



AUTHENTIC AUTHORITY CONTENT AUDIT

Make your content speak with the
authority you actually have

With Jill Hope

INTRODUCTION

Right now your content shows your expertise. It doesn't show your authority.

While expertise is valuable, authority builds trust and differentiates you in a crowded market.

You've written the post in your Notes app three times. You've rewritten the caption until all the power leaked out.

You've deleted the bold sentence — the one that told the truth — because it felt "too much."

You've hit publish... then immediately wondered if you should've softened it.

And even though your content gets likes, saves, and "this really spoke to me," your DMs stay quiet.

This isn't a visibility problem.
This is a voice dilution problem.

When you try to sound "clear," "valuable," or "professional," you end up sounding like every other coach in the algorithm.

And the client who would gladly pay you premium rates? She can't feel the depth, certainty, or authority you carry everywhere except online.

That's why this audit exists.

This isn't a list of content hacks. It's a mirror — one that shows you exactly where your voice gets smaller the moment you go to write.

Inside, you'll see:

- Where you soften the truth
- Where you slip into polished coach-speak
- Where you use industry-safe language instead of the words your ideal client actually uses



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- Where you perform expertise instead of embodying authority
- Where your content entertains fans but doesn't move buyers

By the end, you won't just see what's happening in your content — you'll see what's happening in your self-trust.

Your next-level clients don't need more content from you.

They need the version of you who stops editing herself into invisibility.

Let's find her voice again.

Who Am I and Why This Matters

I'm Jill Hope.

For nearly two decades, I've watched brilliant, seasoned coaches shrink the moment they sit down to write — not because they lack talent or expertise, but because they were taught to follow strategies that required them to abandon their own voice.

I know this pattern because I lived it. I spent years trying to sound like the mentors I hired, the industry leaders I followed, and the formulas I was told would “work.”

I polished. I softened. I edited my voice into something acceptable, professional, digestible... and in the process, I became unrecognizable — to myself and to the clients who would have gladly paid me.

My turning point wasn't a strategy. It was the moment I stopped outsourcing my authority and started trusting the voice I had been watering down for years.

Everything changed when I built my business from that place.

Not louder.
Not more visible. Just truer.

That's why this audit exists.

Because the women I work with aren't beginners. They're powerful, experienced coaches whose online voice no longer reflects the authority they carry everywhere else.

They've outgrown performative content.
They're done sounding “nice.”

They're ready to be seen as the leader they already are — without becoming someone they're not.

This audit shows you exactly where your voice is getting edited, filtered, or softened...and where your authority is waiting to come through.

This isn't about writing better content. It's about reclaiming the voice that sells for you — quietly, confidently, and without apology.

Let's begin.



How This Audit Works

This audit is divided into five core areas that reveal where your voice is getting filtered, softened, or diluted in your content. Each section includes a set of yes/no questions—add 1 point for every “yes.”

The more points you collect, the more your content is hiding the authority your premium clients are looking for.

KEY 1: VOICE AUTHENTICITY

Does your content sound like the real you—or the “acceptable” version of you?

Voice dilution happens the moment you soften a truth, over-explain your point, or write to avoid judgment. Your authority is most powerful when your voice is unfiltered, direct, and unmistakably yours.

This section reveals where your true voice disappears the moment you hit “post.”

Why Your Authentic Voice Matters

When your voice is filtered, your authority disappears.

Diluted content blends in, gets scrolled past, and never reaches the clients ready to invest.

The more you speak in your real, unedited voice, the more your content lands with the people who are actually looking for a leader—not another “nice” post.

KEY 1: VOICE AUTHENTICITY

Voice Authenticity Audit

Scoring: Give yourself 1 point for every YES.

Points

- ☐ Do you soften or delete the boldest line in your content because you worry it's "too much"?
- ☐ Do you rewrite posts multiple times until they feel polished but not powerful?
- ☐ Do you choose "safe" language instead of the words you'd actually say during a real conversation?
- ☐ Does your content sound more professional than personal?
- ☐ Would your favorite client struggle to recognize your voice in your posts?
- ☐ Do you edit your tone to sound more agreeable, less direct, or less edgy?
- ☐ Do you worry your real voice might offend someone or push people away?
- ☐ Does your content feel "nice" or "clear," but not disruptive, grounded, or unmistakably YOU?

TOTAL VOICE AUTHENTICITY

KEY 2: ORIGINALITY

Are you saying what's true for you—or what sounds like everyone else?

Originality isn't about being clever. It's about saying the thing only you can say, in the way only you would say it.

When your content blends in, it's usually because your voice is still shaped by industry norms, "best practices," or fear of being different.

Your clients don't stop for sameness. They stop for truth they haven't heard before.

Why Originality Matters

Premium clients aren't looking for more information—they're looking for a leader with a point of view.

If your content sounds interchangeable with every other coach online, they can't feel your authority.

Originality is what makes your voice instantly recognizable, trustworthy, and worth paying for.

KEY 2: ORIGINALITY

Originality Audit

Scoring: Give yourself 1 point for every YES.

Points

- ☐ Does your content rely on vague or overused phrases like “step into your power,” “live your best life,” or “uplevel”?
- ☐ Could your posts easily appear on another coach’s feed without anyone noticing the difference?
- ☐ Do you avoid sharing strong opinions or unconventional perspectives because you don’t want to seem “too much”?
- ☐ Are you repeating industry talking points instead of adding your own lived experience or nuance?
- ☐ Do your posts feel polished but predictable, lacking the edge or specificity you have in real conversations?
- ☐ Are you holding back stories, analogies, or examples that reveal your unique voice or worldview?
- ☐ Does your content make people nod, but not pause?
- ☐ Do you often think, “This is good,” but not, “This is unmistakably me”?

TOTAL ORIGINALITY

KEY 3: BUYER FOCUS

Are you speaking to followers—or to the women ready to invest?

Content that attracts buyers is different from content that attracts fans.

Fans want to feel good. Buyers want to feel seen.

This section reveals where your content slips into encouragement, motivation, or validation... instead of the grounded authority that premium clients are actively looking for.

Why Buyer Focus Matters

Decision-ready clients aren't looking for motivation — they're looking for a mentor who reflects their truth back to them with clarity and calm authority.

When your content speaks to struggle instead of power, you attract people who want comfort, not transformation.

When your content mirrors the deeper experience of the woman who is already ready to invest, she feels recognized — and recognition is what activates buyers.

Likes don't translate to revenue. Recognition does.



KEY 3: BUYER FOCUS**Buyer Focus Audit****Scoring:** Give yourself 1 point for every YES.**Points**

- | | |
|---|-------|
| <input type="checkbox"/> Do your posts get strong engagement but rarely lead to inquiries or DM conversations about working together? | _____ |
| <input type="checkbox"/> Do you write content that cheers people on more than it calls them up? | _____ |
| <input type="checkbox"/> Do you avoid speaking directly to buyers because you're afraid of sounding "too salesy"? | _____ |
| <input type="checkbox"/> Are you creating content that soothes the struggling client rather than activating the empowered one? | _____ |
| <input type="checkbox"/> Do you water down your message so it won't trigger or offend anyone? | _____ |
| <input type="checkbox"/> Would a stranger say your posts are "inspiring," but not "I want to hire her"? | _____ |
| <input type="checkbox"/> Do you hesitate to make strong claims about your work, results, or expertise? | _____ |
| <input type="checkbox"/> Does your content feel safe, agreeable, or supportive—but not directive, grounded, or decisive? | _____ |

TOTAL BUYER FOCUS

KEY 4: COACH-SPEAK

Are you using language your clients feel — or language the industry taught you to use?

Coach-speak is the invisible wall between your words and your client's heart. It happens when you use insider terms that feel powerful to you—but sound vague, abstract, or meaningless to the very people you're trying to reach.

Coach-speak creeps in when you're trying to say the “right” thing instead of the real thing.

It's the jargon, vague phrases, and spiritualized language that sounds polished but doesn't actually land with the woman who's ready to hire you.

Your ideal client doesn't need buzzwords. She needs concrete language that mirrors her lived experience. She needs to hear the truth in a way that feels human, grounded, and unmistakably yours.

Why Avoiding Coach-Speak Matters

Coach-speak feels safe — but safe content doesn't sell.

Premium clients are scanning for clarity, precision, and emotional truth. When your words are vague, abstract, or overly spiritualized, your message loses impact and your authority gets diluted.

Clarity is what builds trust. Truth is what creates connection. Grounded, human language is what moves a buyer to act.

KEY 4: COACH-SPEAK

Coach-Speak Audit

Scoring: Give yourself 1 point for every YES.

Points

- ☐ Do you use words like “uplevel,” “aligned,” or “embody” without grounding them in real-life examples or outcomes?
- ☐ Do you catch yourself defaulting to industry buzzwords instead of describing what your client is actually experiencing?
- ☐ Would someone outside the coaching industry be confused about what you mean?
- ☐ Do your posts sound more like affirmations than leadership?
- ☐ Does your writing feel polished but vague — like it could be printed on a mantra card?
- ☐ Do you choose poetic language over precise language because you don’t want to sound too direct?
- ☐ Could your content be clearer, truer, or more grounded if you spoke the way you do in a real conversation?

TOTAL COACH-SPEAK

KEY 5: EMOTIONAL RESONANCE

Does your content make her feel seen — or just informed?

Flat content stays on the surface. Resonant content hits where she actually lives. It mirrors the thought she's been carrying quietly — the one she hasn't said out loud yet.

Emotional resonance isn't about being dramatic. It's what makes your ideal client pause, breathe, and think: "She's talking about me. She gets it."

This is the difference between content that gets scrolled past and content that stays in someone's mind all day.

Why Emotional Resonance Matters

Premium clients don't buy because a post is helpful. They buy because a post reflects their inner world with precision.

When your content is too polished, too general, or too surface-level, it doesn't create the emotional recognition required for investment.

Resonant content speaks directly to the private ache, the quiet frustration, the desire she hasn't admitted yet — and that's what creates buyers.

Information educates.

Resonance converts.



KEY 5: EMOTIONAL RESONANCE

Emotional Resonance Audit

Scoring: Give yourself 1 point for every YES.

Points

- ☐ Do your posts feel clear, but not deeply felt?
- _____
- ☐ Do you avoid naming the deeper truth because it feels too personal or too bold?
- _____
- ☐ Do you write from your mind more than your lived experience?
- _____
- ☐ Do you share wins without connecting them to the deeper emotional journey your client is in?
- _____
- ☐ Do your posts get polite engagement (“love this!”) but not emotional reactions (“this is exactly what I’m going through”)?
- _____
- ☐ Does your content tell her what to do, but not reflect how she feels?
- _____
- ☐ Do people say your content is “nice,” but not “I swear you were in my head”?
- _____
- ☐ Does your content feel polished and professional — but not intimate, grounded, or emotionally alive?
- _____

TOTAL EMOTIONAL RESONANCE

Interpreting Your Magnetic Content Audit Results

Total up your score by counting the number of 1's you assigned to yourself in each of the 5 categories of the audit. Then total them up below.

TOTAL VOICE AUTHENTICITY

TOTAL ORIGINALITY

TOTAL BUYER FOCUS

TOTAL COACH-SPEAK

TOTAL EMOTIONAL RESONANCE

MY TOTAL SCORE: _____

Your score isn't a judgment. It's a mirror. The audit reveals the truth about how you've been showing up. A high score simply shows how much of your voice has been shaped by performance, self-protection, and industry expectations, instead of the authority you already carry.

A lower score shows you're beginning to trust your voice — but there's still room to stop softening yourself when it matters most.

Scroll to the next page to see what your score means about how your voice is landing with the clients who are already looking for you.

Interpreting Your Magnetic Content Audit Results - Cont'd

The Muted Messenger (Score: 20+)

You're powerful in your sessions... but the moment you write for the internet, you disappear behind polished language, softened truths, and performance. Your voice has been shaped by rules you never agreed to:

Be likable, be safe, be professional, don't be "too much."

The result?

Your content attracts fans — not buyers — because it hides the very authority people would pay you for. You don't need more content tips. You need a space where your real voice is allowed back in.

The Echoing Voice (Score: 10–19)

Your true voice flickers in and out — strong in some moments, softened or edited in others. Buyers can feel your potential, but they can't fully trust your certainty yet.

This means you're still caught between who you've been (the polished performer) and who you're becoming (the grounded, self-led woman who trusts her truth over tactics).

Your next level has nothing to do with content tweaks. It's about trusting your voice even in the moments you usually pull back because being seen feels risky.

The Magnetic Voice Emerging (Score: 0–9)

Your content is beginning to sound like you — direct, grounded, honest. But when it comes to selling, pricing, or high-stakes visibility, you still slip into safety or overthinking.

You're close. Your authority is there — it just needs to be fully claimed, embodied, and expressed without apology. Your next level is about refinement, consistency, and owning the power you already carry.

The Bottom Line...

Likes don't pay you. Safe, filtered content won't land you high-ticket clients. If you want your content to sell, your voice has to do the selling.

The audit showed you where your voice has been filtered, softened, or shaped by what you thought you "should" say.

And you know this isn't a content problem.
It's an identity problem.

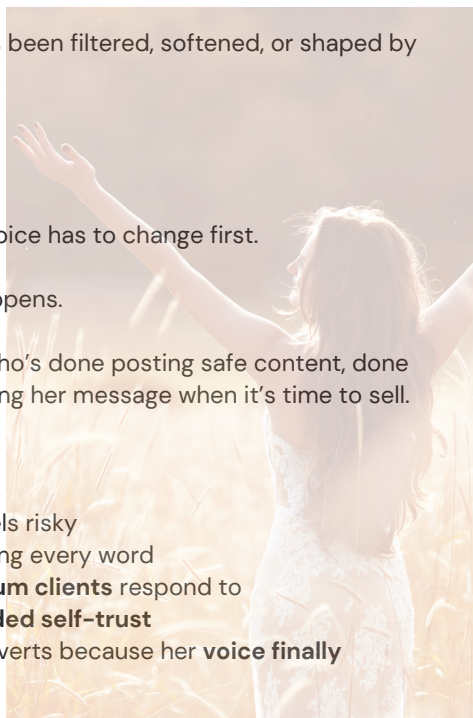
If you want your business to change, your voice has to change first.

Quiet Power is where that shift actually happens.

This 6-week experience is for the woman who's done posting safe content, done sounding like everyone else, and done diluting her message when it's time to sell.

Inside **Quiet Power**, you will:

- **Stop editing yourself** when visibility feels risky
- Speak from **clarity** instead of overthinking every word
- Show up with the **presence that premium clients** respond to
- Replace performance with **calm, grounded self-trust**
- Become the woman whose content converts because her **voice finally matches her power**



Your Next Step

Your next level isn't going to come from "writing better posts."

It comes from you showing up as the version of you that your clients are already waiting to pay.

If you're done trying to think your way into confidence... and you're ready to feel it, show it, speak it, and sell from it— Then Quiet Power is your next step.

➡ **Yes! I'm ready to profit from my presence**→

<https://ishinewealth.com/quiet-power>

About Jill Hope Quiet Power Business Mentor, Founder of I Shine®

After leaving a 22-year corporate career to pursue my passion for coaching, I thought success would come easily.

Instead, I found myself stuck in the trap of trying to follow everyone else's path—overgiving, undercharging, and feeling like I had to prove my worth to succeed.

It wasn't until I stopped outsourcing my power and started trusting my own value that everything changed.

I began attracting soulmate clients, selling high-ticket programs, and building a spacious, freedom-filled business that actually felt like me—one that allowed me to make a bigger impact AND be fully present for my life.

Now, I help other women coaches do the same: Own their worth, raise their rates, and build wildly aligned businesses that pay them richly for their presence—not their the hustle.

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