Checklist

PUBLISH SMARTER ON THE RIGHT PLATFORM

This checklist will help you strategically select the right platforms for your content and establish an effective publishing strategy that aligns with your audience, message, and goals. Following these steps will ensure your content reaches the right people through the right channels.

Checklist

1. **Map Your Platform Landscape**

   Evaluate the five main content arenas:
   Assess which of the five main content arenas (search, social, inbox, audio, live) best matches your audience's habits and your content strengths. Understanding where your ideal audience naturally congregates helps you focus your efforts effectively.

   Analyze platform demographics and content lifespan:
   Research the typical audience demographics, content lifespan, production effort, and monetization paths for each potential platform. This analysis helps you determine which platforms naturally align with your audience profile and content type.

   - **Identify platform-specific discoverability loops:**
     Understand how new people typically find content on each platform (search, algorithm recommendations, or community referrals). This

knowledge helps you optimize your content for maximum visibility on each specific platform.

2. Select Your Primary and Secondary Platforms

Score potential platforms using the 4–factor method

Rate each potential platform on a 1–5 scale based on: where your audience hangs out, how well it matches your style, your time and skill resources, and growth potential. Platforms scoring 15+ become primary candidates, while those between 10–14 are good secondary options.

Choose one primary platform to master first

Commit to fully mastering one primary platform before expanding to others. Being consistently excellent on one channel builds more authority than being sporadically present on multiple platforms, allowing you to deliver your promised transformation without diluting efforts.

Select a complementary secondary platform

Choose a secondary platform that serves a different purpose in your content ecosystem (e.g., if your primary platform is for deep content, select a secondary platform for discovery). This creates a balanced approach that maximizes your reach.

Run a 90-day platform pilot

Test any new platform for a 90-day period before fully committing. This timeframe gives you enough data to evaluate whether the platform genuinely serves your audience and message without overextending your resources.

3. Design Your Publishing Path

Create in-depth content for your primary platform

Develop your main, comprehensive content on your primary channel, fully delivering on your magnetic message. This establishes your authority and provides substantial value to your core audience.

Extract bite-sized content for your secondary platform

Pull out smaller, attention-grabbing pieces from your primary content for use on your discovery platform. This extends your reach while

maintaining message consistency across platforms.

Establish clear pathways between platforms

Create strong calls-to-action and strategic links that guide people from one platform to another. This connected approach ensures audience members can easily move from discovery to deeper engagement with your work.

Define platform-specific success metrics

Determine what success looks like on each platform, focusing on metrics that truly matter for that specific channel. For discovery platforms like Instagram, prioritize saves and shares; for relationship platforms like email, focus on reply rates and click-through rates.

4. Lock In Your Publishing Cadence

Determine your sustainable publishing frequency

Choose a posting rhythm you can realistically maintain based on your available time, content lifespan on your chosen platforms, and personal energy patterns. Consistency builds both platform favor and audience habit.

Create non-negotiable content slots

Block specific calendar times for content creation and defend them as rigorously as client meetings. This ensures your content production doesn't depend solely on motivation or available time.

Implement time-blocking and time-boxing techniques

Use time-blocking for deep creation sessions requiring flow states, and time-boxing to limit how long you spend on specific tasks. These techniques help you honor your calendar commitments without endless task expansion.

5. Future-Proof Your Platform Strategy

Schedule quarterly platform performance reviews

Set up regular reviews to evaluate how each platform is performing against your goals. Use these checkpoints to make data-driven decisions about

where to focus your energy.

Diversify formats while maintaining platform focus
Guard against platform volatility by creating various content formats while still focusing on your main channel. This provides flexibility without spreading yourself too thin.

Invest in owned assets
Prioritize building assets you control completely, especially your email list and community spaces. These owned channels provide stability even as social platforms and algorithms change.

Run the 5-question stress test before platform expansion
Before adopting any new platform or making a major content pivot, evaluate: 1) Do my followers use this platform? 2) Does its format fit my strengths? 3) Can I maintain my current schedule while testing? 4) Can I share my message clearly? 5) Can I link new followers back to my main space?