



Your Primary Channel Worksheet

Early-stage content entrepreneurs benefit from focusing on a primary channel to grow their audience. The Tilt recommends making that an owned channel like a blog, newsletter, or podcast. Use social media and other third-party channels as your marketing platforms.

Fill in the blanks to detail your content business' channel strategy:

1. I am focusing my efforts on building my content business on _____ (primary channel.)

2. By using this channel, I will be better able to reach _____ (target audience).

3. I will use these social media and other third-party channels to *promote my content* to the target audience:

- _____
- _____
- _____
- _____

4. On these promotional channels, I will use calls to action (CTAs) to drive visitors to _____ (conversion/action you want audience to take).

5. My first income from my content business will be through _____ (revenue stream).

6. My goals for this channel in the next six months include: _____ (e.g., subscribers, visitors) and _____ (revenue).

(Caveat: Don't set big revenue goals in your first six months. The Tilt research found it took an average of nine months before a content entrepreneur earned their first dollar.)