



Secret Shopper Self-Evaluation

I'm going to be straight up with you here. It's hard to be objective about your own work. But a self-evaluation is better than not doing one at all.

I'll show you how to review your work as objectively as possible. For sure you'll gain some insight... and it'll help you decide if you need to pay for this service :)

#1 Imagine you are your ideal client

Think about how she feels, what her worldview is and what she wants from you. Think like her, feel like her, want what she wants.

Understanding her viewpoint will help you speak her language. She'll feel seen and understood by you and this makes her much more likely to buy.

#2 Choose the journey

Choose a sales process of yours. (For example: your email address collection process, an ad leading to an offer, or the entire journey including what you sell.) Follow the whole process from start to finish, sign up for your own offers and receive your emails.

As you go through it, keep bringing yourself back to her. How would you react if you were her? What would you like, dislike, be attracted to, question?

#3 Review your presentation

- ☀ Does it match the personality she would love?
EG: fun-loving, humorous, conservative, etc.
- ☀ Does it match the style she enjoys? EG:
whimsical, sophisticated, minimalist, etc.
- ☀ Is it consistent throughout? EG: language, tone,
visuals, sales style.

#4 Review the value you offer

- ☀ Do you offer immediate value at the first
touchpoint? EG: what does she get without
having to do or give anything?
- ☀ Do you give something away that's original? EG:
your free offer should be totally unique in some
way.

- ☀️ Have you provided something share-worthy?
Something people would feel inspired to share with friends or colleagues?
- ☀️ Have you addressed typical barriers people might put up around buying from you?

#5 Evaluate your credibility

- ☀️ Do you show reviews from customers?
- ☀️ Do you show people what to expect when buying from you? EG: have you explained what comes next, your process involved, etc.
- ☀️ Do you offer help / support or an easy way to reach you?

#6 Evaluate your likability

- ☀ Do you show her what it's like to work with you? People like to get a feel for your work style before they commit.
- ☀ Do you share something personal or show your human side? People like to see the real you.
- ☀ Do you show the kind of person you are? People like to work with like-minded people.

#7 Nice things

- ☀ Do you show her you appreciate their business?
- ☀ Do you surprise her with something nice, generous, or funny?

If you answered yes to all these questions, I'm mixing up your favourite martini right now, because you deserve it!

If not, don't feel bad because most businesses haven't satisfied half the points on this list. Have a go the issues you discovered, and if you find yourself struggling, the Secret Shopper Service might be your answer.

I hope this helps you transform your work :)
Good luck!

#6 Bonus Exercise: Ask Friends

Choose 2 or 3 friends or colleagues* who meet your ideal client profile. Send them the link to the first touch-point of the journey. Include questions like:

- a) does this first point of contact grab your attention
- b) do you feel I understand you and what you need
- c) do you see any errors, or things that seem funky
- d) do you feel motivated to take action (sign up, buy, contact me)

*Asking friends or colleagues will give you some objective insights but keep this in mind: 1) they aren't being paid to be thorough and diligent, 2) they might not have

the heart to criticize your work, 3) they don't always know what to look for, 4) they might not have the expertise to suggest improvements, 5) their feedback might only serve to confuse you. Advice? Stick to what hits home and ignore what doesn't.

Have fun and good luck!

For your next step, see: [Customer Experience Guide](#)

