

# Audience Growth System Checklist

## 1. Define Weekly Content Output

- Choose 2–3 short-form content slots per week
- Choose 1 deeper content piece (story, lesson, breakdown)
- Choose 1 conversion-focused post
- Schedule 2–3 engagement sessions
- Batch-create content 1–2 days per week
- Stay consistent even if volume drops

## 2. Set Subscriber Growth Targets

- Define weekly subscriber goal
- Set monthly growth target
- Create a clear lead magnet
- Use a simple opt-in page
- Include CTAs in weekly content
- Fix offer/CTA if conversion is low

## 3. Track Key Metrics

- New email subscribers
- Link clicks
- Saves and shares
- Comments and replies
- Monthly: top content + conversion rates

## 4. Review Engagement Monthly

- List top 5 performing posts
- Identify patterns (topic, format, hook)
- Note audience feedback and repeated questions
- Create more of what works
- Drop or adjust what doesn't

## 5. Adjust Based on Data

- Avoid reacting to one bad post
- Test one variable at a time
- Evaluate over 2–4 weeks
- Refine based on patterns

## **6. Prevent Burnout**

- Set realistic content volume
- Batch-create content
- Reuse high-performing posts
- Keep low-effort formats ready
- Consistency over intensity

## **7. Weekly Reset**

- Review last week's metrics
- Plan upcoming content
- Apply one improvement
- Log results at week's end

Build once. Refine weekly. Let it compound.