

BONUS 1 • THE \$1M FIVERR PLAYBOOK

THE 10-MINUTE GIG AUDIT

Score your gig like a buyer would — and see exactly what to fix first.

BEFORE YOU START

LOOK AT YOUR GIG WITH A BUYER'S EYES

Buyers don't read your gig. They scan it in seconds, compare you with five other sellers and pick one. This audit makes you look at your gig the way they do.

HOW TO USE IT

1. **Open your gig on your phone**, logged out or in a private window. That's how most buyers see it.
2. **Go through the 20 checks** on pages 3 and 4. Give each one a score:

0

Missing, or you're not sure

1

It's there, but it's weak

2

A buyer would notice it

3. **Add up each section** and write the totals on the score sheet (page 5).
4. **Fix the lowest section first.** Not the easiest one — the lowest one. That's where buyers are leaving.

Be strict. If you have to think about whether something deserves a 2, it's a 1. A generous audit feels good and changes nothing.

WHAT YOUR SCORE MEANS

Total	What's happening
0–19	Buyers can't tell what you sell or why you. Start with section A and don't touch prices yet.
20–29	You get views but lose the click or the order. Your weakest section is costing you most of your sales.
30–35	A solid gig. Now the gains come from packages and pricing — section C.
36–40	Your gig isn't the problem. Look at volume: more gigs, more niches, or a team so you can take more orders.

Repeat the audit every time you change your gig, and at least once a month. Write the date and score on page 5 so you can see your progress.

THE 20 CHECKS · 1 OF 2

WILL THEY CLICK, AND WILL THEY STAY?

A · GETTING THE CLICK

Search results · ____ / 10

1. Your title uses the words buyers search for

Not clever, not creative. If buyers type “logo for restaurant”, those words are in your title.

0

1

2

2. Your thumbnail is readable on a phone

Shrink it to the size of a search result. Can you still read it and see what you deliver?

0

1

2

3. Your thumbnail shows the result, not you

Buyers click on what they’ll get: a finished logo, a video frame, a before/after.

0

1

2

4. You stand out from the 5 gigs next to you

Search your main keyword. Does your thumbnail look different, or like everyone else’s?

0

1

2

5. Category, subcategory and tags are exact

The right subcategory and all tags filled with real search terms, not repeated words.

0

1

2

B · FIRST IMPRESSION

Top of your gig · ____ / 10

6. The first 2 lines say who it’s for and what they get

“I design logos for restaurants that want to look premium” beats “Welcome to my gig!”.

0

1

2

7. You have a gig video under 75 seconds

Show the work and the result. Your face helps trust, but the work sells.

0

1

2

8. Your gallery shows at least 3 real results

Real projects for real clients. Mockups are fine; generic stock images are not.

0

1

2

9. Your description reads in 30 seconds

Short blocks, clear benefits, what’s included. No walls of text, no keyword stuffing.

0

1

2

10. Your profile photo and bio look professional

A clear, friendly photo and a bio that repeats your specialty — not your life story.

0

1

2

THE 20 CHECKS · 2 OF 2

WILL THEY CHOOSE YOU, AND WILL THEY ORDER?

C - PACKAGES & PRICE

Pricing table · ____ / 10

11. You offer 3 packages that are clearly different

Each one adds something a buyer can see: more items, more revisions, faster delivery, extra files.

0

1

2

12. The middle package is the obvious choice

Most buyers should look at it and think “that’s the one”. Basic is the anchor, Premium makes Standard look fair.

0

1

2

13. Package names describe an outcome

“Starter Logo / Brand Kit / Full Identity” sells more than “Basic / Standard / Premium”.

0

1

2

14. You’re not the cheapest in your search

Being the cheapest attracts the hardest buyers. Compare with the top 5 sellers for your keyword.

0

1

2

15. You have gig extras that raise the order value

Fast delivery, source files, extra variations, commercial use — things buyers already ask for.

0

1

2

D - TRUST & CONVERSION

Reviews, FAQ, messages · ____ / 10

16. Your recent reviews mention a specific result

“Delivered fast and my clients love the new menu” is worth more than “Great seller!”.

0

1

2

17. You reply to new messages in under 1 hour

Check your average response time. The first seller to answer often gets the order.

0

1

2

18. Your FAQ answers the 5 questions buyers always ask

Revisions, timing, what you need from them, file formats, what if they don’t like it.

0

1

2

19. You invite buyers to message you before ordering

A simple line like “Not sure which package? Message me and I’ll tell you in minutes.”

0

1

2

20. Your requirements form is short and clear

Only what you truly need to start. Every extra question delays the order and the review.

0

1

2

SCORE SHEET

YOUR SCORE AND WHAT TO FIX FIRST

Section	Score	If this is your lowest section, start here
A • Getting the click	___ / 10	Rewrite your title and thumbnail first. Playbook chapter: The gig that gets picked.
B • First impression	___ / 10	Rewrite the first 2 lines and rebuild your gallery. Playbook chapter: The gig that gets picked.
C • Packages & price	___ / 10	Rebuild your 3 packages. Playbook chapter: Packages buyers can't compare + Bonus 2.
D • Trust & conversion	___ / 10	Set up message templates and your FAQ. Playbook chapters: Your first 50 reviews and Messages that close.
Total	___ / 40	See what your total means on page 2.

MY 3 FIXES FOR THIS WEEK

Pick the three lowest checks inside your lowest section. Three fixes done beat ten fixes planned.

1. _____
2. _____
3. _____

PROGRESS LOG

Date	A	B	C	D	Total	What I changed

Want me to audit it with you, line by line? That's week 1 of the **Gig-to-Agency Scale-Up**. Apply at gissmoyejah.com/method.