CHAPTER 6 EXERCISE

Your Distribution Stack

This exercise has four parts. Complete them before moving to Chapter 7. The output is a distribution map and a concrete thirty-day action plan for each tier you are building or strengthening.

Part 1: The Distribution Audit. Trace your last twenty customers, leads, or subscribers back to their first point of contact with your brand. List the channels that produced them. Which channel is your top performer? Which is most underdeveloped?

Part 2: Your Owned Stack. What is your current email list size and monthly growth rate? What is the specific lead magnet or value offer you are using to convert visitors to subscribers? Write your plan for strengthening the owned stack in the next thirty days.

Part 3: Your Earned Stack. List the five most specific long-tail queries your target customer searches for that sit within your positioning. These are your SEO targets. List the two communities where your target customer is most concentrated. Write your thirty-day community contribution plan.

Part 4: Your Borrowed Stack. List your top five partnership targets from the mapping exercise. For each one, write what you bring to the table and draft the first line of your outreach message. Set a date to send the first pitch.

Your distribution readiness score: on a scale of 1 to 5, rate your current strength in each of the four tiers. Where is the biggest gap and what is the single highest- leverage action you can take this week to address it?