

ABDOLA MUNIR. TORN DOWN.

A public, priced offer ladder with a clear \$399 start, an honest "not for you if" list and well-written case studies.

● ● ● abdola.me, as reviewed Oct 30

Marketing That Puts People First!

Holds

"[Founder/company]: sign-ups were X a week; after we rewrote the homepage and onboarding, Y (dates)."

Rebuilt

Right above Offers

Clarity Audit · \$399 · 7 days

Rebuilt

Buy the audit

Or a short intake form. Calls stay for the Sprint and the CMO role.

Labelled: illustrations, not clients

Rebuilt

About: + one line on how many audits you take a month

Rebuilt

A priced ladder: \$399 → \$1,499 → \$2,499+/month · "Not for you if..."

Holds

Our sketch of the public page, not a screenshot.

“Roast my website here: <https://www.abdola.me>”

Abdola Munir (@abdolamunir on X), the maker · X, Oct 19, 2026 · [see the invitation](#)

- Own site, consulting offers
- Reviewed Oct 30
- Not seen: sales, traffic, checkout

Demolition order

4 / 4 cracks cleared

Hit 1 · highest impact

Your proof doesn't match what you sell

14

testimonials, and none says what changed for a founder. They praise a designer, a creative lead and a colleague; the \$399 audit is sold to founders.

Your proof doesn't match what you sell. You sell a founder a \$399 audit of their website and funnel, but the 14 testimonials praise you as a designer, creative lead and colleague ("one of my most favorite designers", "promoted to Creative Lead"), and the big numbers come from in-house roles. None of them says what changed for a founder after working with you. Put one founder-facing result right above the Offers section, in the before-and-after shape you already use: "[Founder/company]: sign-ups were X a week; after we rewrote the homepage and onboarding, Y (dates)."

If Swapify, Framico or PromptsGenii were client projects, one of those is your best candidate. One checkable founder result will sell the audit better than fourteen kind words about your design work.

CONDEMNED

Hit 2

Let people buy the \$399 audit without a call

Every button on the page says "Book a free 20-min call", including the one under a fixed-price, 7-day product. Keep the call for the Sprint and the CMO role, and give the audit a direct checkout or a short intake form, so a decided buyer doesn't have to wait for a meeting.

CONDEMNED

Hit 3

Label the example dashboards as illustrations

They look like real company names with real domains and real "0% sign-ups" results, and a careful visitor may wonder whether those are clients you're calling out.

CONDEMNED

Hit 4

Say what your capacity is

The About section says you're Head of Growth at Magic Makers today. A founder buying a 7-day audit will want to know you have room for it: one line such as "I take 2 audits a month" answers that and adds honest scarcity.

CONDEMNED

Four cracks. Four rebuilds. That's what a teardown does to a page.

What still stands

The offer ladder is clear and priced in public: a \$399 one-time Clarity Audit as the "start here" step, then the Brand Sprint, then a monthly role. Most consultants hide all three behind a call; you show a buyer exactly where the first step is and what it costs.

The "Not for you if..." list (you want paid ads managed, a quick growth hack, or you haven't launched yet) does real filtering work and makes the "This is you if..." list more believable.

The case studies are written the way you tell clients to write: the problem, the bet, what you did. ImagineArt's page leads with the numbers (30M+ registered users) and explains the work in plain language.

Your next task

Write one founder before-and-after (numbers, dates, what you changed) and place it directly above the Offers section, then reply in your roast thread with the new version and ask: "Would this make you book the \$399 audit?"

Case file			
Product	Maker	Price as reviewed, Oct 30	Proof on the page
Abdola Munir: positioning and growth marketing for founders (Clarity Audit, Brand Sprint, Fractional CMO)	Abdola Munir (@abdolamunir on X)	\$399 Clarity Audit (7 days); \$1,499 to \$2,499 Brand Sprint; \$2,499+/month Fractional CMO	14 testimonials on the page; "50+ Satisfied Clients"

In 30 seconds: **Strength:** A public, priced offer ladder with a clear \$399 start, an honest "not for you if" list and well-written case studies. **Fix first:** The testimonials praise your design work and the numbers come from in-house roles; add one founder before-and-after above the offers. **Then:** Let buyers purchase the audit without a call, label the example dashboards as illustrations, state your monthly capacity.

No promises. These are the changes we'd make first, from the public page alone. None guarantees a sale; most first digital products sell modestly or not at all, and traffic matters as much as the page. Are you the maker and want this taken down or updated? Tell us through our [contact form](#) (topic "Other") and we'll do it the same day.

YOUR PAGE HAS
CRACKS TOO.

Launch Teardown: \$97

→

No calls. Every review comes back in writing.

You can't see them from inside. We can. Send the link and get a written teardown with a prioritized fix list, by email within 2 business days.

first sale, on purpose.

revenue operator	Products	Free	Company
A playbook, free tools and written reviews for your first digital product. No calls, no hype.	The Pack	Free tools	About
	Teardowns	Etsy fee calculator	Build log
	Guided Build	Guides	Contact
		Free 6–page guide	hello@getrevenueoperator.com