example: A cover headline must survive both the phone crop and profile-photo overlap.

Check your work: No essential information is cropped or covered.

Practice / references: [Profile Blueprint](#), PDF p. 33: [Create a Clear Cover Image](#)

TAS-217 Choosing stock images that misrepresent them or their product.

Answer: Use imagery that illustrates honestly without implying false identity or results.

1. Check the image's license and allowed commercial use.
2. Avoid stock photos presented as your team, customer, or product test.
3. Label illustrative material and use actual authorized product visuals when needed.

Example: A generic workspace photo is decoration, not evidence of your business results.

Check your work: The image does not create a misleading factual impression.

Practice / references: [US Copyright Office: Fair Use FAQ](#); [Facebook Post Toolkit](#), PDF p. 25: [Before You Share](#)

TAS-218 Struggling to demonstrate a screen based task clearly.

Answer: A screen tutorial needs a clean example and visible steps.

1. Use a test account or sanitized sample; hide private data.
2. Zoom enough to show labels and explain each important action.
3. Include the starting setup and the final result; check playback on a phone.

Example: Show where the public download permission is set, then open the link as a visitor.

Check your work: A beginner can follow the demonstration and see that it worked.

Practice / references: [Facebook Post Toolkit](#), PDF p. 9: [Show the Move, Then Explain It](#); [W3C WAI Making Audio and Video Accessible](#)

TAS-219 Not knowing how to add accurate captions or a useful thumbnail.

Answer: Captions and thumbnails should accurately support the actual lesson.

1. Generate or write captions, then correct terminology and timing.
2. Choose a readable thumbnail describing the task without exaggerated promises.
3. Provide a text summary or transcript where helpful and test playback.

Example: How to test your signup link is a more accurate thumbnail than guaranteed sales.

Check your work: A viewer can understand the content with captions and recognize its topic.

Practice / references: [W3C WAI Making Audio and Video Accessible](#)

TAS-220 Using music, photos, or footage without understanding permission requirements.

Answer: Permission depends on the actual license and intended use, not whether a file is online.

1. Use your own material or assets with a suitable license.
2. Keep license and purchase records; check modification, attribution, and commercial-use terms.
3. Get permission when uncertain rather than assuming credit alone grants rights.

Example: A social music license may not cover the same track in a paid downloadable course.

Check your work: You can document the right to use each included asset.

Practice / references: [US Copyright Office: Fair Use FAQ](#)

23 / Conversion Shift

Engagement and public responses

Give replies a useful job

Check waiting responses before producing more content. Answer the point or ask one question that changes the help. Do not interpret reactions as purchase intent. Evaluate criticism fairly and correct errors. Moderate abuse consistently. Save recurring questions without exposing participants and turn them into practical follow-up lessons.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Comment:

actual question:

clarification:

response:

promised help:

moderation decision:

follow-up lesson:

Playbook check: Responses improve understanding and preserve appropriate boundaries.

The ten answers follow: TAS-221 through TAS-230.

TAS-221 Receiving views but few useful comments.

Answer: Make the response useful and easy while recognizing that not every helpful post gets comments.

1. Teach a specific lesson and ask one connected question.
2. Reply to meaningful responses promptly.
3. Review audience relevance and comprehension without equating silence with failure.

Example: Which part of this bio would you rewrite first? is answerable in context.

Check your work: Responses reveal actual understanding or a next teaching need.

Practice / references: [Profile Blueprint, PDF p. 74: Conversation Starters](#); [Facebook Post Toolkit, PDF p. 27: Keep the Evidence](#)

TAS-222 Asking broad questions that people find difficult to answer.

Answer: Ask a narrow question grounded in the lesson.

1. Choose one decision or sticking point the reader can identify.
2. Offer a simple context or example.
3. Ask only what you genuinely want to understand.

Example: Is choosing the audience or describing the task harder for you?

Check your work: A reader knows how to answer without writing their entire business story.

Practice / references: [Profile Blueprint, PDF p. 74: Conversation Starters](#)

TAS-223 Getting reactions without learning anything about the audience.

Answer: A reaction indicates a response to content, not permission or purchase readiness.

1. Observe which material draws relevant interest.
2. Invite discussion through a useful connected question.
3. Learn from what people actually say rather than guessing their intent.

Example: Someone liking a tutorial has not asked for a sales presentation.

Check your work: You distinguish reactions from explicit needs or requests.

Practice / references: [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-224 Not knowing how to reply beyond thanks or an emoji.

Answer: Respond to the substance and help the discussion progress.

1. Acknowledge the specific point.
2. Answer the question or ask one useful clarification.
3. Add an example when it helps; avoid a routine pitch.

Example: If bio wording is the problem, ask which audience the sentence should name.

Check your work: The reply addresses what the person actually contributed.

Practice / references: [Facebook Post Toolkit, PDF p. 23: After the Post](#)

TAS-225 Missing questions buried in comments.

Answer: Create a routine for checking comments and unresolved questions.

1. Review recent posts and notifications in a scheduled window.
2. Record questions needing research or a longer answer.
3. Reply with context and mark completed items.

Example: A spreadsheet can track post link, question, promised reply, and status.

Check your work: No known substantive question remains lost in the feed.

Practice / references: [Facebook Post Toolkit, PDF p. 27: Keep the Evidence](#); [Trust Before Traffic, PDF p. 5: Foundation Action Sheet](#)

TAS-226 Ignoring thoughtful responses while chasing new reach.

Answer: Reserve time for the relationships your content has already started.

1. Respond to thoughtful comments before producing another post.
2. Clarify real questions and record new lesson ideas.
3. Adjust output volume if responses regularly exceed your capacity.

Example: A helpful explanation in an existing thread may serve readers better than another generic post.

Check your work: Meaningful replies receive appropriate attention.

Practice / references: [Facebook Post Toolkit, PDF p. 23: After the Post](#); [Facebook Post Toolkit, PDF p. 27: Keep the Evidence](#)

TAS-227 Turning every comment into an unsolicited pitch.

Answer: A comment deserves a relevant response, not an automatic offer.

1. Answer or clarify the actual point.
2. Suggest a resource only when it fits and explain why.
3. Ask before moving into a private recommendation where appropriate.

Example: A reader asking what audience means needs a definition before a program link.

Check your work: Your response follows the reader's stated need.

Practice / references: [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#); [Facebook Post Toolkit, PDF p. 23: After the Post](#)

TAS-228 Getting defensive when somebody challenges their point.

Answer: Evaluate the challenge before defending your original wording.

1. Restate the point fairly and ask for context if needed.
2. Check evidence and correct errors openly.
3. Explain reasonable disagreement without attacking the person.

Example: A reader's mobile result may reveal a real flaw in your tutorial.

Check your work: The discussion produces clarification, correction, or a respectful difference.

Practice / references: [Facebook Post Toolkit, PDF p. 25: Before You Share](#); [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-229 Having no boundary for trolls, harassment, or repeated bad faith arguments.

Answer: Set moderation boundaries that protect people and keep discussion useful.

1. Define unacceptable behavior and apply your community rules consistently.
2. Address sincere disagreement; stop repetitive abuse or harassment.
3. Use report, mute, remove, or block tools appropriately and preserve evidence of serious incidents.

Example: A technical disagreement stays; targeted harassment is moderated.

Check your work: You can explain the boundary and the action taken.

Practice / references: [Trust Before Traffic, PDF p. 5: Foundation Action Sheet](#)

TAS-230 Failing to turn a useful discussion into a later teaching opportunity.

Answer: Turn useful discussion into a lesson without exposing the participant.

1. Identify the recurring question or misunderstood step.
2. Create an anonymized or permission-approved example.
3. Credit contributions appropriately and give a usable answer.

Example: Several readers misunderstood lead, so publish a simple audience-to-customer comparison.

Check your work: The follow-up teaches the shared issue and respects privacy.

Practice / references: [Facebook Post Toolkit](#), PDF p. 27: [Keep the Evidence](#)

24 / Identity Shift

Groups networking and community

Contribute to relevant communities

Read discussions and rules before posting. Offer self-contained help relevant to the group. Credit creators and respect usage rights. Move into private contact only with suitable context and permission. Build relationships outside sales moments. If running a group, make its purpose, welcome, and moderation responsibilities clear.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Community purpose:

audience fit:

rules:

real questions:

contribution:

permission:

relationship notes:

Playbook check: Your participation serves the community and introduces useful work.

The ten answers follow: TAS-231 through TAS-240.

TAS-231 Joining groups full of promoters rather than likely customers.

Answer: Choose communities where people discuss the problem your work helps with.

1. Read recent discussions before joining actively.
2. Check whether participants are likely users, not only people selling similar offers.
3. Contribute to a few genuine questions and assess relevance.

Example: A small freelancer group discussing service descriptions may be more relevant than a giant link-sharing group.

Check your work: You find real questions you can help answer.

Practice / references: [Profile Blueprint, PDF p. 65: Use Facebook Group Comments Strategically](#); [Profile Blueprint, PDF p. 66: Build a Relevant Network](#)

TAS-232 Not reading a group's rules before posting.

Answer: Read and follow the destination's rules before posting or linking.

1. Check pinned rules, posting approval, promotion limits, and contact boundaries.
2. Adapt your lesson to those requirements.
3. Ask an administrator when a material rule is unclear.

Example: A group allowing tutorials may still prohibit affiliate links.

Check your work: Your contribution complies with the written rules.

Practice / references: [Profile Blueprint, PDF p. 65: Use Facebook Group Comments Strategically](#)

TAS-233 Posting content that does not fit the group's purpose.

Answer: Make the contribution useful within the group's actual purpose.

1. Study the discussions and member needs.
2. Choose a relevant question and self-contained answer.
3. Remove material that mainly redirects attention to your promotion.

Example: A bookkeeping group needs a relevant business record example, not a generic affiliate opportunity pitch.

Check your work: Members can benefit without leaving the group.

Practice / references: [Profile Blueprint, PDF p. 65: Use Facebook Group Comments Strategically](#)

TAS-234 Having posts declined and not understanding the reason.

Answer: Use the stated reason and rules to revise the contribution.

1. Read the decline notice and compare the post with the group's requirements.
2. Remove prohibited links, mismatched topics, or misleading claims.
3. Ask one respectful clarification if needed; do not repeatedly repost unchanged material.

Example: A declined promotional post can become a permitted standalone lesson if the rules allow it.

Check your work: The revision addresses the actual moderation concern.

Practice / references: [Profile Blueprint, PDF p. 65: Use Facebook Group Comments Strategically](#)

TAS-235 Dropping links without contributing to discussions.

Answer: Earn attention through a helpful contribution before offering a resource.

1. Answer the question directly.
2. Add an example or practical action.
3. Link only when requested or permitted and genuinely useful.

Example: Explain how to clarify a bio before offering the full audit workbook.

Check your work: Your comment is useful even without the link.

Practice / references: [Profile Blueprint, PDF p. 65: Use Facebook Group Comments Strategically](#); [Profile Blueprint, PDF p. 75: Comment Strategy](#)

TAS-236 Sending pitches to members who never invited contact.

Answer: Membership in a group does not create an invitation to receive your pitch.

1. Participate in relevant public discussion.
2. Ask whether a private conversation would help when there is real context.
3. Respect the answer and the group's contact rules.

Example: Someone sharing a struggle has not asked every marketer in the group to message them.

Check your work: Private contact follows a clear invited purpose.

Practice / references: [Profile Blueprint, PDF p. 64: Create a Permission-Based Message Strategy](#); [Profile Blueprint, PDF p. 76: DM Transition](#)

TAS-237 Networking only when they want a sale.

Answer: Build relationships through ongoing useful participation.

1. Schedule time to answer, learn, and acknowledge relevant work.
2. Keep recommendations connected to actual requests.
3. Follow up on shared tasks within agreed boundaries.

Example: Remembering a person's project matters even when no sale is available.

Check your work: Your interactions have value beyond transactions.

Practice / references: [Profile Blueprint, PDF p. 66: Build a Relevant Network](#); [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#)

TAS-238 Not knowing how to introduce themselves without a promotional speech.

Answer: Introduce your helpful role, not your entire offer catalog.

1. State your name, audience, and the task you work on.
2. Add one relevant human detail or point of view.
3. Follow the group's introduction rules and omit an unsolicited pitch.

Example: I'm learning to help new affiliates write clearer recommendations and share practical examples.

Check your work: People understand your focus without a sales presentation.

Practice / references: [Profile Blueprint, PDF p. 22: Write Your Identity Statement](#); [Profile Blueprint, PDF p. 66: Build a Relevant Network](#)

TAS-239 Failing to credit a person whose idea or work they share.

Answer: Credit the creator and preserve the original meaning and permissions.

1. Identify the source before sharing.
2. Use a permitted link, short attributed reference, or licensed material.
3. Add your own explanation without presenting the idea or work as yours.

Example: Link to a creator's tutorial and explain why the specific section is helpful.

Check your work: Attribution and usage rights are clear.

Practice / references: [US Copyright Office: Fair Use FAQ](#); [Facebook Post Toolkit, PDF p. 21: Introduce a Resource for a Specific Job](#)

TAS-240 Owning a group without a clear purpose, welcome process, or moderation plan.

Answer: A useful group needs a defined member, purpose, welcome, and moderation routine.

1. State the problems the group helps with and what members can expect.
2. Create simple participation and promotion rules plus a Start Here resource.
3. Assign moderation, response, and update responsibilities you can maintain.

Example: A beginner-answer group welcomes newcomers with one useful task rather than ten offers.

Check your work: New members know how to participate and moderators can apply consistent rules.

Practice / references: [Profile Blueprint](#), PDF p. 34: [Create a Start Here Post](#); [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

25 / Profile Shift

Organic reach and distribution

Build a sustainable distribution routine

Find where the intended audience asks questions. Contribute helpful answers and maintain a clear profile or site. Adapt lessons for another appropriate channel when capacity allows. Measure relevant interactions rather than follower totals alone. Keep exportable content and a suitable voluntary contact path so one platform is not the only connection.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Audience location:

channel:

permitted contribution:

lesson adaptation:

frequency:

useful response:

alternative route:

Playbook check: Distribution repeatedly reaches relevant people and has a workable backup path.

The ten answers follow: TAS-241 through TAS-250.

TAS-241 Having too few relevant people see their content.

Answer: Distribute useful work where relevant people already seek help.

1. Identify a few suitable communities, search questions, or partner audiences.
2. Contribute useful answers and connect them to a clear profile.
3. Maintain a repeatable distribution routine within each channel's rules.

Example: A strong answer in a relevant thread can introduce your work to appropriate readers.

Check your work: Your content reaches identifiable relevant people, not just larger numbers.

Practice / references: [Profile Blueprint, PDF p. 65: Use Facebook Group Comments Strategically](#); [Profile Blueprint, PDF p. 66: Build a Relevant Network](#)

TAS-242 Reaching people who are unlikely to need their offer.

Answer: Improve audience relevance before expanding distribution.

1. Compare who responds with who actually needs the offer.
2. Adjust topic, examples, community selection, and invitation.
3. Stop distribution that attracts the wrong use case.

Example: A course for first-time freelancers should not rely only on affiliate recruitment groups.

Check your work: Useful responses come from people matching the intended task.

Practice / references: [Profile Blueprint, PDF p. 9: Define the Person](#); [Profile Blueprint, PDF p. 18: Offer Alignment Map](#)

TAS-243 Depending entirely on one social platform.

Answer: Build a permitted contact path and preserve assets you control.

1. Keep original content and resource backups.
2. Offer a clear voluntary email or website resource where appropriate.
3. Add another relevant channel gradually rather than duplicating everything at once.

Example: A subscriber can still find your guide if one social account loses reach.

Check your work: Your audience has a working alternative route to your useful material.

Practice / references: [Profile Blueprint, PDF p. 36: Review Your Website and Links](#); [FTC CAN-SPAM Compliance Guide](#); [UK ICO: Electronic Mail Marketing Rules](#)

TAS-244 Posting once and assuming everyone interested has seen it.

Answer: Reintroduce a useful lesson through new context or demonstration.

1. Review whether the original remains accurate.
2. Create a fresh example or answer a related question.
3. Share through suitable channels at a sustainable pace without repetitive spam.

Example: A bio lesson returns as a visitor-test exercise instead of the same copied post.

Check your work: Each repeat adds usefulness and respects destination rules.

Practice / references: [Facebook Post Toolkit, PDF p. 24: Your Next Four Posts](#)

TAS-245 Not knowing where their intended audience already spends time.

Answer: Find audience locations through behavior rather than assumption.

1. Ask suitable people where they learn and discuss the task.
2. Search for recurring problem conversations.
3. Observe quality and rules before investing substantial time.

Example: New freelancers may ask practical questions in profession-specific groups rather than general marketing feeds.

Check your work: You can name places with relevant current discussions.

Practice / references: [Profile Blueprint, PDF p. 9: Define the Person](#); [Profile Blueprint, PDF p. 65: Use Facebook Group Comments Strategically](#)

TAS-246 Focusing on follower counts instead of relevant relationships.

Answer: Measure whether relationships are relevant and useful, alongside reach.

1. Track questions answered, requested resources, and task progress.
2. Review who benefits and how they found you.
3. Avoid growing numbers through irrelevant connections.

Example: Ten useful conversations can reveal more than a hundred unrelated new followers.

Check your work: Your records show meaningful audience fit and interaction.

Practice / references: [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-247 Blaming the algorithm before checking the topic and message.

Answer: Check visibility, reader fit, and clarity before attributing a result to the algorithm.

1. Confirm the content was visible to the intended audience.
2. Ask a suitable reader what they understood.
3. Review multiple comparable posts and change one controllable element.

Example: A vague opening may explain weak response more directly than an assumed platform penalty.

Check your work: Your diagnosis includes evidence rather than speculation.

Practice / references: [Trust Before Traffic, PDF p. 17: Evidence Log](#); [Profile Blueprint, PDF p. 101: Weekly Review Sheet](#)

TAS-248 Failing to adapt useful content for another appropriate channel.

Answer: Move the useful lesson while adapting its presentation.

1. Choose another channel where the task is relevant.
2. Rewrite the opening, example size, and ending for that context.
3. Check its rules and keep attribution and disclosures intact.

Example: A social bio example becomes a newsletter exercise with a worksheet link.

Check your work: The adapted version serves the new channel's readers.

Practice / references: [Facebook Post Toolkit, PDF p. 24: Your Next Four Posts](#); [Facebook Post Toolkit, PDF p. 25: Before You Share](#)

TAS-249 Having no repeatable way to introduce their work to new people.

Answer: Create a small recurring introduction routine.

1. Choose a few relevant places for useful contribution.
2. Schedule answering real questions and sharing appropriate lessons.
3. Review whether those introductions lead to relevant visits or conversations.

Example: Weekly: answer two suitable group questions and improve one public tutorial.

Check your work: You have a repeatable routine and evidence of relevance.

Practice / references: [Profile Blueprint, PDF p. 65: Use Facebook Group Comments Strategically](#); [Trust Before Traffic, PDF p. 5: Foundation Action Sheet](#)

TAS-250 Losing reach after a platform change and having no alternative contact path.

Answer: Restore useful contact through existing permitted channels and avoid panicked overposting.

1. Check current platform notices and your account status through official routes.
2. Use your website or opted-in list to share resources.
3. Develop another suitable distribution path while keeping the main material current.

Example: An email subscriber can use the guide despite lower social distribution.

Check your work: Interested readers have a working alternative route.

Practice / references: [Profile Blueprint, PDF p. 36: Review Your Website and Links](#); [FTC CAN-SPAM Compliance Guide](#); [UK ICO: Electronic Mail Marketing Rules](#)

26 / Profile Shift

Search and website discovery

Publish a useful searchable answer

Choose a specific real question and inspect its search context. Write a complete useful answer with original examples. Use descriptive titles and logical internal links. Check publication and indexing settings with official tools. Maintain changed product facts and old URLs. Treat visibility as uncertain and measure actual discovery over time.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Search question:

intent:

unique help:

title:

page URL:

indexing check:

related links:

review date:

Playbook check: The page is useful and technically discoverable without ranking guarantees.

The ten answers follow: TAS-251 through TAS-260.

TAS-251 Expecting a new website to receive search traffic immediately.

Answer: Search discovery can take time and inclusion or ranking is not guaranteed.

1. Publish useful crawlable pages and check basic indexing settings.
2. Use Search Console or the site's official search tools to inspect important URLs.
3. Continue appropriate distribution and assess search trends over time rather than expecting instant traffic.

Example: A newly published guide can be shared directly while its search visibility develops.

Check your work: The page is discoverable technically and you track actual search evidence.

Practice / references: [Google Search Central SEO Starter Guide](#)

TAS-252 Writing about topics without understanding what people are searching for.

Answer: Match the page to a real search question and its intended task.

1. Collect questions from audience conversations and search results.
2. Inspect what a person likely wants to learn or do.
3. Create a clear answer with original examples and a suitable next step.

Example: How to write an affiliate disclosure needs usable wording and placement guidance.

Check your work: The page answers the specific question its title promises.

Practice / references: [Google Search Central SEO Starter Guide](#); [Profile Blueprint, PDF p. 15: Audience Language Bank](#)

TAS-253 Targeting broad searches dominated by established sites.

Answer: Start with specific questions you can answer unusually well.

1. Narrow the topic by task, stage, or relevant context.
2. Compare existing results to identify missing explanation.
3. Publish a useful answer and avoid assuming low competition guarantees ranking.

Example: How to test a PDF download on a phone is more focused than marketing.

Check your work: The page offers concrete help on a defined question.

Practice / references: [Google Search Central SEO Starter Guide](#)

TAS-254 Publishing affiliate pages that add little beyond the merchant's description.

Answer: Add original usefulness beyond the merchant's description.

1. Use firsthand testing where available or a clearly described documentation review.
2. Explain fit, prerequisites, drawbacks, alternatives, and real task examples.
3. Source product facts and avoid copied low-value pages.

Example: Show how a feature handles a beginner's workflow and where it falls short.

Check your work: The page supplies decision help the sales page does not.

Practice / references: [Google Search Spam Policies: Thin Affiliation](#)

TAS-255 Not knowing whether important pages are indexed or blocked from discovery.

Answer: Inspect whether search engines can access the page and whether it is indexed.

1. Use Search Console's URL inspection or your platform's official indexing tools.
2. Check publication, access restrictions, accidental noindex settings, and crawl availability.
3. Fix confirmed blockers and request indexing where available; indexing remains a search-engine decision.

Example: A private draft page cannot serve as a publicly discoverable guide.

Check your work: You know the URL's reported status and have addressed actual blockers.

Practice / references: [Google Search Central SEO Starter Guide](#)

TAS-256 Using page titles that fail to describe the actual content.

Answer: Write a descriptive unique page title that matches the content.

1. Name the question or task clearly.
2. Include your brand where useful without keyword repetition.
3. Check the live browser title and page heading after publishing.

Example: Affiliate disclosures for beginners: wording and placement accurately describes the lesson.

Check your work: A searcher can predict the page's useful content.

Practice / references: [Google Search Central SEO Starter Guide](#)

TAS-257 Leaving confusing duplicate pages or outdated destinations online.

Answer: Resolve duplicates and obsolete destinations with a deliberate page plan.

1. Identify the page that should remain current.
2. Update links and use your platform's supported redirect or canonical tools appropriately.
3. Check old and new URLs afterward; preserve useful access where needed.

Example: An obsolete guide URL can redirect to the current equivalent rather than a random home page.

Check your work: Visitors reach the correct resource without competing outdated versions.

Practice / references: [Google Search Central SEO Starter Guide](#); [Profile Blueprint, PDF p. 36: Review Your Website and Links](#)

TAS-258 Having no useful internal links between related resources.

Answer: Use descriptive links between resources that answer the reader's next question.

1. Identify genuinely related lessons.
2. Link with wording that explains the destination.
3. Check the links and avoid adding connections only for quantity.

Example: An audience-definition lesson can link to the niche-selection exercise.

Check your work: Readers can follow a useful learning path without searching again.

Practice / references: [Google Search Central SEO Starter Guide](#)

TAS-259 Not updating articles when product information changes.

Answer: Treat product-based articles as maintained resources.

1. Keep a dated fact sheet and update schedule.
2. Review official feature, price, access, and support information.
3. Revise material changes and record the check date.

Example: A comparison should no longer recommend a removed feature as current.

Check your work: Important recommendations match the information you last verified.

Practice / references: [Profile Blueprint, PDF p. 36: Review Your Website and Links](#); [Facebook Post Toolkit, PDF p. 25: Before You Share](#)

TAS-260 Believing schema, keywords, or AI visibility tactics guarantee rankings or citations.

Answer: Structured data and keywords help describe content; they cannot guarantee placement or citations.

1. Build a useful accurate page first.
2. Use supported technical features according to current official documentation.
3. Measure actual visibility and ignore promises of guaranteed rankings or AI mentions.

Example: A well-labeled guide still needs genuine usefulness and may not rank immediately.

Check your work: Your claims about visibility match the evidence and remain realistic.

Practice / references: [Google Search Central SEO Starter Guide](#); [Google Search Spam Policies: Thin Affiliation](#)

27 / Profile Shift

Lead magnets and signup offers

Design and test a free resource

Build a resource that completes one coherent job. State the format and exchange clearly. Request only necessary information and use an appropriate permission process. Test public access and delivery. Give a short Start Here route and a related optional next step. Ask whether readers actually attempted and benefited from the task.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

User:

one result:

scope:

title:

required data:

email expectations:

first exercise:

delivery test:

feedback:

Playbook check: The resource delivers genuine help and attracts the intended situation.

The ten answers follow: TAS-261 through TAS-270.

TAS-261 Offering a free resource that solves no clear problem.

Answer: A free resource needs one reader and one useful job.

1. Name the current problem and smallest worthwhile result.
2. Build an exercise, checklist, or example that produces that result.
3. Test it with a willing beginner before expanding it.

Example: A bio clarity checklist helps identify and rewrite one confusing sentence.

Check your work: The reader can complete a useful action with the resource.

Practice / references: [Facebook Post Toolkit, PDF p. 8: Give the Task a Finish Line](#); [Profile Blueprint, PDF p. 79: Your Resource Path](#)

TAS-262 Making the free resource too broad to provide a useful result.

Answer: Reduce the resource to a coherent first result.

1. Choose one task instead of the entire business.
2. Include necessary setup, example, instructions, and check.
3. Move advanced lessons into separate optional sections.

Example: A one-task profile audit can be useful before a complete marketing encyclopedia.

Check your work: The beginner knows where to start and when the task is finished.

Practice / references: [Facebook Post Toolkit, PDF p. 3: Your Writing Brief](#); [Facebook Post Toolkit, PDF p. 25: Before You Share](#)

TAS-263 Attracting people who want the freebie but do not fit the paid offer.

Answer: Align the free resource with the audience and later support without forcing a purchase.

1. Identify who should use the paid offer and their prerequisite need.
2. Create a genuinely useful resource for that same situation.
3. Explain when the next step is appropriate and when the free resource is enough.

Example: A messaging worksheet naturally precedes relevant writing support, not an unrelated investment offer.

Check your work: The free resource attracts the intended problem and remains useful independently.

Practice / references: [Profile Blueprint, PDF p. 18: Offer Alignment Map](#); [Profile Blueprint, PDF p. 79: Your Resource Path](#)

TAS-264 Naming a resource in a way that hides its purpose.

Answer: Name the resource by its practical job.

1. Write the result or question in plain language.
2. Add the format and intended reader where useful.
3. Ask a newcomer what they expect from the name.

Example: Beginner profile clarity checklist tells more than Ultimate Authority Accelerator.

Check your work: The title predicts the actual content.

Practice / references: [Facebook Post Toolkit, PDF p. 5: Opening Lines](#); [Profile Blueprint, PDF p. 36: Review Your Website and Links](#)

TAS-265 Asking for more personal information than the signup needs.

Answer: Collect only information needed for the stated purpose.

1. Define why each field is necessary.
2. Remove unnecessary sensitive or optional data and label optional fields.
3. Explain handling and permissions accurately and verify local requirements.

Example: An email-delivered checklist rarely needs a home address or birth date.

Check your work: Every requested field has a clear legitimate purpose.

Practice / references: [UK ICO: Direct Marketing and Privacy Guidance](#)

TAS-266 Not explaining what emails the person will receive afterward.

Answer: Explain the signup exchange and marketing choice before submission.

1. State the resource, expected email topics, sender, and reasonable frequency.
2. Use a clear permission process suited to applicable law and provider rules.
3. Link accurate privacy information and make opting out easy.

Example: Get the PDF and choose whether to receive weekly beginner lessons.

Check your work: A subscriber understands what they agreed to receive.

Practice / references: [UK ICO: Electronic Mail Marketing Rules](#); [FTC CAN-SPAM Compliance Guide](#)

TAS-267 Creating a resource so large that beginners never use it.

Answer: Give the resource a short starting route and optional deeper sections.

1. Add a Start Here task and linked contents.
2. Make each section independently useful.
3. Ask a beginner to complete the first task and identify overload.

Example: A large answer collection starts with searching one TAS ID, not reading every page.

Check your work: A reader can make progress without consuming the whole resource.

Practice / references: [Trust Before Traffic, PDF p. 2: Start Here](#)

TAS-268 Having no connection between the resource and an appropriate next step.

Answer: Connect the resource to the next need after its task is completed.

1. Identify what a reader can do after using it.
2. Offer an optional related exercise, conversation, or relevant program.
3. Explain fit and any costs without withholding the promised help.

Example: After clarifying the bio, test whether the link reaches the right resource.

Check your work: The next step follows the work rather than an arbitrary pitch.

Practice / references: [Profile Blueprint](#), PDF p. 79: [Your Resource Path](#); [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-269 Delivering a download that requires permissions the visitor does not have.

Answer: Test the download as someone without owner permissions.

1. Open the public link in a visitor context.
2. Check intended view/download access while keeping editing and private folders protected.
3. Repair permissions or provide a suitable public copy and repeat the test.

Example: A Drive file shared only with you will block a new reader.

Check your work: An unfamiliar visitor can open the promised file without requesting access.

Practice / references: [Profile Blueprint](#), PDF p. 36: [Review Your Website and Links](#)

TAS-270 Failing to check whether people actually use or benefit from the resource.

Answer: Measure whether the resource helps complete its intended task.

1. Ask a few willing readers what they tried and where they got stuck.
2. Collect specific feedback rather than only download counts.
3. Revise the confusing step and repeat the same task test.

Example: Ask whether the checklist helped rewrite the audience sentence.

Check your work: You have evidence of use and a documented improvement.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

28 / Profile Shift

Websites landing pages and visitor flow

Run a full visitor-flow test

Follow the actual invitation as a first-time visitor. Check message consistency and visible material conditions. Test on a phone and with basic accessibility checks. Submit safe data, inspect the recorded result, and open the delivered material. Fix the first failure and retest every dependent step. Keep the site simple until real needs justify more pages.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Post promise:

page heading:

one action:

conditions:

mobile layout:

submission:

confirmation:

file:

support:

Playbook check: A visitor can understand, act, receive, and use what was promised.

The ten answers follow: TAS-271 through TAS-280.

TAS-271 Having a page whose purpose is unclear on first arrival.

Answer: A landing page should explain what it is, who it helps, and what to do next.

1. Write a clear task-focused heading.
2. Add a short explanation, example or preview, and material conditions.
3. Make one fitting action prominent.

Example: A page offering a profile checklist names the task and shows the download or signup route.

Check your work: A new visitor can describe the purpose without help.

Practice / references: [Profile Blueprint, PDF p. 36: Review Your Website and Links](#)

TAS-272 Using several competing calls to action.

Answer: Choose one main page goal and make other options subordinate.

1. Identify the intended first action.
2. Remove competing buttons or organize alternatives by distinct use case.
3. Check the page with a newcomer.

Example: Download the checklist can be primary while deeper resources sit lower down.

Check your work: The visitor knows which action fits the page's promise.

Practice / references: [Profile Blueprint, PDF p. 62: Choose One Primary Call to Action](#); [Profile Blueprint, PDF p. 36: Review Your Website and Links](#)

TAS-273 Publishing a page that is difficult to use on a phone.

Answer: Test the page with real mobile interactions.

1. Check text size, layout, navigation, buttons, forms, and downloads.
2. Repair horizontal scrolling, covered controls, or hard-to-tap elements.
3. Test again with keyboard or accessibility features where appropriate.

Example: The signup button must remain available when the phone keyboard opens.

Check your work: A phone user can complete the intended task.

Practice / references: [Profile Blueprint, PDF p. 36: Review Your Website and Links](#); [W3C WAI Forms Tutorial](#)

TAS-274 Having pages that load slowly or contain oversized media.

Answer: Reduce unnecessary weight before redesigning the entire page.

1. Test the page's loading behavior and use your host's current performance tools.
2. Resize and compress images, reduce unnecessary scripts, and avoid unneeded autoplay media.
3. Retest the actual visitor task after changes.

Example: A small optimized preview image may replace a large background video.

Check your work: The essential information and action load promptly on a typical connection.

Practice / references: [Google Search Central SEO Starter Guide](#)

TAS-275 Breaking a form, button, redirect, or thank you page.

Answer: Reproduce the broken step through a safe complete test.

1. Use a test contact and record the button or form action.
2. Check submission, redirect, confirmation, stored record, and delivery.
3. Fix the failing component and retest both success and failure cases.

Example: A thank-you page can load even when the email automation never starts.

Check your work: The intended record and resource delivery both occur.

Practice / references: [Profile Blueprint](#), PDF p. 36: [Review Your Website and Links](#)

TAS-276 Hiding pricing or important conditions until late in the journey.

Answer: Make important costs and conditions visible before commitment.

1. State price or price source, currency, recurring billing, prerequisites, and access terms.
2. Keep page promises consistent with checkout.
3. Update when terms change.

Example: A subscription should be identified before the buyer reaches payment.

Check your work: The visitor can evaluate the real commitment without surprises.

Practice / references: [Profile Blueprint](#), PDF p. 36: [Review Your Website and Links](#); [Google Ads: Misleading Representation](#)

TAS-277 Using different promises in the post, landing page, and destination offer.

Answer: Use the same truthful promise throughout the journey.

1. Compare post, landing page, resource, recommendation, and checkout.
2. Remove exaggerated or conflicting statements.
3. Test the full path and confirm the delivered material matches.

Example: A free beginner guide should remain a free beginner guide after the click.

Check your work: Each step continues the expectation set by the previous one.

Practice / references: [Profile Blueprint](#), PDF p. 87: [Message Alignment Matrix](#)

TAS-278 Having navigation that makes the main resource difficult to find.

Answer: Organize navigation by the reader's task rather than your internal catalog.

1. Identify the most common starting question.
2. Use descriptive labels and a clear resource directory.
3. Test whether a newcomer can locate the relevant answer.

Example: Find an answer is clearer than an unexplained collection of branded section names.

Check your work: The main resource can be found without private instructions.

Practice / references: [Profile Blueprint, PDF p. 35: Build a Useful Featured Section](#); [Profile Blueprint, PDF p. 36: Review Your Website and Links](#)

TAS-279 Not knowing which simple pages are necessary to begin.

Answer: Begin with the simplest pages that explain, deliver, and support your actual activity.

1. Create a clear introduction or offer page and a working resource path.
2. Add accurate contact, disclosure, privacy, and transaction information as applicable.
3. Add further pages only when a reader need justifies them.

Example: One useful guide page with a working download can precede a large multi-page funnel.

Check your work: The essential journey works and required information is available.

Practice / references: [Profile Blueprint, PDF p. 36: Review Your Website and Links](#)

TAS-280 Never testing the full process as a first time visitor.

Answer: Run a complete first-visitor test before announcing the process.

1. Start from the actual public invitation on a phone.
2. Follow links, submit a safe test, open delivery, and attempt the resource.
3. Record and fix every unexpected requirement or dead end.

Example: A successful signup is incomplete if the attached file cannot open.

Check your work: A new visitor can receive and use the promised resource.

Practice / references: [Profile Blueprint, PDF p. 36: Review Your Website and Links](#); [Profile Blueprint, PDF p. 86: Visitor Experience Walkthrough](#)

29 / Profile Shift

Email setup and delivery

Test your email system end to end

Check that your provider permits the activity. Follow its current domain-verification instructions rather than inventing records. Test new signup, repeat signup, missing fields, and unsubscribe. Inspect logs when messages fail. Keep consent and suppression information intact. Monitor account and billing limits. Ask official support about exact errors with sanitized evidence.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Provider permission:

domain:

DNS manager:

authentication:

signup:

trigger:

delivery log:

unsubscribe:

quota:

Playbook check: The intended contact receives the right message and opt-out works throughout the system.

The ten answers follow: TAS-281 through TAS-290.

TAS-281 Choosing an email service that does not support their intended activity.

Answer: Choose an email provider that explicitly permits your activity and supports the needed workflow.

1. Check acceptable-use rules, affiliate-link policies, contact limits, authentication, automations, and export.
2. Test a simple signup and delivery with your own addresses.
3. Confirm costs and support before migrating real contacts.

Example: A provider may allow educational affiliate content but restrict certain offers or sending practices.

Check your work: The provider permits the activity and your basic process works.

Practice / references: [Google Gmail Sender Guidelines](#)

TAS-282 Not knowing how to connect and authenticate a sending domain.

Answer: Authentication proves which systems may send for your domain; use records supplied by your actual provider.

1. Identify your domain's DNS manager and email sending provider.
2. Follow its current authentication instructions for SPF, DKIM, and DMARC; preserve unrelated website and mail records.
3. Run the provider's verification and send a test, checking authentication results or asking support to confirm them.

Example: Do not invent a generic DNS value; the DKIM record must match your provider's setup.

Check your work: The provider reports authentication correctly configured for the domain and sending service.

Practice / references: [Google Gmail Sender Guidelines](#)

TAS-283 Sending messages that land in spam or are rejected.

Answer: Diagnose delivery from provider logs and the actual error, not from subject-line folklore.

1. Check authentication, account status, rejection codes, and link safety.
2. Confirm recipients expected the messages and suppress invalid or complaining contacts.
3. Reduce problematic sending and give official support the safe log details.

Example: A hard bounce needs investigation, not repeated resending of the same message.

Check your work: The error is understood and a controlled test confirms the repair.

Practice / references: [Google Gmail Sender Guidelines](#)

TAS-284 Importing an old or unpermissioned list without checking its suitability.

Answer: An old or purchased list is not automatically suitable for your provider or your legal obligations.

1. Verify how and when each person agreed to receive messages from you.
2. Check current provider rules and applicable jurisdiction requirements.
3. Do not import unverified contacts; preserve opt-out records and use a lawful, suitable path for genuine subscribers.

Example: A list of addresses found in a group is not a subscriber list.

Check your work: Every imported contact has a documented suitable basis for your intended sending.

Practice / references: [UK ICO: Electronic Mail Marketing Rules](#); [Google Gmail Sender Guidelines](#)

TAS-285 Ignoring bounced addresses and spam complaints.

Answer: Use bounce and complaint information to protect recipients and diagnose the system.

1. Review provider logs and distinguish temporary errors from invalid addresses.
2. Suppress hard bounces and complaints according to provider rules.
3. Check collection quality and authentication before more sending.

Example: A typo in signup data should not trigger endless retries.

Check your work: Known invalid or complaining addresses stop receiving marketing and recurring causes are addressed.

Practice / references: [Google Gmail Sender Guidelines](#)

TAS-286 Setting an automation that sends duplicates or the wrong sequence.

Answer: Trace automation entry, re-entry, and exit rules using test contacts.

1. Map the signup trigger, segment, messages, and suppression conditions.
2. Test new signup, repeat signup, purchase, and unsubscribe behavior.
3. Remove overlapping sequences and confirm each contact receives the intended path.

Example: Two forms should not unintentionally start two identical welcome sequences.

Check your work: Tests show the correct message count and route.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-287 Sending a download email that never arrives.

Answer: Check the entire delivery chain and offer a clear support route.

1. Confirm signup succeeded, the contact entered the right automation, and the send log shows its status.
2. Test spam placement and the resource link using your own addresses.
3. Fix the cause; provide legitimate subscribers a safe direct access route without requiring another unwanted subscription.

Example: A broken trigger differs from a message accepted but placed in spam.

Check your work: A test signup receives or can access the promised resource.

Practice / references: [Google Gmail Sender Guidelines](#); [Profile Blueprint](#), PDF p. 36: [Review Your Website and Links](#)

TAS-288 Failing to make unsubscribe requests work across their system.

Answer: Unsubscribe must stop relevant marketing throughout the connected system.

1. Test the actual opt-out link.
2. Synchronize suppression across lists, integrations, and campaigns; prevent accidental re-import.
3. Keep the minimum necessary suppression record securely and follow applicable timing requirements.

Example: A contact leaving one list must not re-enter through an unrelated import.

Check your work: Your test contact receives no further marketing covered by the request.

Practice / references: [FTC CAN-SPAM Compliance Guide](#); [UK ICO: Electronic Mail Marketing Rules](#); [Google Gmail Sender Guidelines](#)

TAS-289 Having broken personalization such as an empty first name field.

Answer: Use a tested fallback for optional personalization data.

1. Check how the provider handles blank or malformed fields.
2. Preview messages with populated, empty, and unusual values.
3. Use a neutral greeting when the field is unreliable.

Example: Hello there can be safer than Hello [FIRST_NAME] in a broken merge.

Check your work: Every test renders a natural greeting with no visible merge code.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-290 Not noticing that contact limits or account restrictions stopped delivery.

Answer: Review account status and quotas when expected email stops.

1. Check billing, contact limits, sending limits, verification, and provider notices.
2. Identify whether sends paused, queued, or failed.
3. Resolve the cause through official support and test before resuming the full workflow.

Example: A contact-cap pause will not be repaired by rewriting the email.

Check your work: The account supports the intended sending and a controlled test succeeds.

Practice / references: [Google Gmail Sender Guidelines](#)

30 / Conversion Shift

Email messages and relationships

Plan useful subscriber communication

Welcome readers with the resource they requested and a clear first task. Send genuine help alongside relevant recommendations. Keep subjects honest and compensation transparent. Use understood interests rather than unsupported assumptions. Monitor replies. Review inactive contacts with suitable permission and engagement evidence, recognizing that opens are imprecise.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Promise delivered:

reader need:

topic:

example:

declared interest:

one next step:

reply route:

permission review:

Playbook check: Messages are expected, useful, understandable, and easy to leave.

The ten answers follow: TAS-291 through TAS-300.

TAS-291 Having no useful welcome message for a new subscriber.

Answer: Welcome the subscriber by delivering the promise and explaining what comes next.

1. Provide the requested resource with a clear first task.
2. Introduce the sender and expected topics or frequency.
3. Make reply and unsubscribe routes usable.

Example: Here is your checklist; start by checking whether your bio names the audience.

Check your work: The subscriber can access the resource and knows what they joined.

Practice / references: [Profile Blueprint, PDF p. 79: Your Resource Path](#); [FTC CAN-SPAM Compliance Guide](#)

TAS-292 Sending only promotional emails.

Answer: Send useful instruction alongside relevant commercial recommendations.

1. Plan emails from real audience questions.
2. Include a practical explanation, example, or exercise.
3. Recommend an offer when it serves that need and disclose compensation.

Example: An email can teach a link test before suggesting deeper profile support.

Check your work: A subscriber benefits from the message without purchasing.

Practice / references: [Facebook Post Toolkit, PDF p. 4: The Working Structure](#); [Profile Blueprint, PDF p. 63: Build Trust Before Promoting](#)

TAS-293 Disappearing for months and returning with a sales pitch.

Answer: Re-establish context carefully without assuming old permission remains suitable.

1. Review consent, inactivity, provider rules, and current sending suitability.
2. For contacts you may appropriately email, identify the relationship and provide useful current material.
3. Make opting out easy and avoid an abrupt high-volume sales blast.

Example: A concise return note explains the renewed beginner lessons and choice to remain subscribed.

Check your work: Your sending is permitted, contextual, and respectful of current interest.

Practice / references: [UK ICO: Electronic Mail Marketing Rules](#); [Google Gmail Sender Guidelines](#)

TAS-294 Writing subject lines that misrepresent the email.

Answer: The subject should accurately describe the message.

1. Write the main useful point first.
2. Choose a specific honest subject and avoid fake replies or misleading urgency.
3. Preview subject and body together.

Example: Test your download before sharing it accurately introduces a download-check lesson.

Check your work: The body delivers what the subject led the reader to expect.

Practice / references: [FTC CAN-SPAM Compliance Guide](#)

TAS-295 Sending the same offer to people with different needs or interests.

Answer: Use declared interests and relevant behavior to improve fit, within appropriate data permissions.

1. Ask a simple optional interest question or use legitimate resource choices.
2. Organize messages by the task people need.
3. Explain why a recommendation fits and avoid unsupported profiling assumptions.

Example: A profile-audit subscriber may need different examples from an email-setup subscriber.

Check your work: The message addresses a known relevant need.

Practice / references: [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#); [UK ICO: Electronic Mail Marketing Rules](#)

TAS-296 Writing so formally that the email feels impersonal.

Answer: Write as a clear helpful person while retaining necessary information.

1. Draft the explanation in conversational language.
2. Use a specific example and a fitting ending.
3. Read aloud and remove inflated wording without obscuring terms or disclosures.

Example: Here is how to check the link is clearer than a corporate announcement about optimized access.

Check your work: The message sounds natural and remains accurate.

Practice / references: [Facebook Post Toolkit, PDF p. 14: Make the Wording Sound Like You](#)

TAS-297 Failing to explain the connection between a story and a recommendation.

Answer: Make the recommendation follow the story's useful lesson.

1. State the decision or problem the story illustrates.
2. Explain how the resource helps with that exact task.
3. Include costs, limits, and affiliate disclosure where relevant.

Example: A story about confusing bios can lead to a profile audit, not an unrelated opportunity.

Check your work: The reader understands why this recommendation belongs.

Practice / references: [Facebook Post Toolkit, PDF p. 4: The Working Structure](#); [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#)

TAS-298 Having no clear and reasonable next step in the email.

Answer: Choose a next step proportionate to the subscriber's stage.

1. Identify the message's one useful job.
2. Ask for a related action, reply, or resource visit.
3. Describe the destination and avoid multiple competing requests.

Example: Try the three-line introduction and reply with the sentence that feels unclear.

Check your work: The subscriber knows what to do and why.

Practice / references: [Profile Blueprint](#), PDF p. 62: [Choose One Primary Call to Action](#)

TAS-299 Missing replies because the reply inbox is not monitored.

Answer: Treat the reply inbox as part of the resource, not an afterthought.

1. Use a monitored reply address.
2. Schedule checks and track questions needing follow-through.
3. Set a realistic response expectation and route issues outside your scope.

Example: A reply asking for access needs attention before another automated promotion.

Check your work: Genuine replies reach a person or a clear support process.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#); [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-300 Keeping inactive contacts indefinitely without reviewing relevance and cost.

Answer: Review inactive contacts using suitability, cost, and reliable engagement evidence.

1. Check relevant clicks, replies, and permission context rather than opens alone.
2. Use a permitted preference or re-engagement process where appropriate.
3. Suppress or remove unsuitable inactive contacts while retaining needed opt-out records.

Example: Privacy-protected opens are insufficient evidence that someone wants continued promotion.

Check your work: The list is relevant, permitted, and affordable to maintain.

Practice / references: [Apple: Mail Privacy Protection](#); [UK ICO: Electronic Mail Marketing Rules](#)

31 / Conversion Shift

Starting conversations and outreach

Open a relevant conversation

Start with what the person actually shared. Ask one question and listen. Offer a useful action before a recommendation. Explain your commercial role when relevant. Let the person choose private discussion or resource access. Respect silence and declines, and keep follow-up within actual agreements.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Real context:

person's task:

easy question:

useful response:

resource fit:

permission:

stopping point:

Playbook check: The person understands why you contacted them and retains choice throughout.

The ten answers follow: TAS-301 through TAS-310.

TAS-301 Not knowing how to start a relevant conversation.

Answer: Start from genuine context and an easy question about the person's task.

1. Reference what they actually shared.
2. Ask one relevant question that changes the help you would give.
3. Respond to their answer before recommending anything.

Example: You mentioned bio wording; is naming the audience or describing the task harder?

Check your work: The opening has a clear relevant purpose and invites a real answer.

Practice / references: [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#); [Facebook Post Toolkit, PDF p. 20: Ask the Question That Changes the Help](#)

TAS-302 Sending a canned opening that sounds automated.

Answer: Personalize from truthful context rather than inserting a name into a pitch.

1. Identify the real interaction or shared topic.
2. Write a brief natural opening tied to it.
3. Remove generic promises and do not invent familiarity.

Example: Your comment about the checklist raised a useful question about downloads.

Check your work: The message could not be sent unchanged to hundreds of unrelated people.

Practice / references: [Profile Blueprint, PDF p. 64: Create a Permission-Based Message Strategy](#); [Profile Blueprint, PDF p. 76: DM Transition](#)

TAS-303 Pitching before understanding why the person might care.

Answer: Understand the task before choosing the product.

1. Ask what the person wants to accomplish and where they are stuck.
2. Offer one useful observation or action.
3. Recommend only when you can explain the fit and the person wants that help.

Example: A unclear bio may need a sentence edit before a branding program.

Check your work: The offer follows a stated need.

Practice / references: [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#); [Facebook Post Toolkit, PDF p. 20: Ask the Question That Changes the Help](#)

TAS-304 Assuming a follow, friend request, or reaction is permission for a pitch.

Answer: Attention signals do not automatically authorize a commercial conversation.

1. Treat follows and reactions as limited signals.
2. Continue appropriate public interaction and respond to explicit questions.
3. Ask for a private conversation when it would help and respect the answer.

Example: A like on a lesson is not a request for a business presentation.

Check your work: Contact has a clear context and permission where needed.

Practice / references: [Profile Blueprint](#), PDF p. 76: DM Transition

TAS-305 Moving a public discussion into direct messages without asking.

Answer: Let the person choose whether a private conversation is useful.

1. Answer what can appropriately be answered publicly.
2. Explain why a private example might help and ask.
3. If they agree, reference the original context and keep that purpose.

Example: Would you prefer to review the sentence here or in a message?

Check your work: The move into DMs was understood and chosen.

Practice / references: [Facebook Post Toolkit](#), PDF p. 23: After the Post; [Profile Blueprint](#), PDF p. 76: DM Transition

TAS-306 Leading with a link instead of context.

Answer: Explain the resource's relevance before offering the link.

1. Acknowledge the task and clarify the sticking point.
2. Give a useful small answer.
3. Describe the resource's job and ask if they want it when appropriate.

Example: This workbook's profile audit helps check the whole introduction; would that be useful?

Check your work: The link follows an understood purpose.

Practice / references: [Trust Before Traffic](#), PDF p. 10: Conversion Shift: a fitting next step; [Facebook Post Toolkit](#), PDF p. 21: Introduce a Resource for a Specific Job

TAS-307 Talking too much and leaving little room for the other person.

Answer: Keep conversation turns small enough for the other person to respond.

1. Ask one question rather than an interrogation.
2. Reflect the answer briefly.
3. Explain one fitting point and pause for response.

Example: Three short turns can uncover more than a long copied presentation.

Check your work: The recommendation is informed by what the other person actually said.

Practice / references: [Trust Before Traffic](#), PDF p. 10: Conversion Shift: a fitting next step

TAS-308 Being unclear about their commercial interest.

Answer: Be transparent about your role and incentive when discussing a recommendation.

1. Explain whether you are the seller, affiliate, or independent helper.
2. Disclose relevant compensation plainly near the endorsement.
3. Avoid implying control over the merchant's product or support.

Example: I recommend this as an affiliate and may earn a commission if you buy through my link.

Check your work: The person understands your role and financial connection.

Practice / references: [FTC Endorsement Guides: What People Are Asking](#); [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-309 Interpreting silence as an invitation to send more messages.

Answer: Silence is ambiguous and is not an invitation to escalate contact.

1. Check whether a follow-up was agreed and why.
2. Use only a proportionate, contextual follow-up within that agreement.
3. Stop when there is no interest, a decline, or an opt-out; leave the door open without pressure.

Example: A promised Friday check-in differs from daily messages after a reaction.

Check your work: Your follow-up reflects an actual agreement and has a stopping point.

Practice / references: [Profile Blueprint](#), PDF p. 78: [Follow-Up Without Chasing](#); [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-310 Avoiding all outreach because they fear being pushy.

Answer: Useful outreach can be a small invitation around a real relevant task.

1. Begin with existing genuine interactions or an appropriate requested introduction.
2. Offer a specific helpful action without assuming purchase interest.
3. Let the person decline and record only necessary context.

Example: Would a quick example of a clearer introduction help?

Check your work: You can explain the contact's relevance and respect its outcome.

Practice / references: [Profile Blueprint](#), PDF p. 64: [Create a Permission-Based Message Strategy](#); [Facebook Post Toolkit](#), PDF p. 23: [After the Post](#)

32 / Conversion Shift

Listening and checking fit

Check fit before offering help

Ask what the person is trying to accomplish and where the attempt stops. Check what they already have and constraints that change the solution. Summarize your understanding and invite correction. Choose a small action or resource based on those facts. Admit poor fit and stop when interest ends.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Task:

desired result:

prior attempts:

existing resources:

budget:

time:

device:

skill:

confirmed summary:

Playbook check: The recommendation solves the stated problem in a feasible way.

The ten answers follow: TAS-311 through TAS-320.

TAS-311 Not asking what the person is actually trying to accomplish.

Answer: Ask about the desired task before diagnosing the need.

1. Use what are you trying to do right now?
2. Ask where the process gets stuck and what completion would look like.
3. Confirm the answer in the person's own terms.

Example: More sales may conceal a broken download or an unclear offer.

Check your work: You can name the actual task and barrier.

Practice / references: [Trust Before Traffic, PDF p. 10](#); [Conversion Shift: a fitting next step](#)

TAS-312 Recommending a product before understanding the problem.

Answer: Diagnosis needs a problem, relevant context, and a realistic desired result.

1. Ask what is happening and what should happen instead.
2. Check whether the person has necessary prerequisites.
3. Offer a small fitting action before proposing a product.

Example: A beginner without a clear audience may not need advanced advertising software.

Check your work: The recommendation addresses a verified barrier.

Practice / references: [Trust Before Traffic, PDF p. 10](#); [Conversion Shift: a fitting next step](#)

TAS-313 Failing to ask what the person has already tried.

Answer: Previous attempts reveal existing resources and the remaining gap.

1. Ask what they tried, how they applied it, and what happened.
2. Identify what helped and where they stopped.
3. Avoid repeating an unsuitable recommendation without a reason.

Example: An unused lesson may need guided application rather than replacement.

Check your work: You know the remaining issue after prior attempts.

Practice / references: [Trust Before Traffic, PDF p. 4](#); [Foundation Shift: a finished skill](#); [Trust Before Traffic, PDF p. 10](#); [Conversion Shift: a fitting next step](#)

TAS-314 Overlooking budget, time, access, or skill constraints.

Answer: Check constraints as part of fit, not after the sales decision.

1. Ask about time, budget, device, access, and skill needs.
2. Compare them with the resource's actual requirements.
3. Recommend a smaller step or alternative when needed.

Example: A desktop-only tool does not solve a phone-only beginner's immediate task.

Check your work: The proposed step is feasible in the person's situation.

Practice / references: [Trust Before Traffic, PDF p. 5](#); [Foundation Action Sheet](#); [Trust Before Traffic, PDF p. 10](#); [Conversion Shift: a fitting next step](#)

TAS-315 Hearing an objection but missing the underlying concern.

Answer: Clarify the concern instead of assigning a sales label.

1. Ask what specifically makes the option difficult or uncertain.
2. Reflect the concern without arguing.
3. Answer with facts, an alternative, or permission to postpone.

Example: Too expensive could mean unaffordable, unclear usefulness, or already owning an equivalent.

Check your work: Your response matches the concern actually expressed.

Practice / references: [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-316 Treating curiosity as readiness to buy.

Answer: Interest in a topic is different from readiness to purchase.

1. Ask what the person wants next: information, practice, comparison, or a decision.
2. Match the depth of help to that choice.
3. Offer a buying step only when it fits and questions are resolved.

Example: A curious beginner may need the free glossary first.

Check your work: The next step matches the person's stated stage.

Practice / references: [Profile Blueprint](#), PDF p. 79: [Your Resource Path](#); [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-317 Offering the same solution to everyone.

Answer: Use a repeatable diagnosis, then personalize the solution.

1. Identify the task, prior attempts, constraints, and desired result.
2. Choose the action or resource that fits those facts.
3. Explain the reason and alternatives.

Example: Two people with content trouble may need topic selection and sentence editing respectively.

Check your work: Different needs lead to appropriately different help.

Practice / references: [Facebook Post Toolkit](#), PDF p. 20: [Ask the Question That Changes the Help](#)

TAS-318 Being unable to admit that their offer is a poor fit.

Answer: An honest no-fit decision protects trust and future recommendations.

1. Compare the person's requirements with the offer's scope.
2. State the mismatch plainly.
3. Suggest a useful alternative or smaller action without forcing another sale.

Example: This course assumes skills you are still developing; start with the basic exercise.

Check your work: The person understands why postponing or choosing elsewhere is appropriate.

Practice / references: [Profile Blueprint](#), PDF p. 63: [Build Trust Before Promoting](#); [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-319 Continuing after the person says they are not interested.

Answer: A decline closes the commercial pursuit.

1. Acknowledge the answer briefly and respectfully.
2. Stop pitches and follow-ups covered by that choice.
3. Update records so an automation does not restart the approach.

Example: Understood; I will leave it there.

Check your work: No further unwanted recommendation is sent.

Practice / references: [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-320 Failing to confirm that they understood the person's needs accurately.

Answer: Confirm the diagnosis before presenting the next step.

1. Summarize the task, barrier, and constraints.
2. Ask whether that summary is accurate.
3. Use their correction to revise the recommendation.

Example: So you can choose a topic, but explaining it in your own words is the hard part?

Check your work: The person agrees you understood what help they need.

Practice / references: [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

33 / Conversion Shift

Recommendations objections and decisions

Explain a recommendation fairly

Relate the offer to the confirmed task. Provide the information necessary for the current decision without flooding the conversation. Explain prerequisites and ongoing commitments. Address concerns rather than trying to overcome every objection. Compare alternatives honestly. Avoid unsupported payback promises and allow an informed voluntary choice.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Need:

matching capability:

example:

effort:

total known cost:

limits:

alternative:

unanswered question:

Playbook check: The person can describe fit, commitment, and reasonable alternatives.

The ten answers follow: TAS-321 through TAS-330.

TAS-321 Explaining a product without relating it to the person's stated need.

Answer: Explain the offer through the person's stated task.

1. Restate the need you agreed on.
2. Name the specific lesson or feature that addresses it and the prerequisites.
3. Explain the relevant tradeoff, cost, and next step.

Example: You need help with wording; this exercise helps turn your audience and task into a clear introduction.

Check your work: The person understands why this particular recommendation fits.

Practice / references: [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#); [Facebook Post Toolkit, PDF p. 21: Introduce a Resource for a Specific Job](#)

TAS-322 Giving too much information at once.

Answer: Give the information needed for the present decision, then invite further questions.

1. Start with purpose, fit, material costs, and requirements.
2. Show one relevant example rather than the entire catalog.
3. Ask which unresolved point would help them decide.

Example: A three-point explanation can precede a requested detailed curriculum review.

Check your work: The person can summarize the option without being overwhelmed.

Practice / references: [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#)

TAS-323 Not explaining the effort, prerequisites, or ongoing costs involved.

Answer: A recommendation should describe the work required as well as the possible benefit.

1. Check the current prerequisites, setup, learning effort, and recurring costs.
2. Explain them plainly beside the recommendation.
3. Ask whether the person's resources fit before moving to purchase.

Example: A course may require weekly practice and paid software beyond the enrollment fee.

Check your work: The buyer understands the actual commitment.

Practice / references: [Trust Before Traffic, PDF p. 4: Foundation Shift: a finished skill](#); [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#)

TAS-324 Becoming defensive when someone questions the price.

Answer: A price question is a request for decision help, not an attack.

1. Clarify affordability versus uncertainty about usefulness.
2. Explain current price, requirements, and reasonable alternatives.
3. Respect a decision to skip or postpone.

Example: If a free tool already solves the task, acknowledge it.

Check your work: The answer provides facts and choice without defensiveness.

Practice / references: [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#)

TAS-325 Treating every objection as something to overcome.

Answer: Some objections are valid reasons not to buy.

1. Listen for the actual concern.
2. Check whether facts, a smaller step, or a different option addresses it.
3. Accept no fit or no interest without treating it as a failure.

Example: No time to use the training may be an accurate reason to wait.

Check your work: The decision respects the person's actual situation.

Practice / references: [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-326 Using unsupported earnings promises to justify a purchase.

Answer: Do not justify a purchase with earnings you cannot support.

1. Remove promised returns and speculative payback language.
2. Explain the skill or task the resource actually teaches.
3. Discuss cost and uncertainty using verified information.

Example: A \$200 course is not free because someone claims it will earn \$1,000 next week.

Check your work: The rationale is useful capability, not an unsupported income prediction.

Practice / references: [FTC Endorsement Guides: What People Are Asking](#); [Profile Blueprint](#), PDF p. 11: [Choose the Desired Result](#)

TAS-327 Offering discounts or bonuses instead of addressing poor fit.

Answer: A lower price does not fix an unsuitable product.

1. Recheck the task, prerequisites, and constraints.
2. Identify why the offer does not fit.
3. Recommend an appropriate alternative or no purchase before considering permitted incentives.

Example: A bonus cannot make a desktop-only product work on a phone.

Check your work: The recommended option solves the need rather than disguising a mismatch.

Practice / references: [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#); [Profile Blueprint](#), PDF p. 18: [Offer Alignment Map](#)

TAS-328 Being unable to compare reasonable alternatives fairly.

Answer: Compare options using the same customer-relevant criteria.

1. Choose criteria such as task coverage, setup, total cost, support, and access.
2. Verify current facts for each option.
3. Explain strengths and tradeoffs fairly, including non-affiliate alternatives.

Example: Compare both tools on the beginner's real signup workflow.

Check your work: The comparison enables a reasoned choice.

Practice / references: [Profile Blueprint](#), PDF p. 18: [Offer Alignment Map](#); [Facebook Post Toolkit](#), PDF p. 25: [Before You Share](#)

TAS-329 Pushing a person to decide before their questions are answered.

Answer: Allow time for material questions and an informed voluntary decision.

1. Ask what remains unclear.
2. Answer or verify those points using official information.
3. State genuine deadlines accurately and respect a decision to wait.

Example: A buyer asking about renewal should get the billing terms before payment.

Check your work: No important unanswered question is concealed by pressure.

Practice / references: [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#); [Profile Blueprint](#), PDF p. 63: [Build Trust Before Promoting](#)

TAS-330 Being so vague that the person does not know what buying involves.

Answer: Describe purchase, delivery, access, support, and cancellation plainly.

1. Explain what is included and what is not.
2. Name total known charges, recurring terms, prerequisites, and seller responsibility.
3. Show the official purchase and support route.

Example: The buyer knows whether they receive a PDF, membership, video course, or service.

Check your work: They can explain what paying commits them to and what arrives afterward.

Practice / references: [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#); [Profile Blueprint](#), PDF p. 36: [Review Your Website and Links](#)

34 / Conversion Shift

Follow up and conversation records

Keep a minimal follow-up record

Write commitments immediately. Keep one index across channels with only necessary context. Review due items during a scheduled session. Follow up on the agreed task rather than sending vague nudges. Update changed dates, purchases, declines, and opt-outs. Close conversations clearly and stop overlapping automations.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Identifier:

channel:

task:

agreed action:

date:

permission:

current status:

close or opt-out:

Playbook check: The right contextual follow-up happens once at an appropriate time.

The ten answers follow: TAS-331 through TAS-340.

TAS-331 Forgetting whom they spoke with and what was discussed.

Answer: Keep a concise secure conversation record.

1. Record name or identifier, channel, task, useful context, and agreed next action.
2. Store only necessary information with limited access.
3. Review before replying and update after the interaction.

Example: Pat: audience sentence unfinished; requested example Friday.

Check your work: You can resume the conversation without guessing its history.

Practice / references: [Profile Blueprint](#), PDF p. 69: [Conversation Map](#)

TAS-332 Failing to record an agreed next step.

Answer: Write the next step while the agreement is fresh.

1. Confirm the task, who will do it, and the date.
2. Add it to a calendar or simple tracker.
3. Mark completion, changed timing, or closure.

Example: You will send the worksheet Tuesday; they will try the first exercise.

Check your work: Both parties understand the next action.

Practice / references: [Profile Blueprint](#), PDF p. 78: [Follow-Up Without Chasing](#); [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-333 Following up at a time the person did not agree to.

Answer: Let the agreed timing govern the follow-up.

1. Ask whether and when a check-in would be useful.
2. Record the date and purpose.
3. If circumstances change, communicate appropriately rather than sending repeated reminders.

Example: Next Thursday after work is more specific than someday.

Check your work: The follow-up arrives in the context the person agreed to.

Practice / references: [Profile Blueprint](#), PDF p. 78: [Follow-Up Without Chasing](#)

TAS-334 Repeating just checking in without adding relevant value.

Answer: Return to the actual task and add relevant help.

1. Read the previous conversation.
2. Ask about the agreed action and offer one useful clarification.
3. Avoid vague nudges or an unrelated sales link.

Example: Were you able to name the audience in your bio, or is that still the difficult part?

Check your work: The message has an understood purpose.

Practice / references: [Profile Blueprint](#), PDF p. 78: [Follow-Up Without Chasing](#)

TAS-335 Losing useful conversations across multiple inboxes.

Answer: Use one index for commitments across inboxes.

1. Record channel, conversation link where available, task, and next date.
2. Review that index in a scheduled window.
3. Update after responding so multiple channels do not create duplicate contact.

Example: One tracker points to Facebook and email conversations without copying unnecessary private content.

Check your work: You can find each active commitment and its current status.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#); [Profile Blueprint](#), PDF p. 69: [Conversation Map](#)

TAS-336 Following up so often that the person feels pressured.

Answer: Follow-up should be useful, contextual, and finite.

1. Set an agreed purpose and appropriate timing.
2. Stop if declined, no longer useful, or outside the agreement.
3. Remove the person from overlapping automated follow-ups.

Example: A clear no ends the pursuit even if your reminder list still has another date.

Check your work: The person is not chased by repeated or duplicate messages.

Practice / references: [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#); [Profile Blueprint](#), PDF p. 78: [Follow-Up Without Chasing](#)

TAS-337 Giving up despite an explicit invitation to follow up later.

Answer: Honor an invitation to follow up later through a reliable reminder.

1. Record the requested date and task.
2. Send a concise contextual message at that time.
3. Update the record if timing or interest changes.

Example: You asked me to check back after you tried the worksheet.

Check your work: The agreed follow-up happens without losing its purpose.

Practice / references: [Profile Blueprint](#), PDF p. 78: [Follow-Up Without Chasing](#)

TAS-338 Keeping personal details they do not need.

Answer: Conversation records should contain only information needed for useful follow-through.

1. List what each stored detail is used for.
2. Remove unnecessary sensitive personal material.
3. Control access and establish a reasonable retention and deletion process consistent with obligations.

Example: Budget range may inform fit; unrelated medical or family details usually do not belong in a sales tracker.

Check your work: Each retained detail has a legitimate practical purpose.

Practice / references: [UK ICO: Direct Marketing and Privacy Guidance](#)

TAS-339 Not knowing when to close a conversation respectfully.

Answer: Close respectfully when the task is complete, interest ends, or further help does not fit.

1. Summarize any completed action or useful resource.
2. Acknowledge the decision without guilt.
3. Mark closed and stop related follow-ups unless invited again.

Example: Glad the link is working; I will leave you to use the guide.

Check your work: The conversation ends clearly without hidden continuing pursuit.

Practice / references: [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-340 Failing to update records when a person buys, declines, or unsubscribes.

Answer: Status changes must reach your records and automated processes.

1. Update bought, declined, waiting, or opted-out status promptly.
2. Remove inappropriate future messages and preserve necessary suppression information.
3. Test important integration rules with a sample contact.

Example: A buyer should not keep receiving buy now messages for the same purchase.

Check your work: Follow-ups reflect the person's current status and permissions.

Practice / references: [FTC CAN-SPAM Compliance Guide](#); [UK ICO: Electronic Mail Marketing Rules](#)

35 / Conversion Shift

Purchase access and handoff

Make the purchase handoff clear

Verify the destination and current terms before sending it. Explain seller responsibility and your own commitments. If payment or access fails, preserve safe evidence and route the issue through authenticated support. Do not promise merchant decisions or ask for another payment without understanding the first. Track bonus delivery and support cases.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Exact product:

plan:

currency:

renewal:

eligibility:

link:

order reference:

access:

bonus:

support owner:

Playbook check: The buyer knows what they bought, how to begin, and who resolves each issue.

The ten answers follow: TAS-341 through TAS-350.

TAS-341 Sending a buyer to the wrong product or pricing page.

Answer: Verify the exact product and pricing destination before sending the buyer there.

1. Generate or retrieve the current approved link.
2. Check product name, plan, currency, and material terms.
3. Explain your role and retest after changes.

Example: An annual plan page should not be introduced as the monthly option.

Check your work: The destination matches the recommendation.

Practice / references: [Profile Blueprint](#), PDF p. 36: [Review Your Website and Links](#)

TAS-342 Having a discount or checkout link that does not work.

Answer: Use only current authorized discounts and a working checkout path.

1. Confirm code eligibility, expiry, region, and any affiliate restrictions.
2. Test according to merchant rules without making prohibited self-purchases.
3. Ask official support to resolve unclear failures rather than promising an unauthorized price.

Example: A coupon may apply only to new customers or one plan.

Check your work: The buyer understands the actual conditions and reaches valid checkout.

Practice / references: [Profile Blueprint](#), PDF p. 36: [Review Your Website and Links](#)

TAS-343 Discovering the buyer's payment method or country is unsupported.

Answer: Check supported payment and country options with the seller.

1. Review the merchant's current eligibility and payment information.
2. Ask official support about the buyer's legitimate setup.
3. Suggest an available alternative without bypassing restrictions.

Example: A readable page does not prove the seller supports the buyer's card or country.

Check your work: The buyer knows whether a supported purchase route exists.

Practice / references: [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-344 Being unable to explain recurring charges before purchase.

Answer: Explain recurring billing from the merchant's current terms.

1. State billing amount, currency, interval, renewal, and cancellation route.
2. Distinguish introductory prices from later charges.
3. Ask the buyer to confirm final checkout terms before payment.

Example: \$20 for the first month differs from \$20 every month.

Check your work: The buyer can describe the ongoing charge and how to manage it.

Practice / references: [Profile Blueprint](#), PDF p. 36: [Review Your Website and Links](#)

TAS-345 Having a buyer charged without receiving access.

Answer: A charged-without-access issue needs official seller investigation, not another payment attempt.

1. Check the receipt, confirmation email, spam folder, and account used.
2. Collect safe order details and the exact access error.
3. Contact authenticated merchant support; track the case and avoid sharing card details or passwords.

Example: A different login email may explain why the course is not visible.

Check your work: The buyer has a documented support route and confirmed access or an official next resolution step.

Practice / references: [CISA Secure Our World](#); [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-346 Letting a promised bonus delivery fall through.

Answer: Treat your bonus as a deliverable with its own fulfillment record.

1. Confirm eligibility, promised item, delivery method, and timing.
2. Send the correct version and verify access.
3. If delayed, notify the buyer and provide a realistic repair or appropriate remedy within your role.

Example: A promised checklist belongs in a dated delivery queue, not memory.

Check your work: The buyer receives and can use what you promised.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-347 Leaving the buyer unsure who provides support.

Answer: Name who handles which support task before problems occur.

1. Explain your own assistance scope and the merchant's responsibility.
2. Provide official access, billing, refund, and technical routes.
3. Keep those details in the buyer welcome or resource directory.

Example: You may help locate a lesson while the seller handles account billing.

Check your work: The buyer knows whom to contact for the specific issue.

Practice / references: [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-348 Claiming responsibility for merchant decisions they cannot control.

Answer: Promise only actions and outcomes within your control.

1. Distinguish your teaching or bonus obligations from merchant decisions.
2. Use verified terms rather than personal guarantees.
3. Offer to help document and route the issue when the seller must resolve it.

Example: You can provide the support link; you cannot guarantee the merchant approves a refund.

Check your work: Your explanation accurately describes each party's responsibility.

Practice / references: [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-349 Failing to preserve details needed to investigate a checkout problem.

Answer: Preserve enough safe evidence to reproduce the checkout problem.

1. Record product page, date, device, account email, order reference, and exact error.
2. Take a screenshot after removing payment credentials and sensitive details.
3. Send through the seller's official secure support route.

Example: An error code and timestamp help support more than checkout failed.

Check your work: Support can locate or reproduce the issue without unsafe data sharing.

Practice / references: [CISA Secure Our World](#)

TAS-350 Not knowing how to help the buyer reach the official support channel.

Answer: Locate support independently through the official seller account or domain.

1. Check the receipt and authenticated account help area.
2. Confirm contact details from the genuine website, not a stranger's message.
3. Send a concise issue summary and retain the case reference.

Example: An unsolicited recovery helper should not receive the buyer's login.

Check your work: The buyer reaches the verified responsible team.

Practice / references: [CISA Secure Our World](#); [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

36 / Conversion Shift

Customer support retention and referrals

Support use within your role

Orient the buyer to the first useful task. Ask what blocks application and provide help within your scope. Handle complaints factually and route refunds to the responsible party. Track recurring problems and adjust recommendations. Request feedback after actual use and obtain separate specific permission for public stories.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Welcome:

starting lesson:

blocked action:

own scope:

seller route:

issue pattern:

feedback:

publication permission:

Playbook check: Support is useful, realistic, and informs future teaching.

The ten answers follow: TAS-351 through TAS-360.

TAS-351 Disappearing as soon as the sale is made.

Answer: Provide a useful handoff and honor your actual commitments after the sale.

1. Send the promised resource or welcome guidance.
2. Clarify seller support and your help boundaries.
3. Check progress only where appropriate and agreed.

Example: A buyer receives the correct starting lesson and official access support route.

Check your work: The customer can begin and your promised help is delivered.

Practice / references: [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#)

TAS-352 Having no welcome or orientation for a new buyer.

Answer: A welcome should orient the buyer to the first useful action.

1. Confirm what was purchased and how to access it.
2. Name the actual starting section and prerequisite task.
3. Provide support details and any promised bonus.

Example: Start with the profile visitor test before editing every section.

Check your work: The buyer knows where to begin and where to get help.

Practice / references: [Profile Blueprint, PDF p. 3: How to Use This Blueprint](#); [Trust Before Traffic, PDF p. 2: Start Here](#)

TAS-353 Discovering buyers are not using what they purchased.

Answer: Ask about the first blocked action rather than blaming lack of motivation.

1. Check whether access, setup, understanding, time, or fit is the barrier.
2. Help locate one appropriate lesson or small task within your scope.
3. Reassess the recommendation if the product is genuinely unsuitable.

Example: A buyer may need help opening the worksheet, not another pep talk.

Check your work: They can attempt a meaningful first task or identify the right support route.

Practice / references: [Trust Before Traffic, PDF p. 4: Foundation Shift: a finished skill](#); [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#)

TAS-354 Being unable to help someone find the correct lesson or support resource.

Answer: Use the actual curriculum or resource index to find the relevant section.

1. Restate the task the learner needs to complete.
2. Search reviewed lesson titles, contents, or official documentation.
3. Give the exact resource, section, and starting action; verify rather than inventing a module.

Example: Profile Blueprint, PDF page 24, Write a Clear Bio, gives a concrete starting task.

Check your work: The learner can locate the named section and knows what to do there.

Practice / references: [Profile Blueprint, PDF p. 24: Write a Clear Bio](#); [Facebook Post Toolkit, PDF p. 21: Introduce a Resource for a Specific Job](#)

TAS-355 Receiving a complaint and responding defensively.

Answer: Respond to the facts and impact before defending the offer.

1. Acknowledge what the person says happened.
2. Ask for the task, expectation, and relevant evidence.
3. Explain your role, investigate the cause, and agree on the appropriate next action.

Example: I understand you paid but cannot open the course; let's locate the order and official access support.

Check your work: The complaint becomes a documented resolution process.

Practice / references: [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#); [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-356 Not knowing how to handle a refund request within their actual role.

Answer: Refund handling belongs to the seller or party authorized by the purchase terms.

1. Read the current refund process and deadline.
2. Help the buyer collect safe order details and submit through official support.
3. Do not promise approval or process money outside your authority; retain the case information.

Example: An affiliate can point to the seller's refund form and help clarify the issue.

Check your work: The request reaches the responsible party within the documented process.

Practice / references: [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#)

TAS-357 Promising help that exceeds their knowledge or capacity.

Answer: Set a clear support scope before making commitments.

1. Name the tasks you can reliably help with.
2. Refer billing, specialist, or technical matters beyond that scope.
3. Give realistic timing and avoid open-ended promises.

Example: You can review one introduction, not provide unlimited legal or platform-recovery support.

Check your work: Your help is within your ability and capacity.

Practice / references: [Trust Before Traffic, PDF p. 5: Foundation Action Sheet](#); [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#)

TAS-358 Missing recurring problems that should change future recommendations.

Answer: Use recurring buyer problems to revise recommendations and teaching.

1. Tag complaints by task and product.
2. Check frequency, severity, and merchant response.
3. Update warnings about actual limits, onboarding, or offer selection based on verified patterns.

Example: Repeated setup confusion may require a prerequisite tutorial.

Check your work: Your future recommendation addresses the recurring evidence.

Practice / references: [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-359 Asking for testimonials or referrals before the buyer has benefited.

Answer: Ask for feedback after a real useful experience, with freedom to decline.

1. Check whether the buyer has used the resource.
2. Ask what changed and what still needs help.
3. Request permission for any public testimonial separately and disclose incentives appropriately.

Example: What did the worksheet help you finish? is more useful than can you praise me now?

Check your work: Feedback describes actual use and publication permission is recorded.

Practice / references: [Profile Blueprint, PDF p. 67: Use Proof Without Performing](#); [FTC Endorsement Guides: What People Are Asking](#)

TAS-360 Publishing a customer's feedback or story without appropriate permission.

Answer: Get specific permission before publishing an identifiable customer story.

1. Explain the exact wording, identifiers, media, and places you want to use.
2. Let the person approve, edit, or decline without pressure.
3. Keep the approval and preserve the story's context; verify any incentive disclosures.

Example: Permission to help privately is not permission to publish a screenshot.

Check your work: The published account matches authorized truthful material.

Practice / references: [Profile Blueprint](#), PDF p. 67: [Use Proof Without Performing](#); [FTC Endorsement Guides: What People Are Asking](#)

37 / Foundation Shift

Affiliate tracking commissions and payouts

Reconcile affiliate credit and payment

Use the approved account-generated link and verify permitted handling. Read the exact program's credit conditions. Separate clicks, sales, approved commissions, reversals, and received funds. Complete payout details through the genuine portal. Reconcile fees and currency. Investigate missing credit with dates, safe order details, and official support.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Approved link:

terms date:

qualifying event:

attribution:

status:

reversals:

threshold:

schedule:

payout:

case:

Playbook check: Your earnings record matches documented events and program conditions.

The ten answers follow: TAS-361 through TAS-370.

TAS-361 Using a link that does not preserve the correct referral information.

Answer: Preserve the merchant's approved referral information through the whole link route.

1. Generate the link in your account.
2. Check destination and any allowed shortener or redirect against program terms.
3. Use permitted tracking tests or support confirmation; avoid altering parameters by guesswork.

Example: A copied base sales-page URL may omit your affiliate identifier.

Check your work: The merchant recognizes the approved referral link or confirms the setup.

Practice / references: [Profile Blueprint, PDF p. 36: Review Your Website and Links](#)

TAS-362 Not understanding the program's attribution window or credit rules.

Answer: Attribution rules determine which qualifying actions can earn credit.

1. Read the current window, referral priority, exclusions, and required customer action.
2. Save the dated rules in your offer sheet.
3. Explain expectations using those exact conditions rather than generic cookie assumptions.

Example: A click today may not qualify a purchase outside that program's window.

Check your work: You can state the actual program's credit rules.

Practice / references: [Trust Before Traffic, PDF p. 4: Foundation Shift: a finished skill](#)

TAS-363 Expecting credit despite a different device, account, or later referral.

Answer: Cross-device, account, and competing-referral behavior can affect credit according to program rules.

1. Check the merchant's documented tracking and attribution conditions.
2. Separate observed facts from assumptions about a buyer's journey.
3. Ask official support about a suspected qualifying purchase with safe evidence.

Example: A phone click followed by a laptop purchase may not retain credit in some programs.

Check your work: Your claim uses the program's actual conditions and documented facts.

Practice / references: [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-364 Assuming every tracked click should become a credited sale.

Answer: Clicks and credited sales are different events.

1. Check which action earns commission and its eligibility conditions.
2. Compare clicks, qualifying purchases, approvals, and reversals separately.
3. Investigate anomalies rather than expecting each visit to convert.

Example: 100 clicks and two approved sales are distinct measures of the journey.

Check your work: Your report separates traffic from eligible earnings.

Practice / references: [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-365 Not understanding pending, approved, reversed, and paid commissions.

Answer: Commission status describes stages, but exact definitions come from your program.

1. Read pending, approved, reversed, and paid definitions.
2. Reconcile each status with dates, amounts, and payout rules.
3. Count only received funds as available cash.

Example: Pending may await refund-window completion; reversed may reflect a cancellation.

Check your work: You can explain each balance without counting it twice.

Practice / references: [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-366 Losing commissions because of refunds or cancellations.

Answer: Refund and cancellation reversals are part of the program's rules and revenue risk.

1. Check which events reverse commissions and when.
2. Track reversals separately from new earnings.
3. Improve offer fit and buyer expectations; keep a prudent cash buffer for known obligations.

Example: An approved order can still be reversed if the program permits a later refund adjustment.

Check your work: Your net earnings reflect reversals and you know the relevant conditions.

Practice / references: [Trust Before Traffic, PDF p. 10: Conversion Shift: a fitting next step](#); [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-367 Waiting for a payout without knowing the threshold or schedule.

Answer: Payout timing depends on eligibility, thresholds, verification, and the program schedule.

1. Read the current payout rules.
2. Check approved balance, minimum threshold, payment setup, and any holds.
3. Contact official support when the published conditions are met but payment is missing.

Example: A \$15 balance may wait if that program's threshold is \$50; this is an illustration.

Check your work: You know the actual requirement or have a documented support case.

Practice / references: [Trust Before Traffic, PDF p. 5: Foundation Action Sheet](#)

TAS-368 Having missing payout details or verification documents.

Answer: Complete verification only through the program's genuine secure portal.

1. Review missing payout or identity notices in your authenticated account.
2. Submit accurate required information using the official process.
3. Confirm status and never send sensitive documents to unsolicited helpers.

Example: A verified payout method may be required before the next payment cycle.

Check your work: The portal shows requirements complete or identifies the remaining official step.

Practice / references: [CISA Secure Our World](#)

TAS-369 Receiving less than expected because of fees or currency conversion.

Answer: Reconcile the paid amount using fees, currency, exchange rate, and adjustments.

1. Compare the approved commission with the program's payment statement.
2. Check processor charges, conversion, reversals, and bank fees.
3. Ask official support about unexplained differences using safe transaction references.

Example: A foreign-currency commission may arrive as a different local-currency amount.

Check your work: The difference is explained by documented components or an open case.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-370 Not knowing how to document and dispute a suspected missing commission.

Answer: A missing-commission dispute needs evidence of eligibility and the recorded journey.

1. Save the approved link, program terms, dates, safe order reference, and relevant dashboard records.
2. State why you believe the purchase qualifies.
3. Submit through official affiliate support and retain the case; do not claim certainty before investigation.

Example: A timestamped qualifying order is more useful than I know someone clicked.

Check your work: Support can evaluate a specific claim against the program's rules.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

38 / Foundation Shift

Measurement diagnosis and testing

Run a decision-focused measurement test

Choose a measure tied to a useful task. Save the starting version and consistent definitions. Separate test traffic and known duplicates where possible. Change one meaningful element and note confounders. Treat small samples and email opens cautiously. At review, choose an action and state what the evidence cannot establish.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Question:

baseline:

opportunity count:

outcome count:

denominator:

change:

comparison period:

limitations:

decision:

Playbook check: The measurement helps a real decision without overstating certainty.

The ten answers follow: TAS-371 through TAS-380.

TAS-371 Having no baseline for judging progress.

Answer: Record a starting point before changing the process.

1. Choose the task and relevant measures.
2. Save the current version, period, counts, and known limitations.
3. Repeat measurement consistently after one change.

Example: Record visits and successful test signups before revising the form.

Check your work: You can compare the same process before and after.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-372 Measuring only likes or follower counts.

Answer: Track measures tied to the job you are trying to improve.

1. Define the goal: understanding, useful conversations, leads, purchases, or access.
2. Choose observable measures for that goal.
3. Keep likes and follows as context rather than automatic proof of business progress.

Example: A signup test and reader feedback may matter more than reactions to its announcement.

Check your work: Your metric helps make the intended decision.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-373 Getting clicks but no leads or sales and not knowing where the journey breaks.

Answer: Locate the first broken transition between click and outcome.

1. Trace destination load, comprehension, action, form, delivery, recommendation, and purchase.
2. Use a safe visitor test and stage counts.
3. Fix the earliest reproducible barrier and retest.

Example: Clicks with zero successful form submissions call for checking the form and offer explanation.

Check your work: You can name and demonstrate the barrier you repaired.

Practice / references: [Profile Blueprint](#), PDF p. 36: [Review Your Website and Links](#); [Profile Blueprint](#), PDF p. 86: [Visitor Experience Walkthrough](#)

TAS-374 Confusing reach, clicks, leads, purchases, and repeat customers.

Answer: Define each stage so counts do not get confused.

1. Reach counts exposure; clicks count link actions; leads meet your defined interest criterion; purchases are confirmed transactions.
2. Record unique versus total counts and the time period.
3. Track repeat customers separately when relevant.

Example: A 5% signup rate uses signups divided by appropriate page visits, not follower count.

Check your work: Every measure has a clear meaning and denominator.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-375 Drawing conclusions from too few observations.

Answer: Small samples produce uncertain conclusions.

1. Record the number of opportunities and outcomes, not just a percentage.
2. Look for repeated comparable evidence and obvious functional problems.
3. Treat early findings as provisional and use a bounded next test.

Example: One sale from five visitors does not establish a durable 20% purchase rate.

Check your work: Your conclusion states sample size and uncertainty.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-376 Changing several things at once and not knowing what mattered.

Answer: Change one meaningful variable when you want to understand its effect.

1. State a hypothesis and hold other practical conditions as similar as possible.
2. Save the original and revised version.
3. Compare relevant results and note remaining confounders.

Example: Change the button label without simultaneously changing audience, price, and form.

Check your work: You can identify the tested change without claiming unsupported causality.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-377 Failing to distinguish genuine visitors from bots, test clicks, or duplicates.

Answer: Clean interpretation begins with separating test activity and obvious non-user traffic.

1. Document your own tests and duplicate events.
2. Use the analytics provider's supported filters or diagnostic tools.
3. Compare dashboard definitions and avoid assuming every reported click is a unique person.

Example: Five refreshes during your own link test are not five independent interested buyers.

Check your work: The report distinguishes known test activity and measurement limitations.

Practice / references: [Google Analytics: Collect Campaign Data with Custom URLs](#); [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-378 Treating email opens as a precise count of people who read the message.

Answer: Email opens are an imperfect tracking signal, affected by privacy tools and loading behavior.

1. Do not equate recorded opens with people who read the message.
2. Use relevant clicks, replies, task use, and purchase evidence alongside delivery data.
3. Avoid removing or targeting people solely on opens.

Example: Apple Mail Privacy Protection can prevent senders from seeing whether a message was opened.

Check your work: Your interpretation does not treat open counts as exact readership.

Practice / references: [Apple: Mail Privacy Protection](#)

TAS-379 Comparing results from different audiences or time periods as if they match.

Answer: Compare similar audiences, periods, definitions, and offers when possible.

1. Record which conditions differ.
2. Use consistent measures and separate mismatched periods.
3. Explain alternative causes before attributing a result to a single change.

Example: A holiday promotion and an ordinary tutorial week are not a controlled comparison.

Check your work: Your comparison states the important differences.

Practice / references: [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-380 Collecting data without making a clear next decision.

Answer: Decide what a measure will help you choose before collecting it.

1. Write the question, relevant metric, and possible actions.
2. Collect only useful permitted data.
3. Review at a planned date and choose keep, revise, pause, or investigate.

Example: If downloads work but readers cannot use the worksheet, revise instruction rather than buy more traffic.

Check your work: The review produces a clear evidence-based next action.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

39 / Foundation Shift

Paid advertising and bought traffic

Prepare a bounded traffic experiment

Test the complete visitor journey first. Check current platform and merchant policies. Verify tracking and its privacy requirements using legitimate tests. Define an affordable total allowance and confirm current billing behavior. Review quality and net economics, including reversals and costs. Pause when functional, policy, or spending conditions fail.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Offer readiness:

audience fit:

merchant permission:

ad policy:

measured event:

spending allowance:

stop condition:

review:

Playbook check: Paid traffic tests a working suitable process within a clear financial boundary.

The ten answers follow: TAS-381 through TAS-390.

TAS-381 Buying traffic before the offer and visitor journey are clear.

Answer: Make the offer and journey understandable and functional before paying for visitors.

1. Test the invitation, page, action, delivery, and merchant destination.
2. Check product fit, disclosures, permitted traffic, and measurement.
3. Use a small affordable test only after those essentials work.

Example: Ads will not repair a broken download link.

Check your work: A newcomer can complete the path before traffic spending begins.

Practice / references: [Profile Blueprint, PDF p. 36: Review Your Website and Links](#); [Profile Blueprint, PDF p. 63: Build Trust Before Promoting](#); [Google Ads: Misleading Representation](#)

TAS-382 Running ads without a defined spending limit.

Answer: Define financial boundaries before activating a campaign.

1. Set an affordable total test allowance and intended dates.
2. Check the platform's current budget and billing behavior, spending controls, and alerts.
3. Review actual spend regularly and pause at your predetermined stop condition.

Example: A daily budget setting may not function as an exact hard daily ceiling; verify your platform's rules.

Check your work: Actual spending remains within your overall authorized test allowance.

Practice / references: [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-383 Targeting people who do not fit the offer.

Answer: Target the people and situations the offer actually serves.

1. Describe the intended task, prerequisites, and exclusions.
2. Use permitted platform targeting and audience data appropriately.
3. Check who responds and revise the message or audience when fit is poor.

Example: A first-course offer should not use claims suited only to experienced agency owners.

Check your work: Leads match the intended problem and realistic requirements.

Practice / references: [Profile Blueprint, PDF p. 9: Define the Person](#); [Profile Blueprint, PDF p. 18: Offer Alignment Map](#); [Google Ads: Misleading Representation](#)

TAS-384 Paying for low quality clicks or questionable lead sources.

Answer: Judge traffic quality by genuine suitable actions, not promises of cheap volume.

1. Verify the source, collection method, permissions, and merchant acceptance.
2. Start with a bounded test and track downstream behavior.
3. Avoid unverifiable bulk leads or traffic you cannot evaluate.

Example: Thousands of bot clicks do not help a real person use your guide.

Check your work: You can identify the source and observe legitimate relevant outcomes.

Practice / references: [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-385 Misunderstanding campaign objectives or optimization settings.

Answer: Choose an objective matching the action you can measure and support.

1. Read current platform documentation for the available objective.
2. Check the event, audience, placement, and reporting implications.
3. Test with a modest scope and compare actual outcome quality.

Example: A click-oriented campaign is not automatically optimized for completed purchases.

Check your work: You understand what the campaign is trying to obtain.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-386 Having ads rejected without understanding the stated policy issue.

Answer: Use the stated policy issue to guide a factual correction or appeal.

1. Read the exact notice and relevant current official policy.
2. Check both the ad and destination, including claims, identity, pricing, and permitted offers.
3. Fix a real violation or submit a documented appeal; do not evade enforcement with duplicate accounts.

Example: A misleading business affiliation may require correcting the ad and page.

Check your work: The response addresses the policy actually named.

Practice / references: [Google Ads: Misleading Representation](#)

TAS-387 Running ads without reliable purchase or lead measurement.

Answer: Verify measurement before using it to make spending decisions.

1. Map the lead or purchase event and relevant privacy requirements.
2. Run permitted test events and check duplicates, source labels, and seller reporting limits.
3. Reconcile platform numbers with actual records where possible.

Example: A button click should not be labeled a purchase without a completed transaction.

Check your work: The reported event represents the intended real action.

Practice / references: [Google Analytics: Collect Campaign Data with Custom URLs](#); [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-388 Scaling a campaign before checking whether it is profitable.

Answer: Profitability requires all costs and valid earnings, not only a promising dashboard.

1. Calculate approved or received earnings minus traffic, fees, reversals, tools, and delivery costs.
2. Check conversion quality and enough comparable evidence.
3. Scale cautiously only within available resources and monitor whether costs change.

Example: \$100 commission on \$90 ads may still lose money after other costs.

Check your work: Your decision uses net economics and acknowledged uncertainty.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-389 Believing cheap clicks automatically mean good results.

Answer: A low click cost says nothing by itself about fit or value.

1. Track relevant leads, eligible purchases, and total cost.
2. Compare source quality and downstream results.
3. Prefer evidence of useful outcomes over cheap traffic alone.

Example: Ten-cent clicks can be expensive if nobody suitable completes the next step.

Check your work: You evaluate cost per meaningful outcome, not only per click.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-390 Not knowing when to stop, revise, or seek platform support.

Answer: Stop conditions should reflect spend, functionality, policy, and outcome quality.

1. Define the planned review date and maximum affordable loss.
2. Pause broken measurement, disallowed activity, or spending beyond the test scope.
3. Revise one diagnosed issue or contact official support with evidence before restarting.

Example: A failed tracking test is a reason to pause rather than increase the budget.

Check your work: Your decision follows the stated test conditions.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#); [Google Ads: Misleading Representation](#)

40 / Foundation Shift

Tools automation and files

Document and test the working system

Remove unnecessary duplication carefully. Map form, record, permission, email, file, and delivery steps. Test repetition and failure conditions. Use predictable folders and one current release register. Verify public permissions. Migrate records with consent and suppression preserved. Keep an exportable fallback and use precise sanitized support requests.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Tool job:

cost:

dependency:

trigger:

eligibility:

data fields:

public file:

version:

backup:

support evidence:

Playbook check: The process is understandable, reproducible, and recoverable.

The ten answers follow: TAS-391 through TAS-400.

TAS-391 Using several tools that duplicate the same job.

Answer: Give each tool one necessary job and remove redundant systems carefully.

1. Map tool, task, owner, cost, and dependencies.
2. Test whether one retained tool covers the duplicated job.
3. Export needed data and verify cancellation or disconnection before removing the other.

Example: One reliable follow-up tracker may replace several scattered apps.

Check your work: The system has fewer moving parts without losing required functions.

Practice / references: [Trust Before Traffic, PDF p. 4: Foundation Shift: a finished skill](#); [Trust Before Traffic, PDF p. 5: Foundation Action Sheet](#)

TAS-392 Being unable to connect forms, email, downloads, and records.

Answer: Map the data and actions connecting each component before changing settings.

1. Write form submission, contact record, permission status, email trigger, resource link, and delivery.
2. Use current supported integration instructions and a test contact.
3. Verify every step and keep a simple manual fallback for a genuine failure.

Example: A form record existing does not prove its welcome email was triggered.

Check your work: The test contact completes the entire intended chain.

Practice / references: [Profile Blueprint, PDF p. 36: Review Your Website and Links](#); [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-393 Setting an automation that runs on the wrong trigger.

Answer: An automation trigger should represent the exact event you intend.

1. Define the starting event, eligibility filters, re-entry, and exit rules.
2. Test similar events that should not start the workflow.
3. Inspect logs and correct the rule before using real contacts.

Example: A general tag update should not trigger a purchase-confirmation email.

Check your work: Only eligible test events start the intended automation.

Practice / references: [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-394 Creating an automation without testing failure cases.

Answer: Test failure and repetition, not only the happy path.

1. Use safe tests for missing fields, duplicate signup, unsubscribe, unavailable file, and interrupted delivery.
2. Check logs and whether an alert or manual repair is possible.
3. Document the fallback and retest after repairs.

Example: A second signup should not accidentally produce multiple identical sequences.

Check your work: The workflow handles or clearly reports the tested failures.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-395 Losing files because names and folders are disorganized.

Answer: Use a small predictable naming and folder system.

1. Separate current resources, drafts, source materials, and archived versions.
2. Name files by topic, version or date, and status.
3. Keep a current-file index and practice finding the file after closing it.

Example: TAS_Profile_Checklist_v1_2026-10-02.pdf identifies the item and revision.

Check your work: You can locate the current resource without opening many guesses.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-396 Sharing the wrong version of a resource.

Answer: Publish from one designated current version.

1. Keep a release register with filename, version, date, and public link.
2. Archive older copies and update active links.
3. Open the published copy as a visitor after each release.

Example: A private draft should not replace the approved download by accident.

Check your work: The public file matches the current recorded release.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#); [Profile Blueprint](#), PDF p. 36: [Review Your Website and Links](#)

TAS-397 Publishing a file with the wrong access permissions.

Answer: Share the minimum access the reader needs and test it as a visitor.

1. Choose view or download access for the intended public file.
2. Keep editing, private folders, and customer data restricted.
3. Test outside the owner account and correct any access request barrier.

Example: The reader needs the guide, not editor access to its source folder.

Check your work: The right people can use the file without excessive permissions.

Practice / references: [Profile Blueprint](#), PDF p. 36: [Review Your Website and Links](#); [CISA Secure Our World](#)

TAS-398 Losing useful data when moving between tools.

Answer: Migrate with a tested export and reconciliation process.

1. Export permitted data and preserve consent and suppression information.
2. Import a small test, check fields, counts, and special characters.
3. Keep a secure backup until the new system is verified.

Example: Contact names transferring correctly does not prove opt-out status transferred.

Check your work: Important records and permissions survive the move.

Practice / references: [UK ICO: Direct Marketing and Privacy Guidance](#); [Trust Before Traffic, PDF p. 17: Evidence Log](#)

TAS-399 Depending on a feature that disappears or moves behind a paid plan.

Answer: Build a fallback around the essential output rather than dependence on one feature.

1. Keep exportable sources and document the task the feature performs.
2. Monitor official change notices and test alternatives.
3. Revise your workflow and public instructions when the feature changes.

Example: A saved editable guide lets you update it even if one design service changes plans.

Check your work: You can continue the essential task through a known alternative.

Practice / references: [Trust Before Traffic, PDF p. 4: Foundation Shift: a finished skill](#)

TAS-400 Not knowing how to explain a technical problem when requesting support.

Answer: A support request should make the issue reproducible without exposing sensitive data.

1. State intended action, actual result, exact error, date, device, and account type.
2. List relevant steps already tried and attach a sanitized screenshot.
3. Ask for the next diagnostic step through official support and retain the case.

Example: After submitting the test form, the record appears but no email is logged.

Check your work: Support has enough safe context to investigate.

Practice / references: [CISA Secure Our World](#); [Trust Before Traffic, PDF p. 17: Evidence Log](#)

41 / Foundation Shift

Account security and business continuity

Maintain an asset-security register

Secure important accounts with unique passwords and supported multifactor authentication. Verify alarming messages through the official account. Limit helper access and protect credentials in support evidence. Keep recovery material accessible securely outside a locked account. Back up essential permitted data and test recovery. Track renewals, ownership, and authorized continuity responsibility.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Asset:

owner:

administrator:

recovery route:

MFA:

permissions:

renewal:

backup:

test date:

Playbook check: You can protect and restore essential business access without excessive permissions.

The ten answers follow: TAS-401 through TAS-410.

TAS-401 Reusing weak passwords across important accounts.

Answer: Use unique strong passwords and enable additional login protection where available.

1. Replace reused passwords, starting with email, domain, payment, and business accounts.
2. Use a reputable password manager or another secure unique-password process.
3. Enable supported multifactor authentication and save recovery information securely.

Example: One exposed password should not unlock every business account.

Check your work: Important accounts have distinct passwords and tested recovery options.

Practice / references: [CISA Secure Our World](#)

TAS-402 Having no recovery method or saved recovery information.

Answer: Recovery information should remain accurate and available outside the locked account.

1. Check recovery email, phone, trusted methods, and provider instructions.
2. Save backup codes securely with appropriate access protection.
3. Review after changing devices or contact details; test the recovery setup without disabling security.

Example: Recovery codes stored only inside the account may be inaccessible when it is locked.

Check your work: You know the official recovery route and can access your required recovery material.

Practice / references: [CISA Secure Our World](#)

TAS-403 Falling for fake account warnings or phishing messages.

Answer: Verify alarming account messages independently before acting.

1. Do not follow the message's login or payment link.
2. Open the known official app or domain and inspect account notices.
3. Report the suspicious message; if credentials were entered, follow the provider's compromise recovery steps promptly.

Example: A fake account-deletion warning may copy a familiar logo.

Check your work: You verify the notice through the genuine account and protect any exposed access.

Practice / references: [CISA Secure Our World](#); [FTC: What To Do if You Were Scammed](#)

TAS-404 Giving account access to an unverified helper.

Answer: Verify the helper and limit access to the task.

1. Confirm identity, role, and what the job requires.
2. Use supported role-based invitations rather than sharing your main password.
3. Set scope and removal timing, monitor work, and revoke access afterward.

Example: A designer needs appropriate design access, not your payment account or email password.

Check your work: Access is legitimate, limited, and removable.

Practice / references: [CISA Secure Our World](#); [Profile Blueprint, PDF p. 39: Protect Privacy and Security](#)

TAS-405 Sharing sensitive credentials in screenshots or support requests.

Answer: Share diagnostic context without passwords, tokens, or payment credentials.

1. Review screenshots and logs before sending.
2. Redact sensitive information while keeping useful errors and timestamps.
3. Use authenticated support channels; rotate a credential if it was exposed.

Example: A screenshot can show a form error without revealing the integration API key.

Check your work: Support receives safe useful evidence and exposed secrets are replaced.

Practice / references: [CISA Secure Our World](#)

TAS-406 Losing control of a social, email, or website account.

Answer: Use the affected provider's official recovery process and contain related exposure.

1. From a trusted device, verify the compromise and secure your primary email and recovery methods.
2. Follow official account recovery; review sessions, permissions, forwarding, and connected services when access returns.
3. Rotate exposed credentials, restore changed assets, and notify affected parties when necessary or required.

Example: An intruder's email-forwarding rule may remain after changing a password.

Check your work: Control is restored, unauthorized access is removed, and dependent assets are checked.

Practice / references: [CISA Secure Our World](#); [FTC: What To Do if You Were Scammed](#)

TAS-407 Having no backup of important content, resources, or permitted contact data.

Answer: A backup is useful only if it can restore the needed work.

1. List essential content, resources, settings, and permitted contact data.
2. Keep protected copies separate from the primary working location and schedule updates.
3. Test reopening or restoring a sample and respect privacy and retention requirements.

Example: A spreadsheet export should retain suppression status as well as addresses.

Check your work: You can recover a current usable sample from the backup.

Practice / references: [Trust Before Traffic](#), PDF p. 17: Evidence Log; [UK ICO: Direct Marketing and Privacy Guidance](#)

TAS-408 Missing a domain or hosting renewal.

Answer: Manage renewals as business continuity tasks.

1. Record domain, hosting, owner, renewal date, billing method, and official registrar.
2. Set reminders and review payment and contact details.
3. Confirm renewal status through the provider rather than an unsolicited renewal message.

Example: A website can disappear even though your page files still exist if the domain expires.

Check your work: Essential services show active status and upcoming dates are tracked.

Practice / references: [CISA Secure Our World](#); [Trust Before Traffic, PDF p. 5: Foundation Action Sheet](#)

TAS-409 Having no record of who owns or controls a business asset.

Answer: Keep an asset register identifying the actual owner and access controller.

1. List domains, websites, email accounts, content, payment accounts, and key integrations.
2. Record owner, administrative access, recovery route, and relevant agreement.
3. Resolve unclear ownership before handing critical work to someone else.

Example: The person paying for a domain is not always the person controlling its account.

Check your work: You know who controls each essential asset and how legitimate access is maintained.

Practice / references: [Profile Blueprint, PDF p. 39: Protect Privacy and Security](#); [CISA Secure Our World](#)

TAS-410 Depending on one person or account for all essential access.

Answer: Provide continuity through secure recovery and appropriately authorized backup responsibility.

1. Identify assets dependent on one person or login.
2. Use provider-supported additional administrators where suitable and document responsibilities.
3. Keep recovery procedures protected and review access regularly; do not share one password among everyone.

Example: An authorized backup administrator may help maintain a site during an absence.

Check your work: Essential access has a documented secure continuity path.

Practice / references: [CISA Secure Our World](#)

42 / Identity Shift

AI use accuracy and personal judgment

Use AI with accountable judgment

Supply concrete inputs and ask for missing facts rather than invented history. Use AI to draft or clarify, not to replace understanding. Verify checkable claims in primary sources. Protect private data and follow appropriate tool handling. Keep a time limit, inspect usefulness and repetition, and read the final text aloud. Publish only what you can explain.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Reader:

task:

real facts:

source material:

voice sample:

desired output:

uncertainty:

review notes:

Playbook check: AI-assisted work remains truthful, useful, and under your judgment.

The ten answers follow: TAS-411 through TAS-420.

TAS-411 Giving AI vague instructions and receiving generic content.

Answer: Give AI a specific reader, task, facts, example, and finish line.

1. State what the reader needs to understand or do.
2. Supply real source material and your preferred format or writing samples.
3. Ask it to identify missing facts instead of inventing them, then review the result.

Example: Draft a bio lesson for new affiliates using this actual before-and-after example.

Check your work: The output answers the defined task and uses supplied facts.

Practice / references: [Facebook Post Toolkit, PDF p. 3: Your Writing Brief](#); [Facebook Post Toolkit, PDF p. 6: Use the Companion Prompts](#)

TAS-412 Publishing AI writing that sounds unlike them.

Answer: Use AI for drafting while keeping your voice under your control.

1. Provide two short genuine writing samples and clear tone boundaries.
2. Ask for a plain draft preserving your facts.
3. Read aloud and replace phrases you would not say.

Example: Direct and friendly does not require copied sarcasm or corporate language.

Check your work: The final draft sounds like you and remains accurate.

Practice / references: [Facebook Post Toolkit, PDF p. 6: Use the Companion Prompts](#); [Facebook Post Toolkit, PDF p. 14: Make the Wording Sound Like You](#)

TAS-413 Accepting fabricated facts, quotes, links, or testimonials.

Answer: Treat checkable AI claims as unverified until confirmed.

1. Highlight facts, quotations, links, statistics, and experience claims.
2. Open the actual primary source and check meaning, date, and attribution.
3. Remove unsupported material and never fabricate customer proof.

Example: A plausible lesson title still needs confirmation in the real PDF.

Check your work: Every material factual claim has a verified basis or is removed.

Practice / references: [Facebook Post Toolkit, PDF p. 6: Use the Companion Prompts](#); [Facebook Post Toolkit, PDF p. 25: Before You Share](#)

TAS-414 Using AI to imply experience they do not have.

Answer: AI must not create a history you did not live.

1. Identify first-person claims and replace them with your actual experience.
2. Label practice scenarios as illustrative.
3. Describe what you are learning or testing without borrowed results.

Example: I tested this checklist is appropriate only after you actually tested it.

Check your work: The published account accurately represents your experience.

Practice / references: [Facebook Post Toolkit, PDF p. 6: Use the Companion Prompts](#); [Facebook Post Toolkit, PDF p. 10: Teach from a Practice Note](#)

TAS-415 Feeding private customer information into a tool without checking permission and handling.

Answer: Use only information you are authorized to process in the chosen tool.

1. Identify personal or confidential data in the task.
2. Remove identifiers and minimize the data; check the provider's current handling terms and relevant permissions.
3. Use approved secure processes for information that cannot be shared or anonymized appropriately.

Example: A fictionalized example can teach a reply without uploading a customer's private thread.

Check your work: The task uses suitable data under understood permissions and handling.

Practice / references: [UK ICO: Direct Marketing and Privacy Guidance](#); [Facebook Post Toolkit, PDF p. 6: Use the Companion Prompts](#)

TAS-416 Spending longer prompting than completing the actual task.

Answer: Set a time limit and a useful output for AI assistance.

1. Define the task before prompting.
2. Use one clear request and a small number of targeted revisions.
3. Finish the work yourself when prompting no longer improves it.

Example: Ask for three specific headline options, choose one, and edit the post.

Check your work: You end with finished usable work rather than an endless prompt session.

Practice / references: [Trust Before Traffic, PDF p. 4: Foundation Shift: a finished skill](#); [Facebook Post Toolkit, PDF p. 6: Use the Companion Prompts](#)

TAS-417 Generating many posts without checking whether they are useful or repetitive.

Answer: Review the teaching value of each draft before increasing volume.

1. Check the reader question, actual answer, example, and fitting action.
2. Compare drafts for repeated wording and redundant lessons.
3. Keep useful ones and revise or discard the rest.

Example: Ten paraphrases of be consistent are not ten distinct lessons.

Check your work: Each published item gives a reader something usable.

Practice / references: [Facebook Post Toolkit](#), PDF p. 25: [Before You Share](#)

TAS-418 Depending on AI for decisions they do not understand.

Answer: Use AI to clarify options, then understand and verify the decision yourself.

1. Ask it to explain assumptions, missing facts, and alternatives.
2. Check technical or rule-based statements against current official sources.
3. Choose only a course of action you can explain and take responsibility for.

Example: Do not paste guessed DNS records because a generated answer sounds confident.

Check your work: You understand the action, its evidence, and practical consequences.

Practice / references: [Facebook Post Toolkit](#), PDF p. 6: [Use the Companion Prompts](#); [Facebook Post Toolkit](#), PDF p. 25: [Before You Share](#)

TAS-419 Using outdated AI instructions for a tool or platform.

Answer: Confirm the current interface and documentation before applying generated tool instructions.

1. Record the relevant product, device, account type, and task.
2. Open current official help and compare the proposed steps.
3. Test safely and retain the starting configuration where appropriate.

Example: An old menu name should lead to documentation review, not random setting changes.

Check your work: The instructions match the actual current task and result.

Practice / references: [Facebook Post Toolkit](#), PDF p. 25: [Before You Share](#)

TAS-420 Being unable to explain or stand behind the content they publish.

Answer: You own the explanation after publication, regardless of how it was drafted.

1. Read every sentence and identify claims or steps you cannot explain.
2. Verify, learn, simplify, or remove those parts.
3. Try the exercise yourself and invite clarification from a willing beginner.

Example: If you cannot explain attribution, do not publish a confident complex attribution lesson yet.

Check your work: You can answer reasonable questions about your own material.

Practice / references: [Facebook Post Toolkit, PDF p. 6: Use the Companion Prompts](#); [Facebook Post Toolkit, PDF p. 25: Before You Share](#)

43 / Foundation Shift

Disclosures privacy and business obligations

Create an obligations and evidence map

Start with what your business actually does and where. Put plain compensation explanations in the endorsement context. Keep claims proportionate to evidence. Verify applicable collection, privacy, email, rights, tax, and business requirements through current official sources. Match notices and templates to real handling. Obtain qualified advice for material unresolved obligations.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Activity:

location:

recipients:

data:

compensation:

claims:

permission:

opt-out:

rights:

financial records:

advice needed:

Playbook check: Your process and published information match the actual activity and applicable requirements.

The ten answers follow: TAS-421 through TAS-430.

TAS-421 Not knowing when or how to explain an affiliate relationship.

Answer: Explain your commission relationship clearly where the recommendation and relevant link are encountered.

1. Identify compensation or other material connections.
2. Use plain wording such as I may earn a commission if you buy through this link.
3. Place it close to the endorsement and check the visible mobile version; affiliate link alone may not explain payment to readers.

Example: Illustrative wording: I may earn a commission from purchases through this link. Add no-extra-cost wording only when accurate.

Check your work: A reader understands the financial connection before acting on the recommendation.

Practice / references: [FTC Endorsement Guides: What People Are Asking](#)

TAS-422 Putting a disclosure where readers are unlikely to notice it.

Answer: A disclosure needs to be noticeable in the actual format where the endorsement appears.

1. Put it near the recommendation and relevant link, in readable wording and contrast.
2. Check whether clipping, collapsed text, image placement, or video presentation hides it.
3. Use an appropriate spoken and/or visible explanation for the format and consult current guidance.

Example: A disclosure buried on a separate page may not help someone seeing only a product recommendation.

Check your work: A typical viewer can notice and understand the connection in context.

Practice / references: [FTC Endorsement Guides: What People Are Asking](#)

TAS-423 Making misleading income, product, or testimonial claims.

Answer: Match promotional claims to truthful relevant evidence and required context.

1. Check product, income, experience, and testimonial statements individually.
2. Remove unsupported guarantees and invented or misleading proof.
3. Verify applicable advertising rules and disclosures before publishing sensitive outcome claims.

Example: A customer's clearer bio does not substantiate a claim of typical income gains.

Check your work: The promotion does not imply results beyond the evidence.

Practice / references: [FTC Endorsement Guides: What People Are Asking](#); [Google Ads: Misleading Representation](#); [Facebook Post Toolkit](#), PDF p. 25: Before You Share

TAS-424 Collecting email addresses without understanding applicable permission requirements.

Answer: Permission obligations depend on recipient, location, method, purpose, and applicable law; provider rules also matter.

1. Identify your sending activity and relevant jurisdictions.
2. Use a clear suitable signup choice, truthful expectations, and records of how permission was obtained.
3. Consult the applicable regulator's current guidance; do not assume US requirements cover UK, EU, or other recipients.

Example: Publicly visible contact details are not equivalent to a marketing subscription.

Check your work: Your collection and sending process has a documented appropriate basis.

Practice / references: [UK ICO: Electronic Mail Marketing Rules](#); [FTC CAN-SPAM Compliance Guide](#)

TAS-425 Having a privacy notice that does not match actual data handling.

Answer: A privacy notice should describe your actual handling, not a copied imaginary business.

1. Map collected data, purposes, tools, recipients, retention, rights, and contact route.
2. Draft or revise the notice to match that map and applicable requirements.
3. Review with qualified help when obligations are unclear; update when handling changes.

Example: An email form using a third-party provider should not claim no data ever leaves your computer.

Check your work: The notice matches the process and is available where information is collected.

Practice / references: [UK ICO: Direct Marketing and Privacy Guidance](#)

TAS-426 Not understanding applicable unsubscribe and commercial email obligations.

Answer: Commercial email rules and recipient-provider requirements apply alongside your subscriber promises.

1. Identify the jurisdictions and providers relevant to your activity.
2. US CAN-SPAM guidance covers honest headers and subjects, required identification/address information, usable opt-out, and timely honoring of requests.
3. Test unsubscribe across your system and follow stricter applicable legal or provider requirements.

Example: Do not assume a tiny or business-to-business list is automatically exempt.

Check your work: Your sending and opt-out process follows the requirements applicable to it.

Practice / references: [FTC CAN-SPAM Compliance Guide](#); [UK ICO: Electronic Mail Marketing Rules](#); [Google Gmail Sender Guidelines](#)

TAS-427 Copying protected text, images, music, or branding without permission.

Answer: Attribution alone does not necessarily give permission to use protected material.

1. Use your own work, a suitable license, or explicit permission.
2. Check commercial use, adaptations, redistribution, and any branding restrictions.
3. Keep permission records and get qualified advice for uncertain exceptions.

Example: Buying a photo license may allow a page image but not selling the photo itself in a template pack.

Check your work: You can explain and document your rights for each use.

Practice / references: [US Copyright Office: Fair Use FAQ](#)

TAS-428 Not knowing which records to keep for income, expenses, and tax reporting.

Answer: Keep records that let you reconcile earnings, expenses, adjustments, and reporting obligations.

1. Save receipts, invoices, commission statements, payouts, fees, refunds, and business expense records.
2. Reconcile the ledger to actual accounts and preserve relevant dates and currency.
3. Check your tax authority's recordkeeping and filing rules or work with a qualified tax professional.

Example: Pending commissions and received payouts belong in distinct records.

Check your work: You can substantiate income and costs for the relevant period.

Practice / references: [US IRS: Recordkeeping](#); [US IRS: Self-Employed Individuals Tax Center](#)

TAS-429 Not knowing whether registration, licenses, or cross border obligations apply.

Answer: Business requirements vary with location, activity, customers, and transaction role.

1. Describe whether you refer, sell products, or provide services and where you operate.
2. Check official registration, licensing, tax, consumer, and cross-border guidance for those facts.
3. Get qualified local advice for unresolved requirements before the affected activity.

Example: An affiliate and a seller collecting international payments can have different obligations.

Check your work: You have a documented applicable requirement list and responsible next actions.

Practice / references: [US IRS: Recordkeeping](#); [US SBA: Plan Your Business](#); [US IRS: Self-Employed Individuals Tax Center](#)

TAS-430 Treating a generic template as a substitute for advice on their specific obligations.

Answer: A template is a starting draft that must match your real operation and applicable rules.

1. Compare every clause or statement with what you actually do.
2. Identify missing jurisdiction, data, payment, ownership, or support details.
3. Use qualified advice for material uncertainties rather than relying on a generic document's label.

Example: A privacy template claiming no analytics is wrong if your site uses analytics.

Check your work: The final document is factually accurate and suited to your situation.

Practice / references: [UK ICO: Direct Marketing and Privacy Guidance](#); [US Copyright Office: Fair Use FAQ](#)

44 / Profile Shift

Accessibility inclusion and international audiences

Check inclusion in the real reader experience

Repeat essential image information in accessible text. Check readability, zoom, labels, keyboard use, and clear errors. Correct media captions and explain important visuals. State device assumptions, currency, recurring terms, and event timezone. Confirm regional eligibility and test explanations with beginners. Use deeper accessibility evaluation for critical public flows.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Device:

language:

text alternatives:

contrast:

captions:

keyboard path:

currency:

timezone:

regional access:

Playbook check: More of the intended audience can understand and use the same practical help.

The ten answers follow: TAS-431 through TAS-440.

TAS-431 Publishing important information only inside an image.

Answer: Put essential information in accessible text as well as images.

1. Repeat the key lesson, price, date, or instruction in the post or page text.
2. Provide meaningful text alternatives for informative images.
3. Check whether the message is understandable without viewing the image.

Example: An image headline can accompany written disclosure and instructions.

Check your work: A reader who cannot see the image still gets the essential information.

Practice / references: [W3C WAI Images Tutorial](#)

TAS-432 Using low contrast colors or very small text.

Answer: Check legibility at normal and enlarged viewing sizes.

1. Use readable type and sufficient text/background contrast.
2. Avoid using color alone to communicate a requirement or status.
3. Test with zoom and the W3C checks; get deeper evaluation for important public resources.

Example: A red warning also needs explanatory text, not only a color change.

Check your work: Important information stays readable and distinguishable.

Practice / references: [W3C WAI Easy Checks](#)

TAS-433 Sharing videos without usable captions or text alternatives.

Answer: Provide accurate captions and useful text equivalents for video lessons.

1. Correct automated captions, including product names and instructions.
2. Supply a transcript or written steps where needed.
3. Describe important visual actions that audio alone does not explain.

Example: Click the share control needs narration of where it is and what changes.

Check your work: The lesson can be followed through its text and relevant audio/visual alternatives.

Practice / references: [W3C WAI Making Audio and Video Accessible](#)

TAS-434 Creating forms or pages that are difficult to use with assistive technology.

Answer: Use clear structure and test forms beyond mouse-only use.

1. Provide headings, meaningful labels, clear errors, and keyboard-operable controls.
2. Try tab navigation and zoom, then correct obvious barriers.
3. Seek user or expert accessibility evaluation for critical flows; automated checks alone are incomplete.

Example: A form needs an actual email label and an understandable error, not only pale placeholder text.

Check your work: A user can identify, reach, complete, and correct the fields.

Practice / references: [W3C WAI Forms Tutorial](#)

TAS-435 Writing instructions that assume everyone uses the same device.

Answer: State the device and account assumptions and offer an appropriate alternative.

1. Name which version or environment the instructions cover.
2. Check whether mobile and desktop steps differ.
3. Provide a separate route or link to current official device-specific help.

Example: A phone reader needs the mobile save/export route, not only desktop menu names.

Check your work: The learner can identify and follow the route for their device.

Practice / references: [Facebook Post Toolkit](#), PDF p. 25: [Before You Share](#)

TAS-436 Using cultural references or slang the audience does not understand.

Answer: Use plain language and explain references that may not travel well.

1. Identify slang, cultural assumptions, and humor that carries the main meaning.
2. Replace it or add a clear explanation.
3. Ask a reader from the intended audience to check comprehension.

Example: A local sports metaphor should not be required to understand your instructions.

Check your work: The reader understands the action without insider cultural knowledge.

Practice / references: [Facebook Post Toolkit](#), PDF p. 14: [Make the Wording Sound Like You](#)

TAS-437 Showing prices without making currency and recurring terms clear.

Answer: State currency and billing commitment explicitly.

1. Write the currency beside prices.
2. Identify one-time, recurring, introductory, or usage-based charges.
3. Explain relevant taxes or conversion uncertainty and point to final seller terms.

Example: US\$29 per month is clearer than \$29 without context.

Check your work: A reader knows what amount and interval the price represents.

Practice / references: [Profile Blueprint](#), PDF p. 36: [Review Your Website and Links](#); [Google Ads: Misleading Representation](#)

TAS-438 Scheduling sessions without clear time zone information.

Answer: Communicate event time with date, timezone, and a local-time route.

1. State the full event date and named timezone.
2. Use a timezone-aware calendar invitation or conversion link where suitable.
3. Verify daylight-saving effects and the schedule displayed to the participant.

Example: October 12, 7 p.m. Eastern should be accompanied by a correct local-time option.

Check your work: Participants can identify their own attendance time.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-439 Recommending tools unavailable in parts of the audience's region.

Answer: Check region-specific availability before recommending a tool.

1. Verify supported countries, payment, language, device, and access requirements.
2. Ask official provider support about ambiguous cases.
3. Give a genuinely available alternative when the reader cannot use it.

Example: A tool's free tier may differ by location or account eligibility.

Check your work: The recommendation is usable in the reader's stated situation.

Practice / references: [Trust Before Traffic](#), PDF p. 10: [Conversion Shift: a fitting next step](#)

TAS-440 Failing to explain resources in language a beginner can follow.

Answer: Write instructions from the beginner's starting point.

1. Define the first unfamiliar term and required setup.
2. Give ordered actions, a concrete example, and a completion check.
3. Ask a beginner to follow the task and repair any missing explanation.

Example: Explain what a lead is before teaching lead segmentation.

Check your work: The learner can start, act, and check the result without guessing.

Practice / references: [Facebook Post Toolkit](#), PDF p. 3: [Your Writing Brief](#); [Facebook Post Toolkit](#), PDF p. 25: [Before You Share](#)

45 / Foundation Shift

Creating and maintaining digital products

Build a small useful digital product

Test a sample before expanding. Define an observable result and the smallest coherent scope. Include setup, examples, practice, and checks. Confirm commercial and redistribution rights. Test actual files on intended devices. Explain price, access, and support commitments accurately. Keep a release log and improve recurring user problems.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Demand evidence:

user:

result:

scope:

lesson:

exercise:

rights:

delivery:

price:

support:

release:

feedback:

Playbook check: The product can be finished, delivered, used, and maintained as promised.

The ten answers follow: TAS-441 through TAS-450.

TAS-441 Creating a course or download before checking demand.

Answer: Validate the problem and a small useful outcome before building the full product.

1. Talk with intended users about recent struggles and attempts.
2. Create a small sample lesson or exercise.
3. Observe actual use and feedback before expanding or accepting payments with unclear delivery.

Example: Test a bio worksheet before making a twenty-module branding course.

Check your work: The product idea has evidence of a real need and usable first result.

Practice / references: [Trust Before Traffic](#), PDF p. 17: Evidence Log; [Profile Blueprint](#), PDF p. 10: Name the Recognizable Problem

TAS-442 Choosing a product scope too large to finish.

Answer: Build the smallest coherent product that completes one useful job.

1. Define one result and necessary prerequisites.
2. Outline only the lessons and exercises required for that result.
3. Create and test that version before adding more scope.

Example: A working profile-introduction kit can precede a complete digital-business curriculum.

Check your work: The product can be finished and used within the stated scope.

Practice / references: [Facebook Post Toolkit](#), PDF p. 8: Give the Task a Finish Line; [Trust Before Traffic](#), PDF p. 4: Foundation Shift: a finished skill

TAS-443 Not defining the practical result the product should help deliver.

Answer: Define the practical result in observable terms.

1. Write what the user should be able to do after using the product.
2. Choose an exercise or artifact that demonstrates it.
3. Avoid promises beyond what the product and evidence support.

Example: The user can write and test a clear introduction, rather than achieve guaranteed authority.

Check your work: The result can be assessed through actual work.

Practice / references: [Profile Blueprint](#), PDF p. 11: Choose the Desired Result; [Trust Before Traffic](#), PDF p. 17: Evidence Log

TAS-444 Packaging information without usable exercises, examples, or instructions.

Answer: Package instruction with practice and a way to inspect progress.

1. Include setup, ordered steps, example, worksheet or exercise, and check.
2. Make the starting route and support scope clear.
3. Test with a willing beginner and repair missing steps.

Example: A lesson on links includes a visitor-test checklist and a place to record failures.

Check your work: The user can apply the information rather than only read it.

Practice / references: [Facebook Post Toolkit](#), PDF p. 25: Before You Share; [Trust Before Traffic](#), PDF p. 17: Evidence Log

TAS-445 Not knowing how to set a price relative to usefulness and alternatives.

Answer: Price using usefulness, alternatives, delivery cost, and support commitments, then test the actual offer.

1. Compare similar solutions and what yours genuinely includes.
2. Estimate production, maintenance, payment, and support costs.
3. Explain the scope and test demand without treating compliments as purchases.

Example: A concise practical workbook may justify a different price from a course with substantial personal support.

Check your work: The price has an understandable basis and the offer is transparent.

Practice / references: [Trust Before Traffic](#), PDF p. 4: Foundation Shift: a finished skill; [Trust Before Traffic](#), PDF p. 17: Evidence Log

TAS-446 Using material they do not have rights to sell or redistribute.

Answer: Confirm rights for sale and redistribution, not merely personal use.

1. List every included image, text, template, prompt, video, and licensed component.
2. Check ownership, commercial use, derivative work, and redistribution permissions.
3. Remove or replace material whose rights do not cover the intended product.

Example: A stock asset's page-use license may not permit resale inside downloadable templates.

Check your work: You have documented rights for the product's actual distribution.

Practice / references: [US Copyright Office: Fair Use FAQ](#)

TAS-447 Delivering files that buyers cannot open or use.

Answer: Test deliverables in the environments buyers are expected to use.

1. Check file format, size, required apps, links, permissions, and device compatibility.
2. Provide clear opening and saving instructions plus suitable alternatives.
3. Have an unfamiliar tester download and use the actual release file.

Example: A fillable PDF should save entered answers correctly in the recommended reader.

Check your work: The delivered file opens and performs the promised task.

Practice / references: [Profile Blueprint, PDF p. 36](#); [Review Your Website and Links; Facebook Post Toolkit, PDF p. 25](#); [Before You Share](#)

TAS-448 Having no process for updates and version changes.

Answer: Use a release register and a documented update process.

1. Record current version, release date, changes, and download location.
2. Test revised files and replace active links intentionally.
3. Tell existing users about material corrections or changed access according to your commitments.

Example: A corrected link belongs in the change log and current public version.

Check your work: Users can identify the current resource and meaningful changes.

Practice / references: [Trust Before Traffic, PDF p. 17](#); [Evidence Log](#)

TAS-449 Promising lifetime support or access without planning how to provide it.

Answer: Promise a support and access scope you can sustain and define it clearly.

1. Specify duration, methods, response expectations, limits, and what access depends on.
2. Estimate maintenance and support costs before setting the promise.
3. Use precise terms and qualified advice for material contractual uncertainty.

Example: Lifetime access is ambiguous unless the relevant lifetime and conditions are defined.

Check your work: Your published commitment has a realistic operational plan.

Practice / references: [Trust Before Traffic, PDF p. 5](#); [Foundation Action Sheet](#); [Trust Before Traffic, PDF p. 10](#); [Conversion Shift: a fitting next step](#)

TAS-450 Having no way to collect feedback and improve the product.

Answer: Collect feedback about use, confusion, and outcomes the product actually supports.

1. Ask users what they tried, completed, or could not follow.
2. Track recurring issues and prioritize consequential repairs.
3. Release improvements and test the same task again.

Example: If three beginners cannot find the first exercise, improve navigation before adding modules.

Check your work: Updates address documented user needs.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#); [Facebook Post Toolkit](#), PDF p. 27: [Keep the Evidence](#)

46 / Conversion Shift

Freelance marketing and client work

Deliver a scoped client service

Choose work you can perform reliably and show relevant samples. Agree on scope, payment, revisions, responsibilities, and rights before beginning. Use secure limited access. Report work and measured results without guarantees beyond your control. Document changes and disputes through the agreed process. Hand over usable files and remove unnecessary permissions.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Buyer:

demonstrated skill:

objective:

deliverables:

inputs:

timeline:

price:

revisions:

access:

rights:

handoff:

Playbook check: The client understands the commitment and receives usable agreed work.

The ten answers follow: TAS-451 through TAS-460.

TAS-451 Offering a marketing service they cannot yet deliver reliably.

Answer: Offer only a service you can reliably perform within a clear scope.

1. Complete realistic practice projects and inspect their quality.
2. Choose a small service matching demonstrated skills.
3. State limits and refer tasks beyond your competence.

Example: A beginner may offer a scoped bio edit before full campaign management.

Check your work: You can show the promised deliverable and repeat the process.

Practice / references: [Facebook Post Toolkit, PDF p. 9: Show the Move, Then Explain It](#); [Profile Blueprint, PDF p. 67: Use Proof Without Performing](#)

TAS-452 Not knowing how to find suitable first clients.

Answer: Find first clients around a specific problem and a credible sample.

1. Define the suitable buyer and small task you can perform.
2. Publish authorized samples or labeled practice work.
3. Participate in relevant communities and make appropriate contextual invitations rather than unsolicited mass pitches.

Example: Show a service-description rewrite to people who need clearer descriptions.

Check your work: Prospects understand the service and can inspect relevant work.

Practice / references: [Profile Blueprint, PDF p. 9: Define the Person](#); [Profile Blueprint, PDF p. 65: Use Facebook Group Comments Strategically](#)

TAS-453 Agreeing to work without a clear scope or deliverables.

Answer: Define the work and acceptance criteria before beginning.

1. Agree on objective, deliverables, inputs, deadlines, revision scope, and exclusions.
2. Write how completion and approval will be handled.
3. Confirm changes through an agreed scope-change process.

Example: One landing-page copy draft differs from building, hosting, and maintaining the site.

Check your work: Both parties can identify what finished means.

Practice / references: [Trust Before Traffic, PDF p. 4: Foundation Shift: a finished skill](#)

TAS-454 Setting prices without accounting for time and costs.

Answer: Price the full workload, including communication, revisions, costs, and overhead.

1. Estimate production, research, meetings, revisions, and handoff time.
2. Include direct costs and the permitted payment structure.
3. Track actual time after the project and revise future estimates.

Example: A two-hour writing task may require additional briefing and revision time.

Check your work: The price reflects the real service effort and obligations.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#); [US IRS: Recordkeeping](#)

TAS-455 Accepting endless revisions without an agreed boundary.

Answer: Agree on revisions and changes before the first draft.

1. Define how many rounds, response timing, and what a round covers.
2. Separate corrections within scope from new direction or extra deliverables.
3. Confirm added work, fees, and dates before doing it.

Example: Changing the target audience after approval can require a new scope rather than another free polish.

Check your work: Revisions follow an understood boundary.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-456 Lacking a written agreement about payment, access, and ownership.

Answer: Use a written agreement suited to the actual work and jurisdiction.

1. Describe scope, payment schedule, required access, responsibilities, approvals, ownership, licenses, and termination.
2. Check that you have rights to all supplied materials and deliverables.
3. Use qualified contract advice for material uncertainty rather than assuming a generic template is sufficient.

Example: Payment for copywriting does not by itself explain rights to third-party images.

Check your work: The parties understand payment, access, and rights before work begins.

Practice / references: [US Copyright Office: Fair Use FAQ](#)

TAS-457 Promising rankings, reach, or sales they cannot guarantee.

Answer: Promise deliverables and work you control; explain outcome uncertainty.

1. State the exact service, method, and reporting.
2. Avoid guaranteeing search rankings, platform reach, or sales you cannot substantiate.
3. Clarify dependencies such as client approvals, traffic, offer quality, and platform decisions.

Example: I will deliver a tested page draft is more defensible than guaranteed first-page ranking.

Check your work: The commitment matches controllable work and relevant evidence.

Practice / references: [Google Search Central SEO Starter Guide](#); [Google Ads: Misleading Representation](#)

TAS-458 Being unable to explain results or delays to a client.

Answer: Report what happened, why it matters, and the next decision.

1. Compare completed work with the agreed scope and timeline.
2. Separate measured results from interpretation and unknowns.
3. Communicate blockers promptly with options and realistic revised dates.

Example: The draft is complete; launch is waiting for approved pricing terms.

Check your work: The client understands progress, limitations, and needed decisions.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-459 Handling late payment or a disagreement without a documented process.

Answer: Use the agreed payment and dispute process with factual records.

1. Keep the agreement, approved changes, invoices, due dates, and delivery evidence.
2. Send a clear reminder or issue summary through the agreed channel.
3. Follow the contract and applicable local process; seek qualified advice before material enforcement actions.

Example: A reminder references invoice number, amount, due date, and the agreed next step.

Check your work: The disagreement has a documented basis and appropriate resolution route.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-460 Finishing work without a clear handoff or removal of unnecessary access.

Answer: Close the project with usable deliverables, ownership clarity, and cleaned-up access.

1. Provide the final approved files, instructions, and agreed credentials or transfers through secure routes.
2. Confirm acceptance and explain remaining maintenance responsibilities.
3. Remove unnecessary permissions and retain only records you appropriately need.

Example: A page handoff includes editable source and tested links if those were agreed deliverables.

Check your work: The client can use the work and no unnecessary access remains.

Practice / references: [CISA Secure Our World](#); [Profile Blueprint](#), PDF p. 36: [Review Your Website and Links](#)

47 / Foundation Shift

Sustainability recovery and growth

Choose sustainable next steps

Review progress and economics separately. Preserve useful assets instead of rebuilding from emotion. Compare new opportunities with available capacity. Define tasks before delegating them and review small trials. Maintain resources with assigned owners and source-check dates. Pause, simplify, revise, or close with existing commitments and legitimate records handled responsibly.

Create this working record

Use these fields in a notebook, document, or simple sheet. Start with one actual task or offer.

Useful demand:

finished work:

skills gained:

relationship evidence:

costs:

capacity:

obligations:

keep/change/stop:

Playbook check: The next decision fits evidence, resources, and the obligations already accepted. The ten answers follow: TAS-461 through TAS-470.

TAS-461 Burning out because they feel they must be online constantly.

Answer: Set working boundaries that include responses, maintenance, and time offline.

1. Choose realistic work and reply windows.
2. Reduce publishing or offer volume to fit them.
3. Keep a minimum routine and review signs that commitments exceed capacity.

Example: A daily response window can replace checking every notification immediately.

Check your work: The routine remains useful and sustainable in an ordinary week.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-462 Having no peer or mentor for useful feedback.

Answer: Seek feedback from someone who can assess the actual task.

1. Choose a relevant peer, community, or mentor rather than relying only on praise.
2. Bring a specific draft, question, and attempted solution.
3. Apply useful feedback and record what changed.

Example: Ask whether a newcomer can follow the tutorial's first step.

Check your work: Feedback identifies a concrete improvement you can act on.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-463 Restarting from scratch after every disappointing month.

Answer: Preserve what worked and diagnose the next barrier before rebuilding everything.

1. Review saved work, audience feedback, costs, and actual outcomes.
2. Keep functioning assets and identify one failing step.
3. Run a bounded revision instead of replacing the entire business after a disappointing period.

Example: A clearer resource path may be needed while your useful posts remain worth keeping.

Check your work: The next plan builds on evidence and retained capability.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#); [Profile Blueprint](#), PDF p. 101: [Weekly Review Sheet](#)

TAS-464 Continuing an unsuitable project only because they already spent money on it.

Answer: Decide based on future fit, cost, and commitments rather than past spending.

1. List remaining cost and work from today onward.
2. Assess whether the project still serves a real need within your capacity.
3. Pause or close responsibly, preserve useful assets, and honor existing obligations.

Example: An unused subscription's past fee is not a reason to keep renewing it.

Check your work: The decision reflects future usefulness and responsible closure.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-465 Failing to recognize skill or relationship progress before revenue appears.

Answer: Track capability and relationships separately from revenue while keeping financial reality visible.

1. Save completed work and specific feedback.
2. Record tasks you can now perform and useful interactions.
3. Review earnings and costs independently so skill growth does not become a financial guarantee.

Example: A clearer explanation is learning evidence even before it produces sales.

Check your work: You recognize progress without overstating its economic meaning.

Practice / references: [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-466 Becoming distracted when early success creates too many new possibilities.

Answer: Evaluate new possibilities against the focus that produced the useful result.

1. Record what worked and its likely conditions.
2. Choose one next improvement and park unrelated opportunities.
3. Add scope only when you can support existing work and test the new need.

Example: One successful resource does not require launching five new products immediately.

Check your work: Growth preserves the core useful work and stays manageable.

Practice / references: [Profile Blueprint](#), PDF p. 13: [Develop Your Core Message](#); [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-467 Taking on more commitments than they can fulfill.

Answer: Manage commitments as a capacity problem.

1. List active promises, due dates, and expected effort.
2. Compare them with realistic available sessions.
3. Decline, narrow, or renegotiate new work before delays accumulate.

Example: A promised review needs a slot in the calendar before acceptance.

Check your work: Accepted work fits capacity and important promises are visible.

Practice / references: [Trust Before Traffic](#), PDF p. 5: [Foundation Action Sheet](#)

TAS-468 Delegating before the task or expected result is clearly defined.

Answer: Define the task before delegating it.

1. Document purpose, inputs, steps, acceptable output, deadline, and constraints.
2. Provide a sample and necessary limited access.
3. Review one small trial and refine the instructions before expanding responsibility.

Example: A helper can check links using an agreed list and failure-report format.

Check your work: The person knows what to produce and you can assess it consistently.

Practice / references: [Trust Before Traffic](#), PDF p. 4: [Foundation Shift: a finished skill](#); [CISA Secure Our World](#)

TAS-469 Having no plan for keeping useful resources accurate over time.

Answer: Treat helpful resources as maintained assets with assigned review dates.

1. Keep an index of owners, versions, sources, links, and next checks.
2. Prioritize changing rules, product facts, and critical visitor flows.
3. Update material changes and preserve a clear change history.

Example: A disclosure guide and a product pricing comparison need appropriate current-source checks.

Check your work: No known significant error remains in the active resource.

Practice / references: [Facebook Post Toolkit](#), PDF p. 25: [Before You Share](#); [Trust Before Traffic](#), PDF p. 17: [Evidence Log](#)

TAS-470 Not knowing when to pause, simplify, change direction, or stop responsibly.

Answer: Choose pause, simplification, revision, or closure through evidence and capacity.

1. Review financial cost, available time, useful demand, obligations, and the first failing step.
2. Keep viable work, reduce unnecessary scope, or change a diagnosed assumption.
3. If stopping, finish or renegotiate commitments, protect records, cancel unnecessary services, and communicate required handoffs.

Example: A pause can preserve a working guide while ending an unaffordable ad experiment.

Check your work: The decision is documented and affected commitments are handled responsibly.

Practice / references: [Trust Before Traffic, PDF p. 5: Foundation Action Sheet](#); [Trust Before Traffic, PDF p. 17: Evidence Log](#); [Profile Blueprint, PDF p. 101: Weekly Review Sheet](#)

Sources and deeper practice

Answers and examples in this collection are original TAS teaching. Supporting references provide deeper exercises or primary facts. Web references were checked on October 2, 2026. Source limits and jurisdiction are described below.

The three TAS documents included inside this guide

The Authority Shift Profile Blueprint - Definitive Edition

Full profile audit, message, identity, visitor journey, practical content, conversations, and implementation worksheets.

[Open Profile Blueprint - guide pages 262-383 \(122 source pages\).](#)

Trust Before Traffic Action Workbook

Four Shift lessons and action sheets, seven work sessions, and an evidence log.

[Open Trust Before Traffic - guide pages 384-401 \(18 source pages\).](#)

TAS Facebook Post Toolkit

Writing brief, usable post structure, twelve formats, AI drafting workflow, replies, and editing checks.

[Open Facebook Post Toolkit - guide pages 402-428 \(27 source pages\).](#)

These three books are included below, inside this PDF. Every supporting TAS reference opens the relevant page here. Use ANSWER INDEX at the top of a supporting page to return to the index. Web references continue to open their official websites.

Official references

FTC Endorsement Guides: What People Are Asking

US FTC guidance on endorsements and material connections. Affiliate questions appear under What About Affiliate or Network Marketing?

[Open the official reference](#) | Checked October 2, 2026

<https://www.ftc.gov/business-guidance/resources/ftcs-endorsement-guides-what-people-are-asking>

FTC CAN-SPAM Compliance Guide

US commercial-email requirements. Use the main requirements and primary-purpose discussion; other jurisdictions may require different or stricter rules.

[Open the official reference](#) | Checked October 2, 2026

<https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business>

FTC: Multi-Level Marketing Businesses and Pyramid Schemes

US consumer guidance for examining compensation structure, costs, and opportunity claims. The evaluation worksheets in this collection are original practical tools.

[Open the official reference](#) | Checked October 2, 2026

<https://consumer.ftc.gov/articles/multi-level-marketing-businesses-and-pyramid-schemes>

FTC: What To Do if You Were Scammed

US guidance on contacting payment providers, responding to exposed information, and reporting scams. Recovery depends on the actual transaction and responsible provider.

[Open the official reference](#) | Checked October 2, 2026

<https://consumer.ftc.gov/articles/what-do-if-you-were-scammed>

Google Gmail Sender Guidelines

Personal Gmail recipient requirements and sender troubleshooting. See authentication, sending practices, unsubscribe, and monitoring sections; requirements differ by volume and activity.

[Open the official reference](#) | Checked October 2, 2026

<https://support.google.com/mail/answer/81126?hl=en>

Google Search Central SEO Starter Guide

Primary guidance on useful content, titles, site organization, search access, and Search Console. Search inclusion and ranking are not guaranteed.

[Open the official reference](#) | Checked October 2, 2026

<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>

Google Search Spam Policies: Thin Affiliation

Primary policy reference for affiliate pages that copy merchant material without original added value.

[Open the official reference](#) | Checked October 2, 2026

<https://developers.google.com/search/docs/essentials/spam-policies#thin-affiliation>

W3C WAI Easy Checks

A first review of accessibility, including contrast, zoom, keyboard access, structure, captions, and forms. Basic checks are not a complete conformance assessment.

[Open the official reference](#) | Checked October 2, 2026

<https://www.w3.org/WAI/test-evaluate/preliminary/>

W3C WAI Images Tutorial

Guidance on text alternatives according to an image's information or function.

[Open the official reference](#) | Checked October 2, 2026

<https://www.w3.org/WAI/tutorials/images/>

W3C WAI Making Audio and Video Accessible

Planning, captions, transcripts, description of important visual content, and usable players.

[Open the official reference](#) | Checked October 2, 2026

<https://www.w3.org/WAI/media/av/>

W3C WAI Forms Tutorial

Guidance on labels, instructions, validation, understandable errors, and accessible form structure.

[Open the official reference](#) | Checked October 2, 2026

<https://www.w3.org/WAI/tutorials/forms/>

CISA Secure Our World

Official starting reference for strong passwords, password managers, multifactor authentication, phishing awareness, and software updates. Actual recovery and account settings come from each provider. Official indexed excerpts were checked; full page retrieval was restricted.

[Open the official reference](#) | Checked October 2, 2026

<https://www.cisa.gov/secure-our-world>

Apple: Mail Privacy Protection

Primary support reference explaining that privacy protection can prevent senders from seeing whether an email was opened.

[Open the official reference](#) | Checked October 2, 2026

<https://support.apple.com/guide/icloud/use-mail-privacy-protection-mm90f7d05c96/icloud>

Google Analytics: Collect Campaign Data with Custom URLs

Primary instructions for campaign URL parameters and interpreting campaign-source data. These labels do not by themselves establish affiliate credit or a purchase.

[Open the official reference](#) | Checked October 2, 2026

<https://support.google.com/analytics/answer/10917952?hl=en>

Google Ads: Misleading Representation

Primary example of advertising rules concerning misleading identity, affiliation, qualifications, and product information. Check the exact platform and policy named in any notice.

[Open the official reference](#) | Checked October 2, 2026

<https://support.google.com/adspolicy/answer/15936666?hl=en>

UK ICO: Electronic Mail Marketing Rules

UK-specific guidance on subscriber types, consent, soft opt-ins, bought lists, public addresses, and opt-outs. It is not a universal rule for every country.

[Open the official reference](#) | Checked October 2, 2026

<https://ico.org.uk/for-organisations/direct-marketing-and-privacy-and-electronic-communications/guidance-on-direct-marketing-using-electronic-mail/how-do-we-comply-with-the-pecr-electronic-mail-marketing-rules/>

UK ICO: Direct Marketing and Privacy Guidance

Official UK resource directory for planning direct marketing and handling relevant personal information. Consult the applicable local regulator for your own activity.

[Open the official reference](#) | Checked October 2, 2026

<https://ico.org.uk/for-organisations/direct-marketing-and-privacy-and-electronic-communications/>

US IRS: Recordkeeping

US reference on business records and supporting documents. Planning and cash-control examples here are original worksheets; actual accounting and tax treatment need applicable rules.

[Open the official reference](#) | Checked October 2, 2026

<https://www.irs.gov/businesses/small-businesses-self-employed/recordkeeping>

US IRS: Self-Employed Individuals Tax Center

US starting reference for self-employment filing and estimated-tax questions. The collection does not assign a universal tax rate or filing rule.

[Open the official reference](#) | Checked October 2, 2026

<https://www.irs.gov/businesses/small-businesses-self-employed/self-employed-individuals-tax-center>

US Copyright Office: Fair Use FAQ

US reference for copyright and permission questions. Your license and intended use matter; no universal safe word count or automatic permission follows from attribution.

[Open the official reference](#) | Checked October 2, 2026

<https://www.copyright.gov/help/faq/faq-fairuse.html>

US SBA: Plan Your Business

US official business-planning directory, including costs and related regulatory planning. Local requirements must be checked for the actual operation.

[Open the official reference](#) | Checked October 2, 2026

<https://www.sba.gov/counseling/plan-your-business/>

Keep the answer collection useful.

A resource earns trust when its explanation remains clear and its important facts remain current. Use this record when a reader finds a gap or a provider changes the process.

Maintenance record

TAS ID and question:

Current answer or version:

What the reader could not do or understand:

Primary source or provider to check:

Correction or new example:

Person who tested the revised task:

What changed and what remains uncertain:

Release date and next source review:

Keep evidence honest

Answer coverage is complete for this inventory. Beginner outcome testing is a separate ongoing job. Record whether someone completed the task; do not label a drafted answer as proof of customer improvement or income.

Original TAS teaching prepared for Duane "Duey" Palen. The Authority Shift framework organizes this collection. Third-party programs, platforms, and official bodies retain their own names, terms, and responsibilities.

TAS Beginner Marketer Problem Inventory

Prepared for Duane Palen and The Authority Shift on October 2 2026.

This master inventory contains 470 specific problems in 47 categories. It includes everyday frustrations, recurring decisions, and problems that appear when someone starts a new activity or something breaks. These are possible beginner problems, not claims that every beginner experiences all of them or that every problem occurs daily. Add new problems as beginners describe them.

This inventory is part of the complete guide. Click an underlined TAS ID or a problem to open its answer in this same PDF. The ANSWERS link at the top returns to the answer index.

Primary TAS Shift	Main job
Foundation	Understand the business, choose sound offers, build skills, manage resources, and work consistently.
Identity	Know whom you help, communicate clearly, develop your voice, and earn credibility.
Profile	Make the first impression, discovery, and next step clear across profiles, websites, and signup pages.
Conversion	Listen, establish fit, explain recommendations, follow up, and support the buyer.

TAS can provide teaching, exercises, checklists, examples, and tool walkthroughs. Account recovery, merchant disputes, and specialist questions also need official support or qualified advice. Treat these as support routes to build, without guaranteeing recovery, income, reach, rankings, or sales.

01 Understanding the business

Primary TAS Shift: Foundation

Proposed support: Plain language business basics lesson and glossary

TAS-001 Not understanding how affiliate commissions are actually earned.

TAS-002 Confusing affiliate marketing, network marketing, reselling, and selling services.

TAS-003 Not knowing who owns the product, customer relationship, or payment process.

TAS-004 Confusing revenue, commissions, profit, and money available to spend.

TAS-005 Thinking digital marketing is simply posting affiliate links.

TAS-006 Not understanding the difference between an audience, a lead, and a customer.

TAS-007 Getting lost in jargon such as funnels, pixels, attribution, and conversion rates.

TAS-008 Assuming passive income means no ongoing work.

TAS-009 Not understanding why strangers would choose their recommendation.

TAS-010 Having no clear picture of the steps from discovery to purchase.

02 Direction and order of work

Primary TAS Shift: Foundation

Proposed support: Starting point diagnosis and one page action plan

TAS-011 Not knowing what to work on first.

TAS-012 Trying several business models at the same time.

TAS-013 Promoting too many unrelated offers.

TAS-014 Switching platforms before learning how to use one well.

TAS-015 Building a complicated funnel before validating a useful offer.

TAS-016 Setting income goals without defining the work needed to pursue them.

TAS-017 Having no clear goal for the next thirty days.

TAS-018 Copying someone else's plan despite different resources and experience.

TAS-019 Not knowing when to stay with a strategy or change it.

TAS-020 Being unable to identify the main obstacle slowing progress.

03 Confidence and expectations

Primary TAS Shift: Foundation

Proposed support: Expectations reset and beginner confidence exercises

TAS-021 Feeling unqualified to help because they are beginners.

TAS-022 Expecting income before developing useful skills or relationships.

TAS-023 Comparing their starting point with someone else's established business.

TAS-024 Feeling embarrassed when friends see their marketing posts.

TAS-025 Taking a quiet post as proof they are personally failing.

TAS-026 Being afraid of criticism, rejection, or looking foolish.

TAS-027 Believing age, appearance, accent, or background automatically disqualifies them.

TAS-028 Feeling guilty about earning money from recommendations.

TAS-029 Hiding mistakes instead of learning from them.

TAS-030 Quitting after a short period without meaningful results.

04 Learning and information overload

Primary TAS Shift: Foundation

Proposed support: Learn practice review routine and advice evaluation checklist

TAS-031 Receiving contradictory advice from different teachers.

TAS-032 Watching training without applying anything.

TAS-033 Buying another course to avoid practicing an uncomfortable skill.

TAS-034 Not knowing which advice applies to their current stage.

TAS-035 Following tutorials that use outdated screens or settings.

TAS-036 Not knowing how to judge an instructor's claims or incentives.

TAS-037 Forgetting training because they take no usable notes.

TAS-038 Being overwhelmed by the amount of material inside a program.

TAS-039 Relying on tips without understanding why they work.

TAS-040 Being too embarrassed to ask a basic question.

05 Time and daily execution

Primary TAS Shift: Foundation

Proposed support: Realistic weekly plan and small daily work routine

TAS-041 Not having a realistic marketing schedule.

TAS-042 Spending their work time scrolling instead of completing a task.

TAS-043 Starting many tasks and finishing none.

TAS-044 Waiting for motivation before taking action.

TAS-045 Rewriting a post endlessly instead of publishing it.

TAS-046 Having no minimum routine for busy days.

TAS-047 Missing planned follow ups because nothing is recorded.

TAS-048 Letting notifications interrupt every work session.

TAS-049 Spending hours on appearance while important work remains undone.

TAS-050 Failing to review what they accomplished at the end of the week.

06 Life circumstances and work setup

Primary TAS Shift: Foundation

Proposed support: Work plan matched to available time tools and energy

TAS-051 Fitting marketing around a full time job.

TAS-052 Handling interruptions from caregiving and family responsibilities.

TAS-053 Having no quiet place to write or record.

TAS-054 Working with unreliable internet or limited mobile data.

TAS-055 Having only a phone for tasks taught on a computer.

TAS-056 Struggling with typing, file handling, or basic computer navigation.

TAS-057 Needing a work routine that accommodates fatigue or disability.

TAS-058 Finding unfamiliar tools harder because training assumes prior experience.

TAS-059 Facing household skepticism about the time or money invested.

TAS-060 Losing a routine when illness, travel, or emergencies interrupt it.

07 Budgets and recurring costs

Primary TAS Shift: Foundation

Proposed support: Cost inventory spending limits and subscription review

TAS-061 Not knowing what the business costs each month.

TAS-062 Paying for tools they barely use.

TAS-063 Forgetting trial periods and automatic renewals.

TAS-064 Buying software before knowing what problem it solves.

TAS-065 Spending money needed for household essentials.

TAS-066 Borrowing money based on hoped for commissions.

TAS-067 Underestimating the combined cost of courses, hosting, email, and ads.

TAS-068 Having no limit for testing an unproven idea.

TAS-069 Not knowing whether a free tool is sufficient.

TAS-070 Finding it difficult to cancel purchases because they already invested in them.

08 Choosing an audience and niche

Primary TAS Shift: Identity

Proposed support: Audience and problem selection worksheet

TAS-071 Trying to help everyone.

TAS-072 Choosing a niche only because somebody says it is profitable.

TAS-073 Picking an audience they do not understand or enjoy serving.

TAS-074 Defining the audience only by age or income.

TAS-075 Choosing a niche so broad that the message becomes vague.

TAS-076 Choosing a niche so narrow that they struggle to find relevant people.

TAS-077 Not knowing which audience problem they can credibly address.

TAS-078 Changing niches every time another opportunity looks attractive.

TAS-079 Confusing other marketers with the actual customers for the product.

TAS-080 Having no clear reason for their audience to care about their work.

09 Understanding real customer problems

Primary TAS Shift: Identity

Proposed support: Listening interviews and customer language collection

TAS-081 Guessing what people need without asking them.

TAS-082 Asking questions that steer people toward a preferred answer.

TAS-083 Treating a few friendly compliments as evidence of demand.

TAS-084 Using industry jargon instead of the customer's own words.

TAS-085 Not distinguishing an occasional annoyance from an urgent problem.

TAS-086 Missing the practical constraints behind a person's objection.

TAS-087 Assuming everyone has the same budget or available time.

TAS-088 Ignoring complaints because they conflict with their offer.

TAS-089 Failing to save useful questions from comments and conversations.

TAS-090 Not noticing that beginners need different explanations from experienced buyers.

10 Personal identity and positioning

Primary TAS Shift: Identity

Proposed support: Personal positioning and story worksheet

TAS-091 Not knowing what they want to become known for.

TAS-092 Describing themselves only through the program they promote.

TAS-093 Copying a mentor's identity rather than developing their own.

TAS-094 Having several interests with no clear thread connecting them.

TAS-095 Struggling to explain relevant experience from a previous career.

TAS-096 Believing their ordinary life contains nothing useful to share.

TAS-097 Oversharing personal details without a clear purpose or boundary.

TAS-098 Changing their public identity whenever they change offers.

TAS-099 Having no clear point of view on their topic.

TAS-100 Being unable to explain how their approach differs in a meaningful way.

11 Message clarity and personal voice

Primary TAS Shift: Identity

Proposed support: Message clarity checks and voice examples

TAS-101 Being unable to explain what they do in one understandable sentence.

TAS-102 Using broad promises such as freedom without explaining a practical benefit.

TAS-103 Sounding like every other marketer in the feed.

TAS-104 Writing in a voice they would never use in conversation.

TAS-105 Trying to sound professional by using unnecessary big words.

TAS-106 Mixing several unrelated messages in the same post.

TAS-107 Changing tone so often that people cannot recognize them.

TAS-108 Using sarcasm that confuses or insults the intended reader.

TAS-109 Being so polite that their actual opinion disappears.

TAS-110 Failing to connect a story or opinion to a point the reader understands.

12 Trust credibility and proof

Primary TAS Shift: Identity

Proposed support: Honest proof collection and credibility building exercises

TAS-111 Having no testimonials or sales history.

TAS-112 Not knowing how to show competence without income screenshots.

- TAS-113** Making claims that their experience cannot support.
- TAS-114** Borrowing someone else's results as if they predict the reader's outcome.
- TAS-115** Sharing testimonials without explaining relevant context or limitations.
- TAS-116** Presenting opinions as established facts.
- TAS-117** Failing to show examples of their work or learning.
- TAS-118** Recommending something without admitting what they have not tested.
- TAS-119** Breaking small promises about replies, resources, or deadlines.
- TAS-120** Being unable to repair trust after sharing incorrect information.

13 Scams pressure and ethical decisions

Primary TAS Shift: Foundation

Proposed support: Offer red flags verification and reporting guide

- TAS-121** Believing guaranteed income claims.
- TAS-122** Mistaking an income screenshot for evidence of profit or reliability.
- TAS-123** Joining because of urgency, social pressure, or fear of missing out.
- TAS-124** Not noticing hidden upsells or ongoing qualification costs.
- TAS-125** Confusing customer demand with rewards for recruiting new participants.
- TAS-126** Trusting a recommendation without considering the recommender's incentives.
- TAS-127** Following advice that encourages spam or dishonest claims.
- TAS-128** Not knowing how to verify who operates an opportunity.
- TAS-129** Not knowing where to report suspected fraud or preserve relevant records.
- TAS-130** Feeling too ashamed to discuss money lost to a questionable program.

14 Choosing and checking offers

Primary TAS Shift: Foundation

Proposed support: Offer fit and due diligence checklist

- TAS-131** Choosing the highest commission rather than the best fit for the customer.
- TAS-132** Not knowing whether the product solves a real problem.
- TAS-133** Recommending a product that duplicates what the customer already owns.
- TAS-134** Ignoring the merchant's customer support quality.
- TAS-135** Failing to check pricing, renewals, or cancellation terms.
- TAS-136** Overlooking cheaper or more suitable alternatives.
- TAS-137** Choosing an offer with a poor reputation in their audience.
- TAS-138** Promoting an offer unavailable in the customer's country.
- TAS-139** Having no plan when a product is discontinued or substantially changed.
- TAS-140** Depending on one merchant for nearly all potential income.

15 Product knowledge and honest reviews

Primary TAS Shift: Foundation

Proposed support: Product learning notes and balanced review template

TAS-141 Promoting training they have not gone through.

TAS-142 Not understanding the product's prerequisites or learning curve.

TAS-143 Being unable to demonstrate a useful feature or task.

TAS-144 Repeating the merchant's sales copy without adding useful insight.

TAS-145 Not knowing who the product is unsuitable for.

TAS-146 Giving a review without explaining how they evaluated the product.

TAS-147 Hiding drawbacks because they fear losing a commission.

TAS-148 Using outdated information about features or pricing.

TAS-149 Being unable to answer a basic product question.

TAS-150 Not knowing how to recommend responsibly when direct access is unavailable.

16 Affiliate access and program rules

Primary TAS Shift: Foundation

Proposed support: Affiliate onboarding checklist and official program documentation

TAS-151 Having an affiliate application rejected without understanding why.

TAS-152 Not having the audience or website required for approval.

TAS-153 Using the wrong referral link or affiliate account.

TAS-154 Not understanding which traffic sources the program allows.

TAS-155 Missing restrictions on email, coupons, brand terms, or paid advertising.

TAS-156 Offering a bonus that the program does not permit.

TAS-157 Assuming purchases for themselves qualify for commissions.

TAS-158 Failing to maintain eligibility or required account information.

TAS-159 Missing notices about changes to program terms.

TAS-160 Not knowing whom to contact about account approval or suspension.

17 Profile first impressions

Primary TAS Shift: Profile

Proposed support: Profile audit and before and after examples

TAS-161 Having a profile photo that makes them difficult to recognize.

TAS-162 Using a cover image that explains nothing about their work.

TAS-163 Writing a bio full of titles but little useful meaning.

TAS-164 Giving visitors no clear indication of whom they help.

TAS-165 Using profile information that is outdated or inconsistent.

TAS-166 Showing mostly promotional posts to a first time visitor.

TAS-167 Having a pinned post that assumes visitors already know them.

TAS-168 Presenting visual clutter that makes important information hard to find.

TAS-169 Having public settings that hide the information visitors need.

TAS-170 Making the profile feel impersonal or untrustworthy.

18 Profile links and the next step

Primary TAS Shift: Profile

Proposed support: Visitor path audit and link testing checklist

TAS-171 Giving visitors too many equally prominent choices.

TAS-172 Offering no clear starting point.

TAS-173 Sending people to a link that does not match the post's promise.

TAS-174 Using broken or outdated links in their bio or pinned post.

TAS-175 Hiding the main resource behind several unnecessary clicks.

TAS-176 Not explaining whether a resource is free, paid, or requires an email address.

TAS-177 Having a link page that repeats names without explaining their usefulness.

TAS-178 Confusing visitors with inconsistent names across their profile and website.

TAS-179 Sharing links whose preview image or title misrepresents the destination.

TAS-180 Never testing the visitor journey on a phone.

19 Content ideas and practical teaching

Primary TAS Shift: Identity

Proposed support: Question based content bank and show how examples

TAS-181 Not knowing what to post today.

TAS-182 Sharing motivation without a practical next step.

TAS-183 Repeating tips the audience has already heard without adding explanation.

TAS-184 Teaching a task that is too advanced for the intended beginner.

TAS-185 Giving instructions that skip necessary setup steps.

TAS-186 Having no examples to make an abstract idea understandable.

TAS-187 Turning every topic into a promotion.

TAS-188 Not knowing how to turn a customer question into a useful post.

TAS-189 Believing helpful content must always be long or complicated.

TAS-190 Feeling they must invent an original concept every time they publish.

20 Writing hooks and useful copy

Primary TAS Shift: Identity

Proposed support: Hook message and call to action practice

TAS-191 Opening posts with a sentence that gives readers no reason to continue.

TAS-192 Writing a dramatic hook the rest of the post does not deliver on.

TAS-193 Burying the main point beneath a long introduction.

TAS-194 Using dense paragraphs that are difficult to read on a phone.

TAS-195 Explaining features without connecting them to the customer's task.

TAS-196 Making a claim without a concrete example or evidence.

TAS-197 Writing an unclear call to action.

TAS-198 Asking readers to take several different actions at once.

TAS-199 Using manipulative urgency or guilt to seek a response.

TAS-200 Being unable to shorten a post without losing its meaning.

21 Content planning and reuse

Primary TAS Shift: Identity

Proposed support: Weekly content plan and reuse workflow

TAS-201 Posting randomly without a connection to their audience's problems.

TAS-202 Running out of ideas because nothing is captured between writing sessions.

TAS-203 Repeating the same angle until the audience tunes out.

TAS-204 Having no balance among teaching, stories, opinions, and recommendations.

TAS-205 Treating every platform as if the same format works everywhere.

TAS-206 Reposting old content without checking whether it remains accurate.

TAS-207 Not knowing how to reuse a lesson without simply copying the post.

TAS-208 Creating more content than they can respond to or maintain.

TAS-209 Forgetting time zones or publishing schedules.

TAS-210 Having no way to identify which topics deserve a follow up.

22 Images video and live content

Primary TAS Shift: Identity

Proposed support: Simple production guides and practice recordings

TAS-211 Being uncomfortable showing their face or hearing their voice.

TAS-212 Having poor lighting, audio, or an unsuitable recording space.

TAS-213 Spending too long editing a simple video.

TAS-214 Forgetting what to say while recording or broadcasting live.

TAS-215 Designing images whose text is too small to read.

TAS-216 Using image dimensions that crop important information.

TAS-217 Choosing stock images that misrepresent them or their product.

TAS-218 Struggling to demonstrate a screen based task clearly.

TAS-219 Not knowing how to add accurate captions or a useful thumbnail.

TAS-220 Using music, photos, or footage without understanding permission requirements.

23 Engagement and public responses

Primary TAS Shift: Conversion

Proposed support: Comment response examples and conversation practice

TAS-221 Receiving views but few useful comments.

TAS-222 Asking broad questions that people find difficult to answer.

TAS-223 Getting reactions without learning anything about the audience.

TAS-224 Not knowing how to reply beyond thanks or an emoji.

TAS-225 Missing questions buried in comments.

TAS-226 Ignoring thoughtful responses while chasing new reach.

TAS-227 Turning every comment into an unsolicited pitch.

TAS-228 Getting defensive when somebody challenges their point.

TAS-229 Having no boundary for trolls, harassment, or repeated bad faith arguments.

TAS-230 Failing to turn a useful discussion into a later teaching opportunity.

24 Groups networking and community

Primary TAS Shift: Identity

Proposed support: Group fit and contribution checklist

TAS-231 Joining groups full of promoters rather than likely customers.

TAS-232 Not reading a group's rules before posting.

TAS-233 Posting content that does not fit the group's purpose.

TAS-234 Having posts declined and not understanding the reason.

TAS-235 Dropping links without contributing to discussions.

TAS-236 Sending pitches to members who never invited contact.

TAS-237 Networking only when they want a sale.

TAS-238 Not knowing how to introduce themselves without a promotional speech.

TAS-239 Failing to credit a person whose idea or work they share.

TAS-240 Owning a group without a clear purpose, welcome process, or moderation plan.

25 Organic reach and distribution

Primary TAS Shift: Profile

Proposed support: Distribution plan and audience relevance review

TAS-241 Having too few relevant people see their content.

TAS-242 Reaching people who are unlikely to need their offer.

TAS-243 Depending entirely on one social platform.

TAS-244 Posting once and assuming everyone interested has seen it.

TAS-245 Not knowing where their intended audience already spends time.

TAS-246 Focusing on follower counts instead of relevant relationships.

TAS-247 Blaming the algorithm before checking the topic and message.

TAS-248 Failing to adapt useful content for another appropriate channel.

TAS-249 Having no repeatable way to introduce their work to new people.

TAS-250 Losing reach after a platform change and having no alternative contact path.

26 Search and website discovery

Primary TAS Shift: Profile

Proposed support: Search basics and official documentation walkthrough

TAS-251 Expecting a new website to receive search traffic immediately.

TAS-252 Writing about topics without understanding what people are searching for.

TAS-253 Targeting broad searches dominated by established sites.

TAS-254 Publishing affiliate pages that add little beyond the merchant's description.

TAS-255 Not knowing whether important pages are indexed or blocked from discovery.

TAS-256 Using page titles that fail to describe the actual content.

TAS-257 Leaving confusing duplicate pages or outdated destinations online.

TAS-258 Having no useful internal links between related resources.

TAS-259 Not updating articles when product information changes.

TAS-260 Believing schema, keywords, or AI visibility tactics guarantee rankings or citations.

27 Lead magnets and signup offers

Primary TAS Shift: Profile

Proposed support: Resource promise and signup journey audit

TAS-261 Offering a free resource that solves no clear problem.

TAS-262 Making the free resource too broad to provide a useful result.

TAS-263 Attracting people who want the freebie but do not fit the paid offer.

TAS-264 Naming a resource in a way that hides its purpose.

TAS-265 Asking for more personal information than the signup needs.

TAS-266 Not explaining what emails the person will receive afterward.

TAS-267 Creating a resource so large that beginners never use it.

TAS-268 Having no connection between the resource and an appropriate next step.

TAS-269 Delivering a download that requires permissions the visitor does not have.

TAS-270 Failing to check whether people actually use or benefit from the resource.

28 Websites landing pages and visitor flow

Primary TAS Shift: Profile

Proposed support: Page clarity mobile and full journey testing

TAS-271 Having a page whose purpose is unclear on first arrival.

TAS-272 Using several competing calls to action.

- TAS-273** Publishing a page that is difficult to use on a phone.
- TAS-274** Having pages that load slowly or contain oversized media.
- TAS-275** Breaking a form, button, redirect, or thank you page.
- TAS-276** Hiding pricing or important conditions until late in the journey.
- TAS-277** Using different promises in the post, landing page, and destination offer.
- TAS-278** Having navigation that makes the main resource difficult to find.
- TAS-279** Not knowing which simple pages are necessary to begin.
- TAS-280** Never testing the full process as a first time visitor.

29 Email setup and delivery

Primary TAS Shift: Profile

Proposed support: Email setup testing and provider support guide

- TAS-281** Choosing an email service that does not support their intended activity.
- TAS-282** Not knowing how to connect and authenticate a sending domain.
- TAS-283** Sending messages that land in spam or are rejected.
- TAS-284** Importing an old or unpermissioned list without checking its suitability.
- TAS-285** Ignoring bounced addresses and spam complaints.
- TAS-286** Setting an automation that sends duplicates or the wrong sequence.
- TAS-287** Sending a download email that never arrives.
- TAS-288** Failing to make unsubscribe requests work across their system.
- TAS-289** Having broken personalization such as an empty first name field.
- TAS-290** Not noticing that contact limits or account restrictions stopped delivery.

30 Email messages and relationships

Primary TAS Shift: Conversion

Proposed support: Welcome nurture and reply handling examples

- TAS-291** Having no useful welcome message for a new subscriber.
- TAS-292** Sending only promotional emails.
- TAS-293** Disappearing for months and returning with a sales pitch.
- TAS-294** Writing subject lines that misrepresent the email.
- TAS-295** Sending the same offer to people with different needs or interests.
- TAS-296** Writing so formally that the email feels impersonal.
- TAS-297** Failing to explain the connection between a story and a recommendation.
- TAS-298** Having no clear and reasonable next step in the email.
- TAS-299** Missing replies because the reply inbox is not monitored.
- TAS-300** Keeping inactive contacts indefinitely without reviewing relevance and cost.

31 Starting conversations and outreach

Primary TAS Shift: Conversion

Proposed support: Permission and conversation opening practice

TAS-301 Not knowing how to start a relevant conversation.

TAS-302 Sending a canned opening that sounds automated.

TAS-303 Pitching before understanding why the person might care.

TAS-304 Assuming a follow, friend request, or reaction is permission for a pitch.

TAS-305 Moving a public discussion into direct messages without asking.

TAS-306 Leading with a link instead of context.

TAS-307 Talking too much and leaving little room for the other person.

TAS-308 Being unclear about their commercial interest.

TAS-309 Interpreting silence as an invitation to send more messages.

TAS-310 Avoiding all outreach because they fear being pushy.

32 Listening and checking fit

Primary TAS Shift: Conversion

Proposed support: Discovery questions and product fit worksheet

TAS-311 Not asking what the person is actually trying to accomplish.

TAS-312 Recommending a product before understanding the problem.

TAS-313 Failing to ask what the person has already tried.

TAS-314 Overlooking budget, time, access, or skill constraints.

TAS-315 Hearing an objection but missing the underlying concern.

TAS-316 Treating curiosity as readiness to buy.

TAS-317 Offering the same solution to everyone.

TAS-318 Being unable to admit that their offer is a poor fit.

TAS-319 Continuing after the person says they are not interested.

TAS-320 Failing to confirm that they understood the person's needs accurately.

33 Recommendations objections and decisions

Primary TAS Shift: Conversion

Proposed support: Recommendation explanation and objection practice

TAS-321 Explaining a product without relating it to the person's stated need.

TAS-322 Giving too much information at once.

TAS-323 Not explaining the effort, prerequisites, or ongoing costs involved.

TAS-324 Becoming defensive when someone questions the price.

TAS-325 Treating every objection as something to overcome.

TAS-326 Using unsupported earnings promises to justify a purchase.

TAS-327 Offering discounts or bonuses instead of addressing poor fit.

TAS-328 Being unable to compare reasonable alternatives fairly.

TAS-329 Pushing a person to decide before their questions are answered.

TAS-330 Being so vague that the person does not know what buying involves.

34 Follow up and conversation records

Primary TAS Shift: Conversion

Proposed support: Consent based follow up plan and contact log

TAS-331 Forgetting whom they spoke with and what was discussed.

TAS-332 Failing to record an agreed next step.

TAS-333 Following up at a time the person did not agree to.

TAS-334 Repeating just checking in without adding relevant value.

TAS-335 Losing useful conversations across multiple inboxes.

TAS-336 Following up so often that the person feels pressured.

TAS-337 Giving up despite an explicit invitation to follow up later.

TAS-338 Keeping personal details they do not need.

TAS-339 Not knowing when to close a conversation respectfully.

TAS-340 Failing to update records when a person buys, declines, or unsubscribes.

35 Purchase access and handoff

Primary TAS Shift: Conversion

Proposed support: Purchase journey test and merchant support handoff

TAS-341 Sending a buyer to the wrong product or pricing page.

TAS-342 Having a discount or checkout link that does not work.

TAS-343 Discovering the buyer's payment method or country is unsupported.

TAS-344 Being unable to explain recurring charges before purchase.

TAS-345 Having a buyer charged without receiving access.

TAS-346 Letting a promised bonus delivery fall through.

TAS-347 Leaving the buyer unsure who provides support.

TAS-348 Claiming responsibility for merchant decisions they cannot control.

TAS-349 Failing to preserve details needed to investigate a checkout problem.

TAS-350 Not knowing how to help the buyer reach the official support channel.

36 Customer support retention and referrals

Primary TAS Shift: Conversion

Proposed support: Buyer welcome implementation check and feedback process

TAS-351 Disappearing as soon as the sale is made.

TAS-352 Having no welcome or orientation for a new buyer.

- TAS-353** Discovering buyers are not using what they purchased.
- TAS-354** Being unable to help someone find the correct lesson or support resource.
- TAS-355** Receiving a complaint and responding defensively.
- TAS-356** Not knowing how to handle a refund request within their actual role.
- TAS-357** Promising help that exceeds their knowledge or capacity.
- TAS-358** Missing recurring problems that should change future recommendations.
- TAS-359** Asking for testimonials or referrals before the buyer has benefited.
- TAS-360** Publishing a customer's feedback or story without appropriate permission.

37 Affiliate tracking commissions and payouts

Primary TAS Shift: Foundation

Proposed support: Tracking checks payout reconciliation and official dispute process

- TAS-361** Using a link that does not preserve the correct referral information.
- TAS-362** Not understanding the program's attribution window or credit rules.
- TAS-363** Expecting credit despite a different device, account, or later referral.
- TAS-364** Assuming every tracked click should become a credited sale.
- TAS-365** Not understanding pending, approved, reversed, and paid commissions.
- TAS-366** Losing commissions because of refunds or cancellations.
- TAS-367** Waiting for a payout without knowing the threshold or schedule.
- TAS-368** Having missing payout details or verification documents.
- TAS-369** Receiving less than expected because of fees or currency conversion.
- TAS-370** Not knowing how to document and dispute a suspected missing commission.

38 Measurement diagnosis and testing

Primary TAS Shift: Foundation

Proposed support: Simple measurement log and one change at a time experiments

- TAS-371** Having no baseline for judging progress.
- TAS-372** Measuring only likes or follower counts.
- TAS-373** Getting clicks but no leads or sales and not knowing where the journey breaks.
- TAS-374** Confusing reach, clicks, leads, purchases, and repeat customers.
- TAS-375** Drawing conclusions from too few observations.
- TAS-376** Changing several things at once and not knowing what mattered.
- TAS-377** Failing to distinguish genuine visitors from bots, test clicks, or duplicates.
- TAS-378** Treating email opens as a precise count of people who read the message.
- TAS-379** Comparing results from different audiences or time periods as if they match.
- TAS-380** Collecting data without making a clear next decision.

39 Paid advertising and bought traffic

Primary TAS Shift: Foundation

Proposed support: Advertising readiness checklist and bounded test plan

TAS-381 Buying traffic before the offer and visitor journey are clear.

TAS-382 Running ads without a defined spending limit.

TAS-383 Targeting people who do not fit the offer.

TAS-384 Paying for low quality clicks or questionable lead sources.

TAS-385 Misunderstanding campaign objectives or optimization settings.

TAS-386 Having ads rejected without understanding the stated policy issue.

TAS-387 Running ads without reliable purchase or lead measurement.

TAS-388 Scaling a campaign before checking whether it is profitable.

TAS-389 Believing cheap clicks automatically mean good results.

TAS-390 Not knowing when to stop, revise, or seek platform support.

40 Tools automation and files

Primary TAS Shift: Foundation

Proposed support: Minimum tool setup and tested workflow guides

TAS-391 Using several tools that duplicate the same job.

TAS-392 Being unable to connect forms, email, downloads, and records.

TAS-393 Setting an automation that runs on the wrong trigger.

TAS-394 Creating an automation without testing failure cases.

TAS-395 Losing files because names and folders are disorganized.

TAS-396 Sharing the wrong version of a resource.

TAS-397 Publishing a file with the wrong access permissions.

TAS-398 Losing useful data when moving between tools.

TAS-399 Depending on a feature that disappears or moves behind a paid plan.

TAS-400 Not knowing how to explain a technical problem when requesting support.

41 Account security and business continuity

Primary TAS Shift: Foundation

Proposed support: Account protection backup and official recovery checklist

TAS-401 Reusing weak passwords across important accounts.

TAS-402 Having no recovery method or saved recovery information.

TAS-403 Falling for fake account warnings or phishing messages.

TAS-404 Giving account access to an unverified helper.

TAS-405 Sharing sensitive credentials in screenshots or support requests.

TAS-406 Losing control of a social, email, or website account.

TAS-407 Having no backup of important content, resources, or permitted contact data.

TAS-408 Missing a domain or hosting renewal.

TAS-409 Having no record of who owns or controls a business asset.

TAS-410 Depending on one person or account for all essential access.

42 AI use accuracy and personal judgment

Primary TAS Shift: Identity

Proposed support: AI briefing editing and verification exercises

TAS-411 Giving AI vague instructions and receiving generic content.

TAS-412 Publishing AI writing that sounds unlike them.

TAS-413 Accepting fabricated facts, quotes, links, or testimonials.

TAS-414 Using AI to imply experience they do not have.

TAS-415 Feeding private customer information into a tool without checking permission and handling.

TAS-416 Spending longer prompting than completing the actual task.

TAS-417 Generating many posts without checking whether they are useful or repetitive.

TAS-418 Depending on AI for decisions they do not understand.

TAS-419 Using outdated AI instructions for a tool or platform.

TAS-420 Being unable to explain or stand behind the content they publish.

43 Disclosures privacy and business obligations

Primary TAS Shift: Foundation

Proposed support: Official guidance checklist and qualified professional referrals

TAS-421 Not knowing when or how to explain an affiliate relationship.

TAS-422 Putting a disclosure where readers are unlikely to notice it.

TAS-423 Making misleading income, product, or testimonial claims.

TAS-424 Collecting email addresses without understanding applicable permission requirements.

TAS-425 Having a privacy notice that does not match actual data handling.

TAS-426 Not understanding applicable unsubscribe and commercial email obligations.

TAS-427 Copying protected text, images, music, or branding without permission.

TAS-428 Not knowing which records to keep for income, expenses, and tax reporting.

TAS-429 Not knowing whether registration, licenses, or cross border obligations apply.

TAS-430 Treating a generic template as a substitute for advice on their specific obligations.

44 Accessibility inclusion and international audiences

Primary TAS Shift: Profile

Proposed support: Accessibility and audience usability review

TAS-431 Publishing important information only inside an image.

TAS-432 Using low contrast colors or very small text.

TAS-433 Sharing videos without usable captions or text alternatives.

TAS-434 Creating forms or pages that are difficult to use with assistive technology.

TAS-435 Writing instructions that assume everyone uses the same device.

TAS-436 Using cultural references or slang the audience does not understand.

TAS-437 Showing prices without making currency and recurring terms clear.

TAS-438 Scheduling sessions without clear time zone information.

TAS-439 Recommending tools unavailable in parts of the audience's region.

TAS-440 Failing to explain resources in language a beginner can follow.

45 Creating and maintaining digital products

Primary TAS Shift: Foundation

Proposed support: Small product validation and delivery checklist

TAS-441 Creating a course or download before checking demand.

TAS-442 Choosing a product scope too large to finish.

TAS-443 Not defining the practical result the product should help deliver.

TAS-444 Packaging information without usable exercises, examples, or instructions.

TAS-445 Not knowing how to set a price relative to usefulness and alternatives.

TAS-446 Using material they do not have rights to sell or redistribute.

TAS-447 Delivering files that buyers cannot open or use.

TAS-448 Having no process for updates and version changes.

TAS-449 Promising lifetime support or access without planning how to provide it.

TAS-450 Having no way to collect feedback and improve the product.

46 Freelance marketing and client work

Primary TAS Shift: Conversion

Proposed support: Service fit scope proposal and handoff guides

TAS-451 Offering a marketing service they cannot yet deliver reliably.

TAS-452 Not knowing how to find suitable first clients.

TAS-453 Agreeing to work without a clear scope or deliverables.

TAS-454 Setting prices without accounting for time and costs.

TAS-455 Accepting endless revisions without an agreed boundary.

TAS-456 Lacking a written agreement about payment, access, and ownership.

TAS-457 Promising rankings, reach, or sales they cannot guarantee.

TAS-458 Being unable to explain results or delays to a client.

TAS-459 Handling late payment or a disagreement without a documented process.

TAS-460 Finishing work without a clear handoff or removal of unnecessary access.

47 Sustainability recovery and growth

Primary TAS Shift: Foundation

Proposed support: Weekly review continuity plan and support network

TAS-461 Burning out because they feel they must be online constantly.

TAS-462 Having no peer or mentor for useful feedback.

TAS-463 Restarting from scratch after every disappointing month.

TAS-464 Continuing an unsuitable project only because they already spent money on it.

TAS-465 Failing to recognize skill or relationship progress before revenue appears.

TAS-466 Becoming distracted when early success creates too many new possibilities.

TAS-467 Taking on more commitments than they can fulfill.

TAS-468 Delegating before the task or expected result is clearly defined.

TAS-469 Having no plan for keeping useful resources accurate over time.

TAS-470 Not knowing when to pause, simplify, change direction, or stop responsibly.

Proposed first fifteen solutions

This is a proposed teaching sequence based on dependencies, not a ranking from a survey. Address immediate fraud, account loss, missing access, or overspending first when those are present.

1. TAS 011 Not knowing what to work on first.
2. TAS 007 Getting lost in marketing jargon.
3. TAS 009 Not understanding why someone would choose their recommendation.
4. TAS 071 Trying to help everyone.
5. TAS 084 Not using the customer's own words.
6. TAS 091 Not knowing what to become known for.
7. TAS 101 Not explaining what they do clearly.
8. TAS 131 Choosing commission over customer fit.
9. TAS 141 Promoting training they have not used.
10. TAS 421 Not knowing how to disclose an affiliate relationship.
11. TAS 164 Not telling profile visitors whom they help.
12. TAS 172 Offering no clear starting point.
13. TAS 181 Not knowing what to post.

14. TAS 041 Having no realistic work schedule.
15. TAS 301 Not knowing how to start a relevant conversation.

Building each TAS solution

For each problem, identify the observable symptom and likely causes. Teach one practical action with complete steps and a worked example. Give the beginner an exercise, checklist, or usable template. Define how they can check whether the action helped. When the outcome depends on a platform, merchant, or professional, explain the official next step and the records needed.

Use the tracker to record the proposed primary Shift, support route, priority, development status, published solution link, and evidence of improvement. A published resource is not automatically a verified solution. Verify the lesson with beginners before claiming that it helps them complete the intended task.

Suggested TAS outlets include Authority Answers for short explanations, Coffee With Duey for practice and feedback, the Profile Blueprint for profile exercises, and future Foundation, Identity, Profile, and Conversion lessons. The Find Your Shift Assessment can guide the starting point. Match each resource to its actual content when we develop the solution.

Current official references

The inventory is a synthesis of possible beginner scenarios. These primary references verify selected operational topics; they do not establish the prevalence or ranking of all 470 problems. Checked October 2 2026.

FTC Endorsement Guides questions and answers

<https://www.ftc.gov/business-guidance/resources/ftcs-endorsement-guides-what-people-are-asking>

Gmail email sender guidelines

<https://support.google.com/mail/answer/81126?hl=en>

Google Search spam policies including thin affiliation

<https://developers.google.com/search/docs/essentials/spam-policies>

THE AUTHORITY SHIFT™

PROFILE BLUEPRINT

DEFINITIVE FLAGSHIP EDITION

Build the foundation. Become recognizable. Optimize the profile. Create conversations.

TRUST BEFORE TRAFFIC

Turn your Facebook profile into a clearer, more human,
more trustworthy first impression.

FOUNDATION

IDENTITY

PROFILE

CONVERSION

Created by Duane "Duey" Palen

People buy people. Trust comes before the click.

Includes the complete profile transformation system, worksheets, audits, planners, and implementation guide.

WELCOME

Your Profile Is Already Talking

The question is whether it is saying the right thing.

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THE BLUEPRINT PROMISE

This flagship edition preserves the complete original Facebook Profile Checklist and Implementation Guide. Nothing from the original has been removed. The material has been reorganized, expanded, illustrated with examples, and supported by worksheets, scorecards, and implementation plans.

Who This Is For

- ☐ Digital marketers
- ☐ Affiliate marketers
- ☐ Network marketers
- ☐ Coaches, consultants, and creators
- ☐ Solopreneurs and small-business owners
- ☐ Beginners who need clarity before complexity

What This Is Not

- ☐ A shortcut to instant authority
- ☐ A guide to spamming friends or groups
- ☐ A replacement for real skills, service, and consistency
- ☐ A promise that every visitor will become a customer

START HERE

How to Use This Blueprint

Read less. Implement more.

1. Audit Before Editing

Complete the Five-Minute Visitor Test and record your starting Authority Score.

2. Work Through the Shifts

Follow the order: Foundation, Identity, Profile, Conversion, then Authority Formula.

3. Complete the Worksheets

Writing your answers forces clarity that reading alone cannot create.

4. Make One Change at a Time

Update, preview as a visitor, and test before moving to the next section.

5. Repeat Every 90 Days

Profiles drift. Offers change. Your message becomes sharper. Re-audit quarterly.

My Starting Information

Name:

Date started:

Primary audience:

Main profile goal:

Primary next step:

Review date:

NAVIGATION

Table of Contents

One definitive profile transformation path.

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BASELINE

The Five-Minute Visitor Test

See the profile a stranger sees.

Open your profile in View As mode, use a logged-out browser when possible, or ask someone unfamiliar with your business to review it. Give them only five minutes.

Who do you think I help?

What problem do you think I solve?

What stood out first?

What would you expect me to post about?

What should you do next?

What felt confusing, crowded, or promotional?

BASELINE

Quick Profile Audit

Score what exists before fixing it.

- ☐ My face is immediately recognizable.
- ☐ My cover communicates one clear message.
- ☐ My bio explains whom I help and how.
- ☐ My Intro and About details are current.
- ☐ My Start Here content is easy to find.
- ☐ My featured content follows a logical path.
- ☐ My latest ten posts support my positioning.
- ☐ My main link works and matches my message.
- ☐ My next step is obvious.
- ☐ My profile feels human, helpful, and trustworthy.

Starting score: _____ / 10

The first thing that needs improvement is

BASELINE

The Four Silent Questions

Every profile visitor is looking for these answers.

1. WHO ARE YOU?

Identity, personality, point of view, and relevance.

2. WHAT DO YOU HELP WITH?

Audience, problem, outcome, and topic clarity.

3. CAN I TRUST YOU?

Consistency, proof, honesty, usefulness, and humanity.

4. WHAT SHOULD I DO NEXT?

One simple, logical, low-pressure next step.

My Current Answers

Who am I?

What do I help with?

Why should someone trust me?

What should someone do next?

SECTION ONE

The Foundation Shift™

Build the right foundation before decorating the profile.

THE SHIFT

Stop beginning with the product. Start with the person, the problem, the message, and the result.

By the End of This Section, You Will Have

- ☐ A clearly defined audience
- ☐ A recognizable problem statement
- ☐ A realistic outcome statement
- ☐ One core message
- ☐ Three to five content pillars
- ☐ One primary profile goal

My Section Commitment

The change I am committed to making

FOUNDATION SHIFT

Define the Person

You cannot build a relevant profile for “everyone.”

WHY THIS MATTERS

Specificity helps the right people recognize themselves without excluding everyone else.

How to Complete It

1. Describe one person you understand well.
2. List the problems that person already knows they have.
3. Choose the problem you are qualified to discuss consistently.
4. Use the person’s everyday language, not industry jargon.

Completion Checklist

- ☐ I can describe my primary audience in one sentence.
- ☐ I know what stage of the journey they are in.
- ☐ I know what they want next.
- ☐ I know what frustrates them.

SHOW, DON'T TELL - EXAMPLE

“Beginner digital marketers who post consistently but do not know why profile visitors leave.”

DUEY'S REAL-TALK TIP

A useful audience is defined by a shared problem and stage, not just age or job title.

Audience Portrait

FOUNDATION SHIFT

Name the Recognizable Problem

People respond to problems they can already feel.

WHY THIS MATTERS

Your audience cannot connect your solution to their life until the problem is stated clearly.

How to Complete It

1. List ten frustrations your audience mentions.
2. Separate symptoms from root causes.
3. Choose one problem that your profile can help them understand.
4. Write it in plain language.

Completion Checklist

- ☐ The problem sounds familiar to my audience.
- ☐ It is specific enough to visualize.
- ☐ It is not manufactured to create fear.
- ☐ I can teach about it repeatedly.

SHOW, DON'T TELL - EXAMPLE

"People visit your profile but leave without following, commenting, or messaging."

DUEY'S REAL-TALK TIP

Do not begin by naming your framework. Begin by naming their experience.

Problem Statement

FOUNDATION SHIFT

Choose the Desired Result

Promise progress, not fantasy.

WHY THIS MATTERS

A realistic result gives the profile direction and makes your message believable.

How to Complete It

1. Describe the next meaningful improvement.
2. Avoid guaranteed income or exaggerated outcomes.
3. Connect the result to actions the person can control.
4. Keep the outcome simple enough for a bio.

Completion Checklist

- ☐ My result is realistic.
- ☐ My result is relevant to the problem.
- ☐ My result can be explained simply.
- ☐ My content can demonstrate it.

SHOW, DON'T TELL - EXAMPLE

"Turn an ordinary Facebook profile into a clearer, more trustworthy marketing asset."

DUEY'S REAL-TALK TIP

Trust grows when your claims are smaller than your proof, not bigger.

Outcome Statement

FOUNDATION SHIFT

Choose One Profile Goal

One profile cannot serve ten competing goals equally well.

WHY THIS MATTERS

A primary goal determines what your cover, bio, content, links, and calls to action should do.

How to Complete It

1. List every action you currently ask visitors to take.
2. Choose the most appropriate first step for a new visitor.
3. Remove or reduce competing actions.
4. Make the goal measurable.

Completion Checklist

- ☐ I have one primary goal.
- ☐ The goal is low pressure.
- ☐ It makes sense for a first-time visitor.
- ☐ I can measure whether it happens.

SHOW, DON'T TELL - EXAMPLE

"Encourage qualified visitors to follow and read my Start Here post."

DUEY'S REAL-TALK TIP

A sale is often too large for the first step. Earn the next small action.

Primary Goal

FOUNDATION SHIFT

Develop Your Core Message

Become associated with one meaningful idea.

WHY THIS MATTERS

A core message creates repetition without making every post identical.

How to Complete It

1. List five beliefs you repeat naturally.
2. Choose the belief most useful to your audience.
3. Make it short and defensible.
4. Support it through stories, examples, and instruction.

Completion Checklist

- ☐ My message reflects what I truly believe.
- ☐ It relates to my audience's problem.
- ☐ It is easy to remember.
- ☐ I can demonstrate it publicly.

SHOW, DON'T TELL - EXAMPLE

"Most marketers do not have a traffic problem. They have a trust problem."

DUEY'S REAL-TALK TIP

Your message should become clearer through repetition, not louder.

Core Message

FOUNDATION SHIFT

Build Your Content Pillars

Create consistency without becoming repetitive.

WHY THIS MATTERS

Content pillars help visitors understand your expertise and help you know what to post.

How to Complete It

1. Choose three to five broad topics.
2. Make every pillar relevant to the same audience.
3. Include practical, personal, and perspective-based angles.
4. Remove pillars that exist only because you sell a product.

Completion Checklist

- ☐ I have three to five pillars.
- ☐ Each pillar supports my core message.
- ☐ Each pillar can generate months of content.
- ☐ My products fit under the pillars rather than controlling them.

SHOW, DON'T TELL - EXAMPLE

Marketing foundations; personal branding; Facebook profile optimization; content and conversations; trust and authority.

DUEY'S REAL-TALK TIP

A content pillar is a subject you can serve through, not a product you can pitch.

Content Pillars

FOUNDATION WORKBOOK

Audience Language Bank

Write the exact phrases your audience uses when describing their frustrations, questions, hopes, and objections.

FOUNDATION WORKBOOK

Problem-to-Content Map

For each problem, list one educational post, one story, one example, and one question you could publish.

[illegible]

FOUNDATION WORKBOOK

Message Consistency Test

Compare your cover, bio, Start Here post, and latest five posts. Record where the message agrees and where it drifts.

FOUNDATION WORKBOOK

Offer Alignment Map

List each offer. Explain the problem it solves, whom it serves, what the audience must understand first, and the next logical content topic.

SECTION TWO

The Identity Shift™

Stop looking interchangeable. Become recognizable.

THE SHIFT

Clarify how your face, voice, story, values, personality, and point of view work together.

By the End of This Section, You Will Have

- ☐ A clear identity statement
- ☐ A recognizable profile picture
- ☐ A simple visual direction
- ☐ A concise bio
- ☐ A human About narrative
- ☐ Defined voice and personality markers

My Section Commitment

The change I am committed to making

IDENTITY SHIFT

Choose a Recognizable Profile Picture

People buy people. Let them see the person.

WHY THIS MATTERS

Your image appears beside every post, comment, reaction, and message. Recognition begins at thumbnail size.

How to Complete It

1. Choose a current, high-resolution photograph.
2. Crop around the head and shoulders.
3. Use clear light and a simple background.
4. Preview the circular crop at thumbnail size.

Completion Checklist

- ☐ My face is clearly visible.
- ☐ I am looking toward the camera.
- ☐ The image works as a small circle.
- ☐ The picture still looks like me.
- ☐ No logo or text competes with my face.

SHOW, DON'T TELL - EXAMPLE

A naturally smiling head-and-shoulders portrait with contrast from the background.

DUEY'S REAL-TALK TIP

Do not edit yourself into a different person. Familiarity is more valuable than artificial perfection.

Profile Photo Notes

IDENTITY SHIFT

Write Your Identity Statement

Explain who you are without reciting titles.

WHY THIS MATTERS

A useful identity statement combines your role, audience, perspective, and humanity.

How to Complete It

1. Write how you naturally introduce yourself.
2. Add whom you help.
3. Add the belief or approach that makes your work distinct.
4. Remove inflated titles and jargon.

Completion Checklist

- ☐ It sounds like me.
- ☐ A stranger can understand it.
- ☐ It does not depend on a product name.
- ☐ It gives people a reason to remember me.

SHOW, DON'T TELL - EXAMPLE

"I'm Duey. I help beginner marketers make sense of online marketing and build trust before they ask for the sale."

DUEY'S REAL-TALK TIP

Titles describe a category. A point of view creates identity.

Identity Statement

IDENTITY SHIFT

Define Your Brand Voice

Make your content sound like the same person every time.

WHY THIS MATTERS

Voice creates familiarity. Familiarity reduces uncertainty and helps people recognize your posts without seeing your name.

How to Complete It

1. Choose three words that describe your natural communication style.
2. List phrases you use often.
3. Define what your voice never sounds like.
4. Rewrite a generic post in your own language.

Completion Checklist

- ☐ My voice sounds natural.
- ☐ My humor supports rather than insults.
- ☐ My tone fits the subject.
- ☐ My content would still feel recognizable without my name.

SHOW, DON'T TELL - EXAMPLE

Real-talk, helpful, lightly sarcastic, grounded, and never guru-like.

DUEY'S REAL-TALK TIP

Your voice is not a costume. It is your natural communication with the unnecessary polish removed.

Voice Guide

IDENTITY SHIFT

Write a Clear Bio

Position yourself in a few words.

WHY THIS MATTERS

The bio is one of the fastest clues a visitor uses to decide whether the profile is relevant.

How to Complete It

1. Name the audience or problem.
2. State the result or useful topic.
3. Use ordinary language.
4. Remove unrelated opportunities and vague buzzwords.

Completion Checklist

- ☐ My bio explains what I help with.
- ☐ It speaks to the right visitor.
- ☐ It sounds human.
- ☐ It gives a reason to explore further.

SHOW, DON'T TELL - EXAMPLE

"Helping beginner marketers build trust and turn their Facebook profiles into marketing assets."

DUEY'S REAL-TALK TIP

Choose clarity over cleverness. A bio is successful when other people can repeat it.

Bio Draft

IDENTITY SHIFT

Complete Your Intro and About Sections

Give interested visitors enough context to trust the person.

WHY THIS MATTERS

After the visual first impression, the Intro and About sections help people verify who you are and what you stand for.

How to Complete It

1. Update current work and creator information.
2. Remove irrelevant or outdated details.
3. Add the correct primary website.
4. Control the audience for personal information.
5. Write a human About narrative.

Completion Checklist

- ☐ My current role is accurate.
- ☐ My website is current.
- ☐ My public information is intentional.
- ☐ My About section explains my story and beliefs.
- ☐ Sensitive information is protected.

SHOW, DON'T TELL - EXAMPLE

Who I am; what I believe; whom I help; what I share; what to do next.

DUEY'S REAL-TALK TIP

Do not fill every field simply because Facebook offers it.

About Narrative

IDENTITY SHIFT

Use Personality Intentionally

Let the profile feel like a person's profile.

WHY THIS MATTERS

Personality gives people more ways to connect with you than expertise alone.

How to Complete It

1. List interests you are comfortable sharing.
2. Choose stories that reveal values or lessons.
3. Use humor that matches your real personality.
4. Balance business content with appropriate human moments.

Completion Checklist

- ☐ My profile includes personal content.
- ☐ My personality supports my positioning.
- ☐ I do not overshare sensitive information.
- ☐ My humor does not damage trust.

SHOW, DON'T TELL - EXAMPLE

Interests, routines, lessons, frustrations, celebrations, hobbies, and behind-the-scenes moments.

DUEY'S REAL-TALK TIP

Professional does not mean personality-free.

Personality Inventory

IDENTITY WORKBOOK

Bio Builder

Draft ten bios, then simplify each until the clearest version remains.

IDENTITY WORKBOOK

About Me Story Builder

Write five short paragraphs: who you are, what you believe, whom you help, what you share, and the invitation.

[illegible]

SECTION THREE

The Profile Shift™

Turn every visible section into a trust-building asset.

THE SHIFT

Align the cover, bio, details, Start Here post, Featured section, links, privacy, and recent content into one visitor experience.

By the End of This Section, You Will Have

- ☐ A simplified cover image
- ☐ A completed Intro and About section
- ☐ A Start Here post
- ☐ A useful Featured sequence
- ☐ A cleaned public profile
- ☐ Ten strategically balanced posts
- ☐ Reviewed privacy and security settings

My Section Commitment

The change I am committed to making

PROFILE SHIFT

Create a Clear Cover Image

One message. One impression. No clutter.

WHY THIS MATTERS

The cover should reinforce your positioning immediately without becoming a brochure.

How to Complete It

1. Write the one sentence visitors should remember.
2. Use one headline and one short support line.
3. Remove product logos, tiny text, and competing calls to action.
4. Preview the mobile crop and profile-photo overlap.
5. Add a useful cover description.

Completion Checklist

- ☐ The main message is readable on mobile.
- ☐ The design is uncluttered.
- ☐ Important text is not blocked.
- ☐ The colors and fonts support my brand.
- ☐ The cover supports me rather than replacing me.

SHOW, DON'T TELL - EXAMPLE

MAKE DIGITAL MARKETING MAKE SENSE

Build trust. Create better content. Turn your profile into an asset.

DUEY'S REAL-TALK TIP

Your cover is a billboard, not the entire sales presentation.

Cover Copy

PROFILE SHIFT

Create a Start Here Post

Give new visitors a guided introduction.

WHY THIS MATTERS

A Start Here post connects your story, audience, belief, content, and invitation.

How to Complete It

1. Open with a belief, realization, or frustration.
2. Introduce yourself naturally.
3. Name the problem you care about solving.
4. Explain your point of view.
5. Tell people what they will find here.
6. End with one invitation.

Completion Checklist

- ☐ The hook creates interest.
- ☐ The post introduces me.
- ☐ It explains whom I help.
- ☐ It shows personality.
- ☐ It does not immediately pitch a product.
- ☐ It includes one clear call to action.

SHOW, DON'T TELL - EXAMPLE

"I had a realization: most marketers promote products. I wanted to promote progress."

DUEY'S REAL-TALK TIP

The post should help someone decide whether to keep following you.

Start Here Opening

PROFILE SHIFT

Build a Useful Featured Section

Create a visual path instead of a random album.

WHY THIS MATTERS

Featured content can help visitors explore your profile in the order you choose.

How to Complete It

1. Choose three to six purposeful items.
2. Put Start Here first.
3. Use readable titles and consistent visuals.
4. Include a story, resource, and proof when available.
5. Remove outdated promotions.

Completion Checklist

- ☐ Every item has a purpose.
- ☐ The order is logical.
- ☐ Titles are readable.
- ☐ The collection supports my current message.
- ☐ The section does not feel like a product catalog.

SHOW, DON'T TELL - EXAMPLE

START HERE → WHAT I HELP WITH → WHAT I BELIEVE → FREE RESOURCE → MY STORY → RESULTS

DUEY'S REAL-TALK TIP

A featured image is not automatically a website button. Explain the next step in the associated content.

Featured Sequence

PROFILE SHIFT

Review Your Website and Links

Do not lose trust after the click.

WHY THIS MATTERS

The destination must continue the message and make the next action simple.

How to Complete It

1. Test every link on desktop and mobile.
2. Confirm the headline matches the profile promise.
3. Remove outdated affiliate links.
4. Use one clear page goal.
5. Include appropriate disclosures and privacy information.

Completion Checklist

- ☐ My link works.
- ☐ The page loads on mobile.
- ☐ The headline matches my profile.
- ☐ The page explains who it is for.
- ☐ The next step is clear.

SHOW, DON'T TELL - EXAMPLE

What is this? Who is it for? What problem does it solve? What should I do next?

DUEY'S REAL-TALK TIP

Do not send warm profile visitors to a cold, confusing corporate page without context.

Ten-Second Page Test

PAGE 37

Yes, Duey. I knew you'd come here first.

If you are reading this page before Page 2, Professor Hard-Ass, then our conversation yesterday went exactly as expected.

Now that you've confirmed Mr. Chat did not hide a disaster on Page 37, you may proceed with the actual Blueprint.

But since you're here, there is a real lesson: people inspect what catches their curiosity. Your profile should create the same kind of irresistible reason to keep looking - without resorting to hype.

COFFEE BREAK WITH MR. CHAT

Curiosity earns the next few seconds. Trust earns the relationship.

Now write one thing on your profile that should make the right visitor want to see what comes next:

PROFILE SHIFT

Clean Up the Public Profile

Keep the humanity. Remove the contradiction.

WHY THIS MATTERS

Old promotions, broken links, spam, and mixed messages can undo the trust your new profile creates.

How to Complete It

1. Use View As or public view.
2. Review old promotional posts and links.
3. Review tagged content.
4. Remove spam and obvious contradictions.
5. Keep appropriate personal posts.
6. Make the newest content reflect the current direction.

Completion Checklist

- ☐ I reviewed my profile publicly.
- ☐ Broken links are gone.
- ☐ Outdated promotions are reduced.
- ☐ Tagged posts are reviewed.
- ☐ My profile still feels human.

SHOW, DON'T TELL - EXAMPLE

Delete, hide, update, or leave visible - choose intentionally for each item.

DUEY'S REAL-TALK TIP

Do not erase your life. Remove confusion, not personality.

Cleanup Notes

PROFILE SHIFT

Protect Privacy and Security

Be public without being careless.

WHY THIS MATTERS

Visibility should never require exposing sensitive information or weakening account security.

How to Complete It

1. Review Audience and Visibility settings.
2. Control who can follow, comment, tag, and post.
3. Turn on profile or tag review where appropriate.
4. Use a unique password and two-factor authentication.
5. Review active sessions and recovery information.

Completion Checklist

- ☐ Business content has the intended audience.
- ☐ Private details are protected.
- ☐ Two-factor authentication is enabled.
- ☐ Unknown devices are removed.
- ☐ I recognize common account-warning scams.

SHOW, DON'T TELL - EXAMPLE

Date completed: _____ Recovery details checked: _____ Active sessions checked: _____

DUEY'S REAL-TALK TIP

Facebook menu names change. The principle does not: protect the account and intentionally choose the audience.

Security Review

PROFILE SHIFT

Design the First Ten Posts

Make the profile worth the visit.

WHY THIS MATTERS

Most visitors scan recent content rather than years of history. The first ten posts should demonstrate range and consistency.

How to Complete It

1. Plan ten posts before publishing.
2. Include education, opinion, story, demonstration, conversation, proof, and personality.
3. Limit direct promotion.
4. Use readable formatting.
5. Make the topics support the same audience and message.

Completion Checklist

- ☐ At least three posts teach.
- ☐ At least one shares a story.
- ☐ At least one demonstrates an idea.
- ☐ At least one creates conversation.
- ☐ No more than two directly promote.
- ☐ The posts sound like me.

SHOW, DON'T TELL - EXAMPLE

Introduction; tip; story; mistake; contrarian view; example; question; behind-the-scenes; proof; resource invitation.

DUEY'S REAL-TALK TIP

A visitor should learn more about you with every scroll, not see the same pitch ten times.

Ten-Post Mix

PROFILE SHIFT

Format Posts for Reading

Do not bury a strong idea in a wall of text.

WHY THIS MATTERS

Readable posts help people stay long enough to understand the message.

How to Complete It

1. Create a clear first line.
2. Use short paragraphs.
3. Use simple language.
4. Remove repeated or unnecessary words.
5. Use emojis and hashtags sparingly.
6. End with one understandable action or question.

Completion Checklist

- ☐ The hook earns the next line.
- ☐ Paragraphs are short.
- ☐ The language is clear.
- ☐ The post is proofread.
- ☐ The CTA is easy to answer.

SHOW, DON'T TELL - EXAMPLE

Hook → Problem → Insight → Example → Next Step

DUEY'S REAL-TALK TIP

Short paragraphs are not shallow writing. They are considerate formatting.

Post Structure

PROFILE SHIFT

Use Show-Don't-Tell Content

Demonstrate the advice.

WHY THIS MATTERS

Examples make abstract marketing advice useful and prove that you understand implementation.

How to Complete It

1. Replace broad advice with a specific action.
2. Add before-and-after examples.
3. Show the steps you took.
4. Demonstrate strategies on your own profile.
5. Explain why the change works.

Completion Checklist

- ☐ I include examples.
- ☐ I show before and after.
- ☐ I explain the steps.
- ☐ I use my own profile as evidence.
- ☐ My reader can act immediately.

SHOW, DON'T TELL - EXAMPLE

Weak: "Write a better bio." Better: show the vague bio, rewrite it, and explain each change.

DUEY'S REAL-TALK TIP

Information earns attention. Demonstration earns trust.

Before and After

PROFILE WORKBOOK

Start Here Post Builder

Draft the hook, introduction, problem, belief, help, expectations, and invitation.

[illegible]

PROFILE WORKBOOK

First Ten Posts Planner

Plan the purpose, hook, format, pillar, and CTA for each of ten posts.

The Visitor Journey

Design the experience from click to conversation

Think of your profile as a sequence rather than a collection of isolated pieces. The cover creates context. The bio sharpens it. The pinned post deepens it. Recent posts provide evidence. Interaction confirms whether the person behind the content is real.

Each element should answer one question and naturally create the next one.

A SIMPLE JOURNEY

Cover: Why should I care? → Bio: Who is this? → Pinned post: What do they believe? → Content: Are they consistent? → Conversation: Do I want to engage?

Cover → Bio → Pinned Post

Three pieces, one first impression

Your cover photo gets them to orient themselves. Your bio gives them a quick reason to understand you. Your pinned post gives them a deeper introduction to your thinking and personality.

When these three elements tell three unrelated stories, the visitor has to do the work of figuring you out. When they reinforce each other, clarity feels effortless.

Write the ONE idea these three elements should communicate together:

Post Spacing

Posting frequency is your schedule. Post Spacing is the visitor's experience.

Post Spacing means intentionally managing time, topic, content variety, flow, and the overall experience created when someone views several posts together.

The problem is not simply posting 'too much.' Several excellent posts can weaken one another when they repeat the same conversation so closely that the profile feels one-dimensional.

Before publishing, look backward. Ask what a visitor would experience if this new post appeared beside the last several posts.

- TIME - Has the previous post had room to breathe?
- TOPIC - Am I continuing the exact same conversation again?
- VARIETY - Does this add a different dimension of me?
- FLOW - Does the profile feel natural when viewed together?
- STARTING POINT - Does my pinned post still orient a new visitor?

The 5-Second Test

What can a stranger understand immediately?

Ask someone unfamiliar with your business to look at your profile for five seconds, then close it. Ask what they remember. Do not explain first.

Their answer is data. If they remember a company but not you, or a promise but not what you actually care about, adjust the profile.

- Who is this person?
- What are they about?
- What do they seem to value?
- Would I keep looking?

The 30-Second Test

Does the deeper scan reinforce the first impression?

Give a reviewer thirty seconds to scan the cover, bio, featured area, pinned post, and recent content. Then ask them to describe you in one sentence.

Compare their sentence with the positioning you intended.

- The first impression is accurate
- The content supports it
- Nothing major contradicts it
- The next step is obvious

The Stranger Audit

Borrow somebody else's eyes

We become blind to our own profiles because we know the context behind every image and sentence. A stranger does not.

Ask a trusted person to identify what feels clear, confusing, overly promotional, generic, or missing.

- Clear
- Confusing
- Too promotional
- Generic
- Missing

The Content Scroll Test

Judge the whole feed, not individual posts

Open your profile and scroll without stopping. Notice patterns in visuals, topics, tone, and promotion.

The question is not whether each post is 'good.' The question is what the collection communicates.

- Variety
- Consistency
- Personality
- Usefulness
- Promotion balance

The Sameness Test

Would this still sound like you without your name?

Generic content is easy to create and easy to forget. Your point of view is what makes familiar topics worth hearing again.

Choose three recent posts and remove your name. Could someone who knows your voice identify them as yours?

- Distinctive phrasing
- Specific observations
- Personal examples
- Clear beliefs
- No copy-and-paste feel

The Promotion Pressure Test

How often are you asking before earning attention?

Review your last twenty posts and mark every direct or indirect pitch. Then look at what surrounds those pitches.

Promotion feels different when it appears inside a profile that has already created context, usefulness, and familiarity.

- Offers are relevant
- Claims are believable
- CTAs are varied
- Value precedes asks
- No desperation language

The Trust-Killer Checklist

What quietly weakens authority

Trust is often lost through accumulation rather than one catastrophic mistake.

- Constant opportunity posts
- Income claims without context
- Copied corporate graphics
- Every conversation becomes a pitch
- Generic motivational filler
- Contradictory positioning
- Overstated expertise
- Automated-sounding DMs

The Trust-Builder Checklist

What quietly strengthens authority

The strongest signals are usually simple and repeatable.

- Useful specificity
- Visible personality
- Consistent point of view
- Thoughtful replies
- Stories with lessons
- Proof without bragging
- Clear boundaries
- Patient follow-up

SECTION FOUR

The Conversion Shift™

Turn attention into natural next steps.

THE SHIFT

Conversion begins before the pitch. It begins when a visitor feels understood, trusts the person, and knows what to do next.

By the End of This Section, You Will Have

- ☐ One primary call to action
- ☐ A low-pressure message strategy
- ☐ A useful group-comment strategy
- ☐ A trust-building promotion sequence
- ☐ A relevant proof plan
- ☐ A clear website handoff

My Section Commitment

The change I am committed to making

CONVERSION SHIFT

Choose One Primary Call to Action

Confusion is not a conversion strategy.

WHY THIS MATTERS

A clear, appropriate next step helps interested visitors continue without feeling trapped.

How to Complete It

1. List every current call to action.
2. Choose the best first step for a new visitor.
3. Use specific wording.
4. Place it consistently without repeating it everywhere.
5. Test the destination.

Completion Checklist

- ☐ I have one primary CTA.
- ☐ It is low pressure.
- ☐ It matches the content.
- ☐ The wording is clear.
- ☐ The destination works.

SHOW, DON'T TELL - EXAMPLE

"Want the complete checklist? Comment PROFILE and I'll point you to it."

DUEY'S REAL-TALK TIP

The best first action is often smaller than a purchase.

CTA Draft

CONVERSION SHIFT

Build Trust Before Promoting

Prepare the person before presenting the product.

WHY THIS MATTERS

Offers make more sense when the audience understands the problem, sees an example, and trusts your recommendation.

How to Complete It

1. Teach the problem before naming the product.
2. Explain why the problem continues.
3. Show a small improvement.
4. Introduce the offer as a relevant next step.
5. State whom it is and is not for.

Completion Checklist

- ☐ I discuss problems more than products.
- ☐ I provide value without requiring a purchase.
- ☐ I avoid exaggerated claims.
- ☐ I disclose affiliate relationships appropriately.
- ☐ My recommendation fits my content.

SHOW, DON'T TELL - EXAMPLE

Problem recognition → cause → small win → point of view → invitation → offer.

DUEY'S REAL-TALK TIP

Do not manufacture urgency to replace missing trust.

Trust Sequence

CONVERSION SHIFT

Create a Permission-Based Message Strategy

Continue conversations instead of ambushing people.

WHY THIS MATTERS

Direct messages work best when they follow context and permission.

How to Complete It

1. Respond to a real interaction.
2. Ask what the person is trying to accomplish.
3. Understand the obstacle.
4. Offer a useful observation.
5. Ask permission before sending a link.
6. Stop when interest is not present.

Completion Checklist

- ☐ My message is personalized.
- ☐ Early questions are easy to answer.
- ☐ I ask permission before links.
- ☐ I do not send copy-and-paste presentations.
- ☐ I know when to stop following up.

SHOW, DON'T TELL - EXAMPLE

"Based on what you shared, I have a short guide that may help. Would you like me to send it?"

DUEY'S REAL-TALK TIP

A conversation is not a loophole for sending a pitch.

Permission Message

CONVERSION SHIFT

Use Facebook Group Comments Strategically

Let useful thinking lead people back to a useful profile.

WHY THIS MATTERS

A strong comment demonstrates your expertise without violating group rules or forcing a link.

How to Complete It

1. Answer the actual question.
2. Add one useful observation.
3. Give one practical next step.
4. Avoid empty comments and unsolicited links.
5. Make sure your profile is ready for the click.

Completion Checklist

- ☐ My comment is useful on its own.
- ☐ I follow group rules.
- ☐ I do not immediately link-drop.
- ☐ I use examples.
- ☐ My profile continues the same message.

SHOW, DON'T TELL - EXAMPLE

Acknowledge the problem → share one observation → give one practical next step.

DUEY'S REAL-TALK TIP

The purpose of a group comment is not to steal attention. It is to earn curiosity through usefulness.

Helpful Comment

CONVERSION SHIFT

Build a Relevant Network

Stop collecting random numbers.

WHY THIS MATTERS

Relevant relationships create better conversations than a large, disconnected audience.

How to Complete It

1. Review profiles before accepting or requesting.
2. Connect around shared interests or relevant work.
3. Engage before asking.
4. Remove obvious fake or spam accounts.
5. Avoid immediate opportunity pitches.

Completion Checklist

- ☐ My network includes relevant people.
- ☐ I review requests.
- ☐ I personalize interaction.
- ☐ I do not pitch immediately.
- ☐ I regularly engage with existing connections.

SHOW, DON'T TELL - EXAMPLE

"Thanks for connecting. I noticed you also post about affiliate marketing. What part are you focused on right now?"

DUEY'S REAL-TALK TIP

Start with curiosity about the person, not curiosity about their wallet.

Connection Opener

CONVERSION SHIFT

Use Proof Without Performing

Reduce doubt without turning every post into a victory lap.

WHY THIS MATTERS

Proof shows that the idea has been applied. It should educate as much as it impresses.

How to Complete It

1. Share the starting point.
2. Show the change or result.
3. Explain what created it.
4. Use permission for testimonials.
5. Avoid implying identical outcomes for everyone.
6. Include lessons and failures when useful.

Completion Checklist

- ☐ My proof is truthful.
- ☐ The context is clear.
- ☐ The lesson is useful.
- ☐ The claim is proportionate.
- ☐ I have permission where needed.

SHOW, DON'T TELL - EXAMPLE

Before-and-after profiles, projects, audience feedback, case studies, testimonials, lessons, and consistent public work.

DUEY'S REAL-TALK TIP

Proof is not limited to income screenshots.

Proof Types

CONVERSION WORKBOOK

Conversation Map

Write the Connect, Clarify, Understand, Help, and Invite stages for a typical conversation.

[illegible]

CONVERSION WORKBOOK

Trust-Before-Promotion Campaign

Plan six pieces of content that logically prepare the audience for one offer.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines, typical of notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

CONVERSION WORKBOOK

Proof Inventory

List every ethical form of proof you already have and what lesson each can teach.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Conversation Starters

Turn posts into doors, not dead ends

A good engagement question should be answerable, relevant, and genuinely interesting to you.

Avoid questions that exist only to manipulate comments. Ask what you would actually want to discuss.

- What have you noticed?
- Which part is hardest?
- What would you change?
- Has this been your experience?
- What are you trying right now?

Comment Strategy

Your authority is visible under other people's posts too

Comments can introduce your thinking to people who have never seen your content. Add perspective rather than dropping links or empty praise.

A useful comment can be a mini-post: one observation, one example, or one thoughtful question.

- Adds value
- Sounds human
- No hijacking
- No unsolicited link
- Invites conversation

DM Transition

Move naturally from public conversation to private conversation

Do not treat every comment as permission to pitch. Move to DM when context makes it useful: a resource was requested, the topic becomes personal, or the person clearly wants details.

Reference the public conversation so the message has context.

- Context first
- Permission when appropriate
- No copy-paste opener
- Ask before pitching
- Respect silence

The Conversion Shift

Conversation before customer

Conversion is not the moment you become more aggressive. It is the moment clarity and trust make a relevant next step possible.

The goal is not to close everyone. It is to discover fit.

- Listen
- Clarify
- Recommend
- Invite
- Follow up

Follow-Up Without Chasing

Persistence should still feel respectful

Good follow-up is useful, contextual, and finite. Bad follow-up feels like surveillance.

If there is no response, one or two thoughtful follow-ups may be appropriate. Then leave the door open.

- Reference context
- Add value
- Keep it brief
- No guilt
- Know when to stop

Your Resource Path

Give different visitors different depths

Not everyone is ready for the same next step. Build a path from low commitment to higher commitment.

Examples: useful post → checklist → Blueprint → assessment → conversation → relevant program.

- Free insight
- Checklist/resource
- Blueprint
- Assessment
- Conversation

SECTION FIVE

The Authority Formula™

Bring every shift together into one consistent experience.

THE SHIFT

Authority is the compound result of clarity, identity, usefulness, proof, consistency, and an appropriate next step.

By the End of This Section, You Will Have

- ☐ A 40-point profile audit
- ☐ A 100-point Authority Score™
- ☐ A prioritized improvement list
- ☐ A 30-minute quick-fix plan
- ☐ A quarterly review process

My Section Commitment

The change I am committed to making

AUTHORITY FORMULA

The 40-Point Profile Audit

Score each area from 0 to 2.

PROFILE AREA	SCORE	NOTES
Target audience	___ / 2	
Core message	___ / 2	
Profile picture	___ / 2	
Cover image	___ / 2	
Bio	___ / 2	
Intro section	___ / 2	
About section	___ / 2	
Start Here post	___ / 2	
Featured content	___ / 2	
Primary call to action	___ / 2	
Website or landing page	___ / 2	
Privacy settings	___ / 2	
Account security	___ / 2	
First ten posts	___ / 2	
Content pillars	___ / 2	
Personal content	___ / 2	
Educational content	___ / 2	
Demonstrated proof	___ / 2	
Messenger strategy	___ / 2	
Overall visitor experience	___ / 2	
TOTAL SCORE: _____ / 40		

AUTHORITY FORMULA

40-Point Score Interpretation

Use the score to prioritize, not to judge yourself.

34-40: STRONG PROFILE

Clear positioning, trust-building content, and an obvious next step.

26-33: GOOD FOUNDATION

Strong pieces exist, but some sections send mixed messages.

16-25: NEEDS CLARIFICATION

Visitors may not understand what you do, whom you help, or why they should follow.

0-15: REBUILD RECOMMENDED

Begin with audience, core message, profile picture, cover, bio, and first ten posts.

My Three Highest-Priority Improvements

1.

2.

3.

AUTHORITY FORMULA

The Authority Score™

A 100-point assessment of the entire experience.

CATEGORY	MAX	MY SCORE	EVIDENCE
Clarity	15	_____	
Identity	15	_____	
Trust	15	_____	
Profile Experience	15	_____	
Content	15	_____	
Proof	10	_____	
Conversation Path	10	_____	
Consistency	5	_____	

TOTAL AUTHORITY SCORE: _____ / 100

AUTHORITY FORMULA

Authority Score Levels

Your score is a map, not a label.

90-100: AUTHORITY LEADER

The profile is clear, consistent, useful, and conversion-ready.

75-89: AUTHORITY BUILDER

Strong trust and positioning with a few remaining gaps.

60-74: GROWING BRAND

Good direction, but the visitor experience needs alignment.

BELOW 60: TIME FOR A PROFILE SHIFT

Return to the fundamentals and rebuild the highest-impact sections.

Evidence Behind My Score

AUTHORITY FORMULA

The 30-Minute Quick Profile Fix

Do the highest-impact work first.

- ☐ Replace an unclear profile picture.
- ☐ Remove clutter from the cover image.
- ☐ Rewrite the bio around audience and result.
- ☐ Update the primary website link.
- ☐ Remove outdated public information.
- ☐ Publish or update a Start Here post.
- ☐ Remove the three most confusing promotional posts.
- ☐ Make the next educational post public.
- ☐ Review the profile as a visitor.
- ☐ Choose one primary call to action.

My 30-Minute Schedule

Minutes 0-5

Minutes 5-10

Minutes 10-15

Minutes 15-20

Minutes 20-25

Minutes 25-30

AUTHORITY WORKBOOK

Visitor Experience Walkthrough

Record what a first-time visitor sees, thinks, feels, and does at each step.

[illegible]

AUTHORITY WORKBOOK

Message Alignment Matrix

Compare audience, problem, result, core message, cover, bio, posts, CTA, and destination.

[illegible]

Trust Before Traffic

The principle underneath everything

Traffic gets you seen. Trust gives people a reason to stay.

A larger audience cannot repair a confusing first impression. More views simply expose the same problem to more people. Before chasing reach, ask whether your profile gives a new visitor a reason to understand you, remember you, and continue the conversation.

Trust online is rarely created by one spectacular post. It is built through repeated signals: consistency, clarity, personality, useful ideas, believable claims, thoughtful interaction, and a profile that feels like a person rather than a sales page.

COFFEE WITH DUEY

If I landed on your profile today, would I learn nothing or everything about you?

The Digital First Impression

What happens before someone messages you

When somebody sees your comment, post, referral, or name in a group, they may click your profile before they ever speak to you. That click is a moment of evaluation.

Your visitor is silently asking: Who is this? What are they about? Do they seem real? Is there anything here for me? Do I want to keep looking?

The job of your profile is not to close a sale. Its job is to make the next few seconds worth spending.

- Clear cover image
- Recognizable profile photo
- Useful, human bio
- Relevant featured content
- Strong pinned post
- Recent content with variety
- Visible personality
- Easy next step

The Trust Map

What earns trust - and what spends it

Every profile contains trust deposits and trust withdrawals. Helpful specificity, consistency, humility, thoughtful conversation, and clear positioning make deposits. Hype, contradiction, constant pitching, copied language, and exaggerated certainty make withdrawals.

TRUST DEPOSITS	TRUST WITHDRAWALS
Useful specificity	Vague hype
Consistency	Contradiction
Human voice	Corporate copy
Curiosity	Pressure
Proof	Promises
Conversation	Broadcasting only

Personal vs. Private

Be human without sharing everything

Personal branding does not require turning your life into content. Personal means your voice, values, observations, humor, experiences, and perspective are visible. Private means the things you choose to keep for yourself.

Decide your boundaries before you post, not after.

Things I am comfortable sharing:

Things I intentionally keep private:

Authority Without Pretending

You do not need to know everything

Authority can come from experience, observation, curation, experimentation, teaching what you have learned, or asking better questions. Pretending certainty you do not have is not authority; it is a trust liability.

A strong voice can still say: 'I'm learning too. Here's what I'm noticing.'

"You do not have to be the person with every answer. Become the person worth listening to."

Coffee Break #3

Traffic is not the finish line

A thousand profile visits cannot compensate for a profile that gives people no reason to stay.

- Traffic gets attention
- Clarity earns another second
- Trust earns another visit
- Conversation creates possibility

Priority Matrix

Fix what matters most first

Rate each potential change by impact and effort. High-impact, low-effort changes belong at the top of the list.

Do not spend three hours polishing a graphic while your bio still confuses visitors.

- High impact / low effort
- High impact / high effort
- Low impact / low effort
- Low impact / high effort

30-Day Plan: Week 1

Clarity and cleanup

Week 1 is about removing confusion and aligning the top of the profile.

- Update profile photo if needed
- Rework cover
- Rewrite bio
- Clean intro/details
- Choose positioning statement

30-Day Plan: Week 2

Pinned post and featured experience

Week 2 builds the bridge from first impression to deeper understanding.

- Write/update pinned post
- Clean featured section
- Choose one useful resource
- Remove outdated promotions
- Run 5-second test

30-Day Plan: Week 3

Content and Post Spacing

Week 3 makes the recent feed support the promise at the top of the profile.

- Choose content pillars
- Plan variety
- Reduce repeated topics
- Add personal perspective
- Use intentional Post Spacing

30-Day Plan: Week 4

Conversation and conversion

Week 4 focuses on how attention becomes relationship.

- Reply more thoughtfully
- Use better questions
- Practice contextual DMs
- Review CTAs
- Rescore Authority Score

Weekly Review Sheet

What changed this week?

A short weekly review keeps the Blueprint active instead of becoming shelf decoration.

- What improved?
- What felt awkward?
- What got a response?
- What did I learn?
- What will I change next week?

Content Planning Sheet

Plan the visitor experience

Plan seven posts by purpose rather than merely filling seven calendar slots.

Look at the week as a collection: topic, format, tone, and CTA should have enough variation to feel human.

- Teach
- Observe
- Tell a story
- Ask
- Show proof
- Personal post
- Promote

Post Spacing Planner

See posts side by side before publishing

Use this page to prevent accidental topic stacking.

- Previous post topic
- Time since previous post
- New post topic
- How it adds variety
- What visitor sees when combined

Profile Screenshot Review

Compare before and after

Place or reference your Day 1 and Day 30 screenshots here. Look for visible changes in clarity, consistency, and personality.

- Day 1 observations
- Day 30 observations
- Biggest improvement
- Still needs work

Final Authority Score

Measure the new baseline

Your final score is not a graduation certificate. It is the new baseline from which you keep improving.

- Clarity
- Identity
- Profile
- Content
- Trust
- Conversation
- Conversion

Find Your Shift

Where should you go next?

If the profile audit exposed a deeper issue, identify which Shift needs the most attention.

Foundation: habits/systems. Identity: brand/voice. Profile: first impression. Conversion: conversations/results.

- Foundation Shift
- Identity Shift
- Profile Shift
- Conversion Shift

Resource Center

Keep your next steps simple

Use this page to list the tools, trainings, checklists, links, and people that genuinely support your next step. Avoid collecting resources you never use.

- Resource
- Why it matters
- Next action
- Date to revisit

IMPLEMENTATION

Your 90-Day Profile Transformation

Twelve weeks of focused, manageable progress.

Do not rebuild everything in one frantic weekend and then disappear. Use the next twelve weeks to improve the profile, publish evidence, and observe how real visitors respond.

- ☐ Week 1: Baseline and audience
- ☐ Week 2: Core message and pillars
- ☐ Week 3: Profile picture and identity
- ☐ Week 4: Cover image and bio
- ☐ Week 5: Intro and About
- ☐ Week 6: Start Here post
- ☐ Week 7: Featured journey
- ☐ Week 8: First ten posts
- ☐ Week 9: CTA and message strategy
- ☐ Week 10: Proof and website handoff
- ☐ Week 11: Public cleanup and security
- ☐ Week 12: Final audit and next quarter

90-DAY PLANNER

Week 1: Baseline and Audience

One week. One primary outcome.

This Week's Outcome

Actions

- ☐ Action 1:

- ☐ Action 2:

- ☐ Action 3:

- ☐ Action 4:

Content I Will Publish

What I Observed

90-DAY PLANNER

Week 2: Core Message and Pillars

One week. One primary outcome.

This Week's Outcome

Actions

- ☐ Action 1:

- ☐ Action 2:

- ☐ Action 3:

- ☐ Action 4:

Content I Will Publish

What I Observed

90-DAY PLANNER

Week 3: Profile Picture and Identity

One week. One primary outcome.

This Week's Outcome

Actions

- ☐ Action 1:

- ☐ Action 2:

- ☐ Action 3:

- ☐ Action 4:

Content I Will Publish

What I Observed

90-DAY PLANNER

Week 4: Cover Image and Bio

One week. One primary outcome.

This Week's Outcome

Actions

- ☐ Action 1:

- ☐ Action 2:

- ☐ Action 3:

- ☐ Action 4:

Content I Will Publish

What I Observed

90-DAY PLANNER

Week 5: Intro and About

One week. One primary outcome.

This Week's Outcome

Actions

- ☐ Action 1:

- ☐ Action 2:

- ☐ Action 3:

- ☐ Action 4:

Content I Will Publish

What I Observed

90-DAY PLANNER

Week 6: Start Here Post

One week. One primary outcome.

This Week's Outcome

Actions

- ☐ Action 1:

- ☐ Action 2:

- ☐ Action 3:

- ☐ Action 4:

Content I Will Publish

What I Observed

90-DAY PLANNER

Week 7: Featured Journey

One week. One primary outcome.

This Week's Outcome

Actions

- ☐ Action 1:

- ☐ Action 2:

- ☐ Action 3:

- ☐ Action 4:

Content I Will Publish

What I Observed

90-DAY PLANNER

Week 8: First Ten Posts

One week. One primary outcome.

This Week's Outcome

Actions

- ☐ Action 1:

- ☐ Action 2:

- ☐ Action 3:

- ☐ Action 4:

Content I Will Publish

What I Observed

90-DAY PLANNER

Week 9: CTA and Message Strategy

One week. One primary outcome.

This Week's Outcome

Actions

- ☐ Action 1:

- ☐ Action 2:

- ☐ Action 3:

- ☐ Action 4:

Content I Will Publish

What I Observed

90-DAY PLANNER

Week 10: Proof and Website Handoff

One week. One primary outcome.

This Week's Outcome

Actions

- ☐ Action 1:

- ☐ Action 2:

- ☐ Action 3:

- ☐ Action 4:

Content I Will Publish

What I Observed

90-DAY PLANNER

Week 11: Public Cleanup and Security

One week. One primary outcome.

This Week's Outcome

Actions

- ☐ Action 1:

- ☐ Action 2:

- ☐ Action 3:

- ☐ Action 4:

Content I Will Publish

What I Observed

90-DAY PLANNER

Week 12: Final Audit and Next Quarter

One week. One primary outcome.

This Week's Outcome

Actions

- ☐ Action 1:

- ☐ Action 2:

- ☐ Action 3:

- ☐ Action 4:

Content I Will Publish

What I Observed

COMPLETION

The Final Rule

Your profile does not need to make you look famous.

IT NEEDS TO MAKE YOU UNDERSTANDABLE

A visitor should see a real person, a clear point of view, a problem you understand, useful content, honest evidence, and one reasonable next step.

Do not try to look like the biggest marketer on Facebook. Become the clearest and most trustworthy person for the audience you want to help.

My Authority Shift Commitment

I will use my profile to help before I ask, demonstrate before I claim, clarify before I promote, and build trust before the transaction.

Signed

Date

CLOSING

The Shift Is the Point

Become the person people naturally pay attention to.

The Authority Shift is not about manufacturing status. It is the moment you stop trying to get attention for what you are promoting and start becoming the person people naturally pay attention to.

Build the foundation. Clarify the identity. Improve the profile. Earn the conversation. Then keep going.

CONTINUE THE CONVERSATION

Coffee With Duey

If these ideas resonate with you, I invite you to join the free Coffee With Duey Facebook Group.

It is not a high-pressure pitch environment. You will not find scripts, hype, or exaggerated promises. It is a place for honest conversations about trust, personal branding, meaningful content, and building a business without pretending we have everything figured out.

Pull up a chair. Ask questions. Share what you are working on. It is simply the place where the conversation continues.

[JOIN THE FACEBOOK GROUP >](#)

Keep learning. Keep paying attention.

TRUST BEFORE TRAFFIC

THE AUTHORITY SHIFT

THE FOUR-SHIFT ACTION WORKBOOK

Trust Before Traffic

Make your message clearer, your profile more useful, and your conversations worth having.

01 FOUNDATION

Turn learning into a routine you can repeat.

02 IDENTITY

Make your point of view easier to recognize.

03 PROFILE

Give a visitor a clear reason to stay.

04 CONVERSION

Help someone choose a step that actually fits.

www.theauthorityshift.net/trust-before-traffic

Duane "Duey" Palen

Trust Before Traffic. People buy people.

START HERE

Attention has a job. Give it somewhere useful to land.

A practical starting guide for entrepreneurs building a personal brand online.

A post gets noticed. Somebody checks the profile. The bio says almost nothing. The latest posts could belong to anybody selling the same thing. More attention sends more people into that same confusing introduction.

The Authority Shift asks you to work on the person people meet: your habits, your voice, your first impression, and the way you respond. Each shift gives you a different job. Pick the job that needs attention, finish a useful change, and keep evidence of what you learned.

Duey's real talk

Looking busy is easy. Finishing something useful gives you a better reason to show up tomorrow.

How to use the workbook

- 01.** Read the four-shift map on the next page. Choose your starting area or use the existing 16-question assessment for direction.
- 02.** Complete the lesson and action sheet for that area. Test the change with a real person or a real task.
- 03.** Use the implementation plan and evidence log to decide what needs another pass. Explore a program only when it fits that need.

Type or print: Download this PDF before filling it in. Use a PDF reader that supports forms, save a copy, and reopen it to check that your first answer was retained. You can also print the sheets and write by hand.

Take the 16-question Find Your Shift Assessment

YOUR WORKING MAP

Four shifts. Four different jobs.

This quick check helps you choose a task; it is separate from the Find Your Shift Assessment.

Foundation Shift | Begin on page 04

Practice you can repeat

Ask yourself: What useful task do you keep putting off?

Identity Shift | Begin on page 06

A voice people can recognize

Ask yourself: Which belief can you explain in your own words?

Profile Shift | Begin on page 08

A clear first impression

Ask yourself: What would a new visitor know after a quick look?

Conversion Shift | Begin on page 10

A conversation with a fitting next step

Ask yourself: What did the other person actually ask for?

My starting shift and the specific task I will finish

01 / FOUNDATION SHIFT

A bought course is not a finished skill.

Give your learning a job, a time, and something you can show at the end.

Another lesson can feel like progress. Sometimes it is. The useful question is what you can do after the lesson that you could not do before it. Choose one skill connected to a real task, then give yourself a small practice session.

Illustrative example

Loose intention: "Learn content marketing."

Work you can finish: "Turn one beginner question into a post containing a usable example. Read it aloud and remove the parts I would never say."

Run one practice session

01. Name the finished item: a clearer bio, a useful post, an answered question, or a checked link.

02. Choose one lesson or reference that helps you complete that item. Write down where to resume before you close it.

03. Spend a short session applying the lesson. Save the draft or result. Record the point where you got stuck.

04. Use that stuck point to choose the next lesson. Let the work set the learning agenda.

Before you buy more help

Explain the task you need help completing. Then check whether the program teaches that task, whether the cost fits, and whether you have time to use it.

Finished means: a saved result and a next action you can name. "Watched three videos" can be part of the process; the applied result is the evidence.

FOUNDATION / ACTION SHEET

Build a routine that survives a normal week.

Keep the task small enough to repeat around the rest of your life.

The item I will finish in my next practice session

When I will work on it, how long I have, and where I will resume

The lesson or reference I need - and why this one fits

What I finished, what still needs work, and my next action

Explore the Foundation Shift

Explore Home Business Academy

Affiliate link: Duey may earn a commission if you purchase through this link, at no additional cost to you.

02 / IDENTITY SHIFT

Your opinion needs more than a borrowed headline.

Make your message specific enough for someone to remember who said it.

A recognizable voice comes from details: what you notice, what you believe, how you explain it, and where you draw a line. Big claims and fashionable phrases tell a reader very little about you.

Illustrative example

Broad line: "I empower people to succeed online."

Clearer message: "I help new online entrepreneurs explain their work without hiding behind business buzzwords."

The second line names a person, a problem, and an approach.

Put a reason behind your message

- 01.** Write one belief about the work you do. Complete "I believe ___ because ___."
- 02.** Add an observation you can honestly support. Use something you actually noticed, tried, or learned.
- 03.** Show the reader one action that follows from that belief. A point of view becomes useful when someone can apply it.
- 04.** Read the paragraph aloud. Replace words you would never use in a conversation.

A useful boundary

Share experience you actually have. Label imagined situations as examples. If you are still learning something, say so and show the part you have tested.

Finished means: a clear message, a reason behind it, and one example in your natural language.

IDENTITY / ACTION SHEET

Give your message a backbone.

You need a position you can explain, not a performance you have to maintain.

The person I want to help and the situation I understand

I believe... because...

A real observation or experience I can use to explain that belief

My clearer message, written the way I would say it aloud

Explore the Identity Shift

Explore Branding YOUiversity / BYOU Unlimited

Affiliate link: Duey may earn a commission if you purchase through this link, at no additional cost to you.

03 / PROFILE SHIFT

Make your introduction match your content.

Your cover, bio, pinned introduction, and recent posts should help a visitor make sense of you.

A visitor should not have to investigate your profile to discover what you help with. Start with a simple question: do the different parts introduce the same person and the same useful focus?

Illustrative example

Mismatch: A cover about confidence, a bio naming an unrelated offer, and five recent sales links.

Clearer introduction: A cover about explaining your business clearly, a bio naming new entrepreneurs, and a pinned post demonstrating a clearer message.

Do one alignment pass

- 01.** Open the parts of your profile a visitor can see. Write down the exact message in the cover, bio, and pinned introduction.
- 02.** Check your last five visible posts. Do they give a reader something useful to learn about you or your approach?
- 03.** Choose the part creating the most confusion. Change that part first; save the before and after.
- 04.** Ask someone unfamiliar with your business: "Who do I seem to help, and what would you expect me to post about?" Use their answer to check your work.

Make the next step easy

Choose a fitting first action. In the TAS ecosystem, the assessment is the recommended starting point; the Profile Blueprint and Coffee With Duey offer other ways to begin.

Finished means: one visible improvement, a tested link, and feedback from someone who did not help write the profile.

PROFILE / ACTION SHEET

Make trust easier to see.

Use the full Profile Blueprint when you want a deeper profile audit and implementation path.

What my cover, bio, and pinned introduction currently communicate

The one part I will improve and the new wording or change

What a new visitor said - in their actual words

The next-step link I checked and what opened when I clicked

Get the TAS Facebook Profile Blueprint

Watch the free Profile Profit Formula video

04 / CONVERSION SHIFT

Answer the question before reaching for the offer.

The next step should come from what the person needs.

A question is an opening to understand someone. Start with the words they used. Find out where they are stuck, give help you can actually give, and explain a resource when it fits. Buying is one possible next step; doing a useful task can be another.

Illustrative conversation

They say: "I never know what to write in my bio."

You ask: "Which part is hardest: describing who you help, naming the problem, or keeping it short?"

They say: "Who I help."

You respond: "Describe the person asking you the same question repeatedly. Start there, and we can make the sentence clearer."

Find the fit

- 01.** Answer the original question or ask one clarifying question. Let them respond.
- 02.** Suggest an action matched to their answer. Check whether it helps them move forward.
- 03.** If a resource fits, explain why and ask whether they want the link. Be clear about any cost and affiliate relationship.
- 04.** If they want a follow-up, agree on what you are checking and when. A silence or a decline is a reason to stop pushing.

Finished means: a better understanding of the problem and a next step the other person chose.

CONVERSION / ACTION SHEET

Write the question you need to ask.

Use this for an actual conversation. Keep private details out of your notes.

The person's original question or concern

The one question I will ask to understand the sticking point

The useful action I can suggest before recommending a purchase

The fitting next step and any follow-up they agreed to

Explore the Conversion Shift

Explore Conversions Class

Affiliate link: Duey may earn a commission if you purchase through this link, at no additional cost to you.

TEACH BY SHOWING

Turn your work into something a reader can use.

A small demonstration gives your message substance.

You have made a change. Now explain the part someone else can apply. Use a real result from your own work or a clearly labeled practice example. Tell readers what changed and why. Keep the claim matched to the evidence.

Illustrative teaching post

"Here is a practice bio: 'Helping people win.' It leaves the reader guessing. Try 'I help new online entrepreneurs explain their first offer in plain English.' We added the person and the job. Look at your own bio: which of those two parts is missing?"

Build your example

- 01.** Choose one item: a bio sentence, a post opening, a repeated task, or a question in a conversation.
- 02.** Show the starting version and the improved version. Explain one change the reader can repeat.
- 03.** Close with an action or a question that follows from the lesson. A resource invitation belongs where it adds a useful next step.

My starting example and the specific change

The action a reader can complete after seeing my example

PROGRAMS / FOUNDATION AND IDENTITY

Match the support to the work.

You can complete this workbook without purchasing a program.

Foundation Shift / Home Business Academy

Look here when you need structured support with business fundamentals, habits, skills, systems, or the tools supporting your work. Start by naming the task you need help completing.

[Visit the TAS Foundation Shift page](#)

[Explore Home Business Academy](#)

Affiliate link: Duey may earn a commission if you purchase through this link, at no additional cost to you.

Identity Shift / Branding YOUNiversity

Look here when your message, personal brand, or natural voice needs more work. BYOU Unlimited is the resource featured on the current TAS Identity Shift page.

[Visit the TAS Identity Shift page](#)

[Explore BYOU Unlimited](#)

Affiliate link: Duey may earn a commission if you purchase through this link, at no additional cost to you.

Make a considered choice

Review the current curriculum, access terms, and pricing on the provider's page. Decide whether you can use the resource for the task in front of you.

PROGRAMS / PROFILE AND CONVERSION

Work on the problem you actually found.

Use the free profile resources before deciding whether a paid tool fits.

Profile Shift / Profile Profit Formula

Start with the TAS Profile Blueprint and the free Profile Profit Formula video for your profile work. The current TAS page also links to Social Prospector Pro as an optional paid tool.

[Visit the TAS Profile Shift page](#)

[Watch the free Profile Profit Formula video](#)

[Explore optional Social Prospector Pro](#)

Affiliate link: Duey may earn a commission if you purchase through this link, at no additional cost to you.

Conversion Shift / Conversions Class

Look here when you need structured help connecting your positioning, content, and conversations to an appropriate next step. Review the provider's current details before purchasing.

[Visit the TAS Conversion Shift page](#)

[Explore Conversions Class](#)

Affiliate link: Duey may earn a commission if you purchase through this link, at no additional cost to you.

TAS / CHOOSE YOUR STARTING POINT

Your next step should make sense to you.

The assessment is the recommended starting point. Choose another resource when its job fits better.

Need direction? Find Your Shift Assessment

Use the existing 16-question assessment to help identify the area that deserves your attention next. Bring that focus back to the action sheets in this workbook.

[Take the 16-question assessment](#)

Working on your profile? Profile Blueprint

Use the full TAS Facebook Profile Blueprint for a deeper audit, clearer first impression, and a more detailed implementation path.

[Get the Profile Blueprint](#)

Want to keep learning together? Coffee With Duey

Join the Facebook group for practical teaching and honest conversations about trust, personal branding, and the person behind the promotion.

[Visit Coffee With Duey](#)

Keep the purpose clear

Complete a useful change, then choose support that helps you continue. You do not have to follow every link.

IMPLEMENTATION / YOUR FIRST WEEK

A week of finished work.

Use these as seven work sessions. Move the dates to fit your schedule.

SESSION 01 / Choose your starting point

Pick the shift and the change you want to make. Use the assessment if you need direction.

SESSION 02 / Put learning to work

Finish one practice task. Save the result and note the stuck point.

SESSION 03 / Clarify your message

Write a belief with a reason and a real example. Read the wording aloud.

SESSION 04 / Improve the first impression

Change one confusing part of your profile. Check the public view and click the next-step link.

SESSION 05 / Prepare a useful conversation

Write one clarifying question and one fitting action. Use them when a relevant conversation occurs.

SESSION 06 / Publish something useful

Share one example or lesson from the work. Reply to the actual questions it raises.

SESSION 07 / Review the evidence

Read the feedback and your notes. Choose the task needing another pass.

If a session slips

Resume with the next unfinished item. Adjust the workload until the routine is realistic.

EVIDENCE LOG

Write down what changed.

Likes can be interesting. Specific feedback tells you what someone understood.

Record the visible work: a revised message, a saved example, a tested link, or a conversation handled differently. Record responses separately. A clearer bio is evidence of a change; it is not evidence that sales increased.

Date, starting version, and the change I made

What someone understood, asked, or still found confusing

What the response suggests - and what I still do not know

The next test or improvement I will make

FINISH / KEEP THE WORK HONEST

Leave with something you can show.

Small changes become useful when you apply them and keep learning.

- ☐ I finished a real task rather than only collecting more advice.
- ☐ I can explain my message and give a reason behind it.
- ☐ My profile introduces the same person my content does.
- ☐ I clicked the link I expect a visitor to use.
- ☐ My teaching includes an example or action a reader can apply.
- ☐ My next-step recommendation follows the other person's need.
- ☐ I kept honest evidence of the work and the feedback.

My next priority and the date I will work on it

A final word from Duey

Give people something useful to recognize you for. Keep showing up as the person who does that work. Trust has a better chance to grow when your words and your actions agree.

Get more TAS resources

Original TAS writing, exercises, and examples. Created for Duane "Duey" Palen. Program names identify their respective providers. Provider links reflect the TAS website on October 1, 2026.

THE AUTHORITY SHIFT

A PRACTICAL WRITING KIT FOR FELLOW MARKETERS

The Facebook Post Toolkit

Turn what you know into posts people can use.

01 FOUNDATION

Teach a task you can explain.

02 IDENTITY

Give your point of view a reason.

03 PROFILE

Help a visitor understand the introduction.

04 CONVERSION

Make the next step fit the need.

Created by Duane "Duey" Palen

12 post formats | Fillable worksheets | Companion AI prompts

START HERE

A useful post starts before the opening line.

Use the kit to make one specific lesson easier to read, understand, and try.

A post can be polished and still leave the reader wondering what to do with it. Start with a real question, a piece of work you understand, and a lesson you can explain. The writing gets easier when those pieces are in place.

Duey's straight talk

You do not need a louder version of a vague message. Give the reader something concrete to work with.

Your shortest route through the kit

- 01.** Complete the writing brief on page 3. Use facts and language from your own work.
- 02.** Choose one shift and one post format. Read the starter and example, then write your version.
- 03.** Use the companion prompt pack if you want help drafting or revising. Review every claim and edit the wording into your own voice.
- 04.** Use the check on page 25. Share when the post has a clear lesson and a next step that fits.

Find the page you need

Writing brief: **3** | Post structure and hooks: **4-5** | AI workflow: **6**

Foundation: **7-10** | Identity: **11-14** | Profile: **15-18**

Conversion: **19-22** | Replies: **23** | Plan: **24**

Editing check: **25** | TAS links: **26** | Progress notes: **27**

Type or print: Save this PDF to your device before entering answers. Use a PDF reader with form support, save your copy, and reopen it to check that the first answer was retained. You can also print the worksheets and write by hand.

Every sample post is an illustrative teaching example. Replace the context, vocabulary, and claims with material you can honestly explain. The kit supplies a process; your work supplies the substance.

YOUR WRITING BRIEF

Bring real material to the page.

Reuse this brief when you draft by hand or complete Prompt 01 in the companion text file.

Who is reading, and what specific question or task are they dealing with?

What real method, draft, practice note, observation, or verified resource can I explain?

How do I naturally explain things? Add a short writing sample and the tone I want.

What should the reader understand or try? What single ending would fit?

A useful constraint

Choose one reader situation and one useful takeaway. Keep other ideas for a later post.

THE WORKING STRUCTURE

Give the post one useful job.

Use this as a flexible check, not a requirement to make every draft sound the same.

Name the situation

Open with a problem, question, or observation your reader can recognize. Use enough detail to show what the post is about.

Explain the useful part

Give a reason, a method, or a decision. Show why it matters in the situation you opened with.

Make it concrete

Use a before-and-after, a small exercise, or a clearly hypothetical example. Give the reader something they can inspect.

Choose the fitting ending

Ask a relevant question, suggest a small action, or explain a resource that helps with this exact task.

Vary the shape

One post can begin with an example. Another can open with a question. Another can teach a short process. Keep the lesson clear while letting the structure fit the material.

My next post will help this reader do or understand this one thing:

OPENING LINES

Make the hook carry the lesson.

A strong opening prepares the reader for something the body actually delivers.

Broad: Be consistent.

More specific: Which part of your routine produces a finished draft?

Broad: Build your personal brand.

More specific: Pick one opinion you can explain without reaching for a slogan.

Broad: Improve your profile.

More specific: Can a stranger tell what you help people do?

Broad: Create better conversations.

More specific: "I need help with content" could mean three different jobs.

Broad: Offer more value.

More specific: Show the sentence before the edit, then explain the change.

Check the promise

After writing the opening, read only the body. Does it answer the question or demonstrate the change the hook led you to expect?

My opening line, and the exact example or explanation that will deliver on it:

USE THE COMPANION PROMPTS

Give the writing tool something true to work with.

The text file contains 20 separate prompts you can copy into your preferred AI writing tool.

01. Begin with Prompt 01. Copy the master prompt and complete its inputs using your writing brief. Include real material and two short writing samples when you have them.

02. Choose a format. Prompts 02-13 correspond to the 12 formats in this workbook. Use one when you want a particular kind of post.

03. Revise the useful part. Prompts 14-17 help with the hook, example, voice, and ending. Give the tool your draft and the facts it should preserve.

04. Handle the next task. Prompt 18 helps with a reply, Prompt 19 plans four posts from available material, and Prompt 20 checks a draft before you share.

Keep ownership of the draft

An assistant can arrange words faster than it can know your experience. Confirm the facts, read the draft aloud, and change any sentence you would not naturally say.

Small input, useful output

Weak input: "Write a post about branding."

Better input: "Help a new affiliate marketer rewrite a vague bio. Use this before sentence, this accurate audience, and this task I genuinely teach. Explain one edit in my direct, friendly voice."

The sample outputs in this kit are examples to study and adapt. If a first-person starter refers to a result or experience, supply your actual facts before using it.

01 / FOUNDATION SHIFT

Teach something you can put to work.

Choose a post that fits the work you can genuinely explain.

A course note, a practice draft, a simple method, or a question you can answer gives you material. Choose a job you understand and help the reader make a small piece of progress on it.

Keep it grounded

You can teach a small task before you have a dramatic result to report. Show the work you can explain. If you are still learning, say what you practiced and what remains unclear.

The three formats in this section**Give the task a finish line**

Turn a broad business intention into a task the reader can complete.

Show the move, then explain it

Demonstrate one skill instead of repeating a broad piece of advice.

Teach from a practice note

Use work you have genuinely done as the material for a lesson.

Explore the Foundation Shift for the habits, skills, and systems beneath the work. The page introduces Home Business Academy as one support option.

Explore the Foundation Shift

My real material for a post in this shift:

FORMAT 01 / FOUNDATION SHIFT

Give the task a finish line

Turn a broad business intention into a task the reader can complete.

Fill-in starter

'[BROAD TASK]' leaves a lot of room to stay busy. Try defining the finished version: [SMALL OUTPUT].

Use [ONE METHOD] to make it. Stop when [VISIBLE FINISH LINE]. What would a finished version of your task look like?

See it in use

"Work on my marketing" can fill an afternoon without giving you anything to show for it.

Try a smaller finish line: write a three-sentence introduction for one specific reader. Sentence one names who you help. Sentence two names the problem. Sentence three tells them where to start.

Save it, read it aloud, and underline anything a stranger would have to guess. Now you have a draft to improve. Pick one task from your list today. What would let you honestly call it finished?

Adapt it: Use a task you understand well enough to break down. Describe the output, not a promised business result.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Give the task a finish line.

Companion prompt: 02

FORMAT 02 / FOUNDATION SHIFT

Show the move, then explain it

Demonstrate one skill instead of repeating a broad piece of advice.

Fill-in starter

Here is what [VAGUE ADVICE] looks like in practice.

Start with [BEFORE EXAMPLE]. Change [ONE PART]. The new version is [AFTER EXAMPLE].

That change helps because [REASON YOU CAN EXPLAIN]. Try it on [SMALL PRACTICE TASK].

See it in use

"Make your message specific" sounds useful. It becomes more useful when you can see the edit.

Start with: "I help people improve their marketing." Now name the person and the task: "I help new affiliate marketers write an introduction that explains who they help." The second sentence gives a reader something concrete to recognize.

Try the same edit on one line from your own profile. Replace a broad audience with a real one, then name a job you actually help with. Does the new sentence describe work you can explain or demonstrate?

Adapt it: Choose a before-and-after example from your own skill area. Explain the actual improvement without inventing results.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Show the edit. Explain the reason.

Companion prompt: 03

FORMAT 03 / FOUNDATION SHIFT

Teach from a practice note

Use work you have genuinely done as the material for a lesson.

Fill-in starter

I practiced [ACTUAL TASK] using [REAL METHOD]. The part I had to revise was [REAL DETAIL].

Here is the change: [OBSERVABLE EDIT]. It helped me [WHAT YOU CAN HONESTLY SAY].

If you are working on this too, check [ONE SPECIFIC THING].

See it in use

Practice gives you better post material when you keep the draft, not just the lesson notes.

Suppose you write three openings for the same post. One names a vague goal. One names a specific task. One names the question a beginner keeps asking. Put them side by side and explain what each opening prepares the reader for.

You have a teaching post before you have a dramatic success story. Save the versions, show the difference, and let the reader try the edit. What piece of work could you keep today so you can explain it later?

Adapt it: This sample is a hypothetical exercise. Use the first-person starter only after supplying your actual task and observations.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Keep the draft. Teach the difference.

Companion prompt: 04

02 / IDENTITY SHIFT

Make your point of view recognizable.

Choose a post that fits the work you can genuinely explain.

Your reader can recognize you through the decisions you explain, the words you choose, and the examples you notice. Choose an opinion you actually hold and give it enough substance for somebody to examine.

Keep it grounded

A borrowed tone is difficult to maintain in the replies. Use your own level of warmth, directness, and humor. Give the reader a reason behind the position.

The three formats in this section**Give your opinion a reason**

Make a point of view recognizable through its reasoning and example.

Make a principle visible

Connect a brand value to a choice someone can observe.

Make the wording sound like you

Show a language choice that makes your message easier to understand.

Explore the Identity Shift for voice and positioning. The page introduces Branding YOUiversity / BYOU Unlimited as one support option.

Explore the Identity Shift

My real material for a post in this shift:

FORMAT 04 / IDENTITY SHIFT

Give your opinion a reason

Make a point of view recognizable through its reasoning and example.

Fill-in starter

My view on [TOPIC] is [POSITION YOU HOLD]. Here is why: [REASON].

For example, [REAL OR CLEARLY HYPOTHETICAL EXAMPLE]. That is why I would [PRACTICAL CHOICE].

Where does this show up in your own work?

See it in use

A useful marketing opinion needs enough detail for someone to examine it.

Take the idea that a profile link should have one clear job. Imagine a bio sending people to a page with six equally loud buttons. The visitor has to work out which one matters. A page that names the recommended starting point gives them more direction.

You can agree, disagree, or show an exception. There is an actual decision to discuss. Pick a belief you share often and add the reason behind it. What would help a reader understand how you reached that view?

Adapt it: State a position you can defend in conversation. Label imagined examples so they do not become invented customer stories.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Give your opinion a reason.

Companion prompt: 05

FORMAT 05 / IDENTITY SHIFT

Make a principle visible

Connect a brand value to a choice someone can observe.

Fill-in starter

[VALUE] becomes easier to understand when it changes a decision.

In [SITUATION], that means [SPECIFIC ACTION]. You can see the principle in [VISIBLE DETAIL].

Which choice would make [VALUE] easier to recognize in your own business?

See it in use

"I believe in helping beginners" gets clearer when you show what that belief changes.

For a tutorial, it could mean explaining the first unfamiliar term before adding three more. For a profile review, it could mean fixing one confusing sentence and showing why the edit matters. For a resource recommendation, it could mean explaining who can use it right now.

The value becomes visible in a decision. Choose a principle you want your business to be known for. What would someone be able to see you do differently because you hold it?

Adapt it: Use a principle you actually hold. If you describe something you did, supply a real example of that action.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Let the principle change the decision.

Companion prompt: 06

FORMAT 06 / IDENTITY SHIFT

Make the wording sound like you

Show a language choice that makes your message easier to understand.

Fill-in starter

I would explain [IDEA] this way: [YOUR NATURAL WORDING].

That wording matters because [SPECIFIC READER NEED]. Compare it with [VAGUE OR JARGON-HEAVY VERSION].

Read one sentence from your last draft aloud. Which phrase would you change in a real conversation?

See it in use

Some drafts sound as if every ordinary word had to apply for a management position.

"Optimize your audience-facing conversion pathway" could mean: "Make the next step on your profile easy to find." The plainer sentence tells a reader where to look and what to improve.

Your voice can still be warm, blunt, funny, or analytical. Start with words you would use when explaining the job to another person. Read one sentence from your last post aloud. Which phrase makes you sound less like yourself than you do in conversation?

Adapt it: Use your own vocabulary and level of humor. A recognizable voice does not require copying Duey's sarcasm.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Use words you would actually say.

Companion prompt: 07

03 / PROFILE SHIFT

Give the visitor a clearer introduction.

Choose a post that fits the work you can genuinely explain.

Use your content to teach a profile check, a clearer sentence, or a better connection between the post and the person a visitor meets. Keep the advice small enough to apply and inspect.

Keep it grounded

Make the sentence true before making it clever. Name an audience and a task that match the work you actually do.

The three formats in this section**Run a visitor check**

Give the reader a practical way to evaluate a first impression.

Repair one confusing sentence

Teach clarity through a small profile rewrite.

Make the introduction match

Check whether the profile introduces the same person as the post.

Explore the Profile Shift for Profile Profit Formula and the optional Social Prospector Pro tool. The free TAS Profile Blueprint provides a deeper audit and implementation path.

[Explore the Profile Shift](#)[Get the free TAS Profile Blueprint](#)

My real material for a post in this shift:

FORMAT 07 / PROFILE SHIFT

Run a visitor check

Give the reader a practical way to evaluate a first impression.

Fill-in starter

Give a new visitor [SHORT TIME WINDOW] with your profile. Can they answer [SPECIFIC QUESTION]?

Look at [VISIBLE PROFILE PART]. If it leaves [CONFUSION], try [ONE EDIT].

Check the public view again and see whether the answer is easier to find.

See it in use

Give someone who does not know your business a minute with your profile. Ask what they think you help people do.

If the answer is just "something online," look at the words you gave them. A list of titles may say who you consider yourself to be while leaving the visitor unsure what help they can expect.

Try one sentence naming a reader and a task you genuinely help with. Check the public view after the edit. Which part of your profile currently gives a stranger the clearest explanation of your work?

Adapt it: Describe a check your reader can perform. Report feedback only when someone actually gave it.

My draft - replace every bracket and make the lesson my own:

Optional image headline: What does a stranger understand?

Companion prompt: 08

FORMAT 08 / PROFILE SHIFT

Repair one confusing sentence

Teach clarity through a small profile rewrite.

Fill-in starter

This sentence asks the visitor to guess: [BEFORE LINE].

Try [AFTER LINE]. It names [CLEAR DETAIL] and explains [USEFUL JOB].

Find one sentence in your own profile that could use the same kind of edit.

See it in use

"Helping you create freedom" leaves plenty of room for a visitor to guess what you actually do.

For someone who teaches content writing, a clearer introduction might be: "I help new affiliate marketers turn a useful lesson into a clear Facebook post." It names a person and a task. The reader can decide whether that task matters to them.

The sentence still needs to be true of the person using it. Pick one broad phrase from your profile and replace it with work you can describe. What question does your revised sentence answer for a stranger?

Adapt it: The example is illustrative. Write a bio that describes your real audience and the work you actually support.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Make the sentence do a job.

Companion prompt: 09

FORMAT 09 / PROFILE SHIFT

Make the introduction match

Check whether the profile introduces the same person as the post.

Fill-in starter

A post about [TOPIC] gives someone a reason to visit your profile. What do they meet there?

Check whether [PROFILE DETAIL] supports [EXPECTATION FROM THE POST]. If it does not, update [ONE PART].

Make the introduction explain the work that brought them over.

See it in use

A helpful post can send someone to a profile that seems to be talking about a completely different business.

Imagine a post explaining how to write a useful opening line. The visitor clicks through and finds an old cover image promoting an unrelated offer. They have to decide which version of the business is current.

Check your introduction beside your recent posts. The cover, bio, and featured content should help someone understand the same direction. Which one part could you update so a visitor finds the person your latest post introduced?

Adapt it: Use your current topic and profile details. Do not imply that a hypothetical visitor actually contacted you.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Make the introduction match the work.

Companion prompt: 10

04 / CONVERSION SHIFT

Help someone choose a useful next move.

Choose a post that fits the work you can genuinely explain.

A useful question can change the recommendation. A well-explained resource can give someone a place to begin. Make the next step follow the problem that the reader or conversation actually revealed.

Keep it grounded

The post does not need to close every reader. Give the right person enough information to understand what fits, and keep the reply connected to their question.

The three formats in this section**Ask the question that changes the advice**

Help someone identify the part of a problem that needs attention.

Introduce a resource with a clear job

Explain who a resource is for and what the reader can do with it.

Show how to choose the next step

Give someone a decision they can make using their current situation.

Explore the Conversion Shift for practical conversations and next steps. The page introduces Conversions Class as one support option.

Explore the Conversion Shift

My real material for a post in this shift:

FORMAT 10 / CONVERSION SHIFT

Ask the question that changes the advice

Help someone identify the part of a problem that needs attention.

Fill-in starter

'[BROAD PROBLEM]' can describe several different situations.

Is the difficult part [OPTION A], [OPTION B], or [OPTION C]? Each answer points to a different next move.

Which part are you working on right now?

See it in use

"I need help with content" could mean several different jobs.

Do you struggle to choose a useful topic, explain it clearly, or decide how to end the post? A list of topics will not teach the explanation. A stronger closing line will not supply the missing lesson.

Name the stuck point before collecting another pile of advice. Then choose one task that addresses it: write a reader question, show a before-and-after example, or choose a next step that fits the lesson. Which part of writing a post currently slows you down?

Adapt it: Use three genuine possibilities you can discuss. Make the question relevant enough to answer without a promotional keyword.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Name the stuck point first.

Companion prompt: 11

FORMAT 11 / CONVERSION SHIFT

Introduce a resource with a clear job

Explain who a resource is for and what the reader can do with it.

Fill-in starter

If [SITUATION] is what you are working on, [RESOURCE NAME] gives you [SPECIFIC TOOL OR EXERCISE].

Start with [ACTUAL SECTION OR TASK]. Use it to [OBSERVABLE ACTION].

It was created by [ACTUAL CREATOR]. You can find it here: [VERIFIED LINK].

See it in use

If you keep wondering which part of your marketing deserves attention first, the TAS Find Your Shift Assessment gives you a starting exercise.

It has 16 questions about your habits, message, profile, and conversations. Choose one answer for each question, total the selections, and use your Primary and Secondary Shift to pick a practical priority.

Duane "Duey" Palen created it as part of The Authority Shift. If choosing a starting point is the job in front of you, you can get the free assessment here:

<https://www.theauthorityshift.net/find-your-shift/>

Adapt it: Choose a resource whose content you have checked. Credit its creator. Include a link only when it fits the destination's rules.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Give the resource a clear job.

Companion prompt: 12

FORMAT 12 / CONVERSION SHIFT

Show how to choose the next step

Give someone a decision they can make using their current situation.

Fill-in starter

The next step depends on what you have already done.

If [STARTING CONDITION], work on [FIRST TASK]. If [DIFFERENT CONDITION], check [NEXT TASK].

Use [VISIBLE EVIDENCE] to choose where your attention belongs.

See it in use

A clearer next step starts with the version of the work you have in front of you.

If your post has no specific reader question, write that first. If it names the question but only gives broad advice, add an example. If the explanation is useful but the ending jumps straight to an unrelated offer, choose an action connected to the lesson.

You can see each of those problems in the draft. Read your latest post and pick the part that needs the next edit. Which change would make it easier for a reader to use what you are teaching?

Adapt it: Give readers choices based on actual conditions. Recommend support after you know which condition applies.

My draft - replace every bracket and make the lesson my own:

Optional image headline: Let the draft show the next step.

Companion prompt: 13

AFTER THE POST

Reply to the person who actually answered.

Illustrative reply patterns. Adjust them to the question and the facts of the conversation.

They describe a broad difficulty

"Which part is getting stuck: choosing the idea, explaining it, or deciding how to end it?"

Use a distinction that changes the help you would offer.

They ask where to get a resource

"Here is the TAS assessment page. The scoring instructions are inside the PDF:
<https://www.theauthorityshift.net/find-your-shift/>"

Answer the request and tell them where to begin. Credit the source.

A longer private conversation would help

"Would you like to talk through one example in a message, or keep working on it here?"

Let them choose the place for the conversation.

You do not yet know whether an offer fits

"What have you already tried, and which part still needs help?"

Learn enough to make a useful recommendation before choosing a link.

The question I received and a reply that answers it or clarifies the need:

These patterns do not require a keyword or an automatic move into a direct message. Keep the conversation connected to what the person chose to share.

YOUR NEXT FOUR POSTS

Plan from the material you already have.

Choose your own dates and mix of shifts. This is a planning worksheet, not a daily-posting rule.

For each draft, write the reader question, the format, the example you will use, and the ending. You can write several posts in one shift if that is where your useful material belongs.

Post 01 - topic, shift/format, real material, ending, and optional date:

Post 02 - topic, shift/format, real material, ending, and optional date:

Post 03 - topic, shift/format, real material, ending, and optional date:

Post 04 - topic, shift/format, real material, ending, and optional date:

After the first post, use the actual replies to refine another lesson. A follow-up should answer a new question or show another example.

BEFORE YOU SHARE

Make the draft earn the reader's time.

Read aloud once, then check the decisions below.

- ☐ The post names a specific reader situation or question.
- ☐ The body delivers the lesson introduced by the hook.
- ☐ The reader gets an example, explanation, or action they can use.
- ☐ Every experience and result claim matches facts I can confirm.
- ☐ The wording sounds like something I would say in conversation.
- ☐ The ending follows the lesson and asks for one fitting next step.
- ☐ Any resource link, creator attribution, and destination rules have been checked.

The one edit I still need to make before sharing:

Look for the useful part

If the draft only names a problem, add something the reader can work with. If it contains three lessons, keep the one you can explain most clearly.

If you promote an offer through an affiliate link, make the relationship clear. Check the provider information and the destination's rules before adding the link.

YOUR TAS RESOURCE DIRECTORY

Give the next step a clear job.

Choose the resource that helps with the work in front of the reader.

Answer 16 questions to identify a Primary and Secondary Shift.

Find Your Shift Assessment

Apply the four shifts with lessons, worksheets, and seven work sessions.

Trust Before Traffic Action Workbook

Use the full Facebook profile audit and implementation path.

The Profile Blueprint

Work on habits, skills, systems, and business fundamentals.

The Foundation Shift

Clarify your voice, positioning, and what people remember.

The Identity Shift

Improve the introduction and direction a visitor finds.

The Profile Shift

Make conversations and next steps fit the person's need.

The Conversion Shift

Continue the conversation in the free Facebook group.

Coffee With Duey

Some Shift pages introduce third-party programs and include affiliate links. Duey may earn a commission from purchases through his links. You can use this writing kit without purchasing a program.

KEEP THE EVIDENCE

Build the next lesson from the work.

Record what you wrote, what someone understood, and what needs a clearer explanation.

Post date, reader question, format, and the example or task I shared:

What someone asked, understood, tried, or still found confusing:

A useful follow-up lesson or improvement, and the material I need:

A final word from Duey

Your point of view gets stronger when you can explain the work behind it. Keep the examples. Answer the real questions. Give people something useful to recognize you for.

Original TAS teaching, post starters, examples, exercises, and prompts. Created by Duane "Duey" Palen for fellow marketers. You may adapt the post starters and companion prompts for your own writing. Credit The Authority Shift when referring to its framework or sharing its resources.

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