

CONVERSATIONAL WITH CARRIE OLSEN

# The Client Hero Audit

*Is your website about you — or for your client?*

*“Most voice actor websites are doing the same thing wrong — they make the voice actor the hero of the site versus the client.”*

— Carrie Olsen, Conversational Podcast

## What Is This Exercise?

The Client Hero Audit is a quick, honest scan of your voice acting website. Inspired by the conversation with branding strategist Lizzy Gore on the Conversational podcast, it helps you see whether your site is truly client-focused — or mostly all about you.

*As Lizzy put it: your website is about you, but it's actually about your client. This worksheet will help you close that gap.*

### A note before you start:

This audit is not about scrubbing every mention of yourself from your website. It's okay — even necessary — to talk about what you do and what you bring to the table. The goal is balance and order. Ideally, you're leading with the benefit to the client first, then backing it up with who you are. If every sentence tries to center the client, it can start to sound forced and awkward. You'll know it when you read it — it just won't feel natural. Writing this way takes practice, so be patient with yourself as you work through it.

## Part 1: The Word Count Test

### Step 1: Count Your "I" vs. "You" Language

Open your website. Read through every page (home, about, services, contact). Tally every instance of self-focused vs. client-focused language.

What to look for	Tally	Total
Self-focused: I, my, me, mine, I've, I'm	-----	-----
Client-focused: you, your, your team, your deadline, your audience	-----	-----
Client pain points mentioned (e.g., tight turnaround, hard-to-engage topics)	-----	-----

Client outcomes / results mentioned (e.g., saves time, you can relax)	-----	-----
Your own awards, credits, or résumé items	-----	-----

**Quick Gut Check:**

- My client-focused words outnumber my self-focused words
- I mention at least 2 specific client pain points or outcomes
- My homepage opens with a client benefit — not with "Hi, I'm [Name]!"

**Part 2: The Hero Test**

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**Step 2: Identify Who The Hero Is On Each Page**

A hero in storytelling is the main character who takes action and drives the story forward. Your client is that hero — they have a problem to solve and a goal to reach. You are the guide who equips them to get there. Read each section below and circle or note your honest answer.

Website Section	Who is the hero here?	What should change?
Homepage headline	<i>Me / My Client</i>	
About / Bio section	<i>Me / My Client</i>	
Services section	<i>Me / My Client</i>	
Demo reel description	<i>Me / My Client</i>	
Contact page	<i>Me / My Client</i>	

**Part 3: The Pain Point Check**

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**Step 3: Does Your Website Speak To Real Client Problems?**

Great client-focused copy names the problem your client is already living with before it offers the solution. Think about the corporate narration producer, the e-learning manager, the commercial director.

What are the 3 biggest frustrations your ideal client has BEFORE they hire a voice actor?

\_\_\_\_\_

Now go back to your website. Which of those frustrations do you currently address anywhere on the site?

\_\_\_\_\_

Which frustrations are missing entirely? (These are your rewrite opportunities.)

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## Part 4: The Nap Test

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### Step 4: Does Your Copy Make The Client Feel Like Life Gets Easier?

Lizzy Gore's website opens with the idea that working with her is so effortless, her clients have time to take a nap before their next meeting. What is YOUR version of the nap?

Complete this sentence: "When you work with me, you get to stop worrying about \_\_\_\_\_ and start enjoying \_\_\_\_\_."

\_\_\_\_\_

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Write 2–3 sentences of website copy that leads with a client outcome, not your credentials:

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## Part 5: The Authenticity Check

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### Step 5: Is The Real You Showing Up?

Lizzy almost branded herself as "Tina Fey with glasses." It would have been fine — but it wasn't fully her. Authentic branding goes deeper than an aesthetic. Use this section to check yours.

Authenticity question	Yes	Not Yet
If someone who knows me personally read my bio, would they recognize me in it?	<input type="checkbox"/>	<input type="checkbox"/>
Does my website include at least one specific detail that is uniquely, unmistakably mine?	<input type="checkbox"/>	<input type="checkbox"/>
Would I feel proud sharing this site in a networking conversation right now?	<input type="checkbox"/>	<input type="checkbox"/>
Does my site feel warm and human — not like it could have been written by AI?	<input type="checkbox"/>	<input type="checkbox"/>
Have I included something “weird” or unexpected that reflects my real personality?	<input type="checkbox"/>	<input type="checkbox"/>
Does my copy feel like something I'd say out loud — not just look good on paper?	<input type="checkbox"/>	<input type="checkbox"/>

### Your Score

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Tally your results from all five sections and use this guide to interpret your score:

Score	What it means	Your next move
0–5 ✓	<b>Start Line</b>	Your website is still mostly about you. That's okay — this is exactly why you're here. Start with your homepage headline.
6–10 ✓	<b>On Your Way</b>	You have the instincts — now it's about consistency. Focus on your About page and any section that still leads with credentials.
11–15 ✓	<b>Client-Focused</b>	Your site is doing real work for you. Use the pain point gaps you found in Step 3 to push even further.
16+ ✓	<b>Hero Status</b>	You've built a client-first brand. Time to put it in front of more people — your outreach game is ready.

## Your Rewrite Priority List

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Based on your audit, choose the ONE section of your website to rewrite first. Small, focused changes beat big overhauls every time.

The section I am rewriting first:

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My current opening line for that section:

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My new opening line — leading with a client benefit:

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## Ready to go deeper?

The Legacy Branding Mastermind with Carrie Olsen walks you through the full process of building a brand that feels like you and books clients. If you'd like help bringing your new website to life, voice actor and web strategist Lizzy Gore is available for website makeovers.

**Text VOICE to 55444 • [brightsparkvo.com](http://brightsparkvo.com) • [CarrieOlsenVO.com](http://CarrieOlsenVO.com)**

*"If you think about marketing first, you're packing for a trip you don't know where you're going. Define the destination first — then you know what to pack." — Carrie Olsen*