The Platform Owner ✓ CHECKLIST

7 Steps to Becoming an

Algorithm-Proof Creator

*Transform yourself from social media worker to powerful **platform owner.***

Congratulations, Creator!

You're holding this checklist because you know something **most very successful online creators** haven't yet figured out:

Their followers **aren't really their followers.**

Big Social (YouTube, TikTok, IG, etc.) own **all their subscribers.**

The vast majority of creators are exactly:

1 *tiny algorithm change* away…
…from their subscribers mysteriously getting no more notifications. 🤷‍♂️

1 night's sleep away…
…from a shadow ban… or an unexplained channel slow-down. 🪦

1 unpopular post away…
…from a shutdown, massive income cut — and a move to a different neighborhood. 🚚

1 'Policy Update' away…
…from trying to make 'YouTuber' sound good on a résumé. 😐

It makes us happy to know that you — and thousands of other creators downloading this *Platform Owner Checklist* — will *never* have to be among those at-risk, dangerously situated social media workers, ever again.

YouTube is actually amazing.

Look, everyone knows that YouTube's pretty great — the best of Big Social. Hands-down, the least evil, most creator-friendly social platform anyone can be on today.

The 2007 launch of the YouTube Partnership Program made possible a pretty incredible career path for creatives like you that simply didn't exist for any of our parents. That's awesome.

But that shouldn't mean they get to **own and control your access** to your reach and revenue **forever**. No single entity should get to govern how much **money you're going to make** (or not make) next month, except you. Agreed?

So, by all means, **stay on YouTube! …**as long as it keeps being fun and profitable, and you're not burning yourself out… but — for the love of all that's holy — **own** at least *one platform* of your own …and *prioritize it*.

Invite your best supporters to come hang out at **your** digital place.

Collect a **MASSIVE, personally-owned** base of lifetime customers, who **can't wait** to jump on your next premium product offer. Offers **100% owned by you.**

Do this, and you'll be:

- less algorithm-stressed
- more in control of the deals you make
- off the content hamster wheel, **permanently**, and
- possibly richer.

It's not that hard, once you start the process — smart creators like you are doing it, worldwide.

Guiding you through that process is the reason *Platform Owner* and **this checklist**, exist.

Dive in! …and consider **taking the workshop** to accelerate your progress!

—Platform Owner Team

The Platform Owner Checklist

7 Steps to Becoming an **Algorithm-Proof** Creator.

☐ Workshop* your platform (DIY or with a pro)

☐ **As a creator, are you primarily an expert, or entertainer?** (Check a or b):

☐ a) **Expert**

☐ b) **Entertainer**

☐ **Define your Platform Goal** (monthly recurring revenue (MRR) target, and your overall purpose for creating, beyond making money):

☐ What is your current **monthly recurring revenue** (MRR in U.S. dollars)?

$

☐ 12 months from now, where would your MRR need to be in order to reach your personal income goals?

$

☐ If you're an **expertise-based** creator, what problems/pain points will you help your audience eliminate from their lives, and why?

Why?

☐ If you're an **entertainment-based** creator, what do you want your audience to feel/do when they experience what you produce, and why?

Why?

☐ **Will your website name (URL) be personal name-based, or brand name-based?** (Key considerations: Will you want to **a)** do what you're doing **forever**, or **b)** reserve the option of a significant payday/brand **exit** in the future?) (Check a or b):

☐ a) **Personal name-based** (yourfirstnamelastname.com, or some variation)

☐ b) **Brand name-based (**yourbrandname.com**)**

☐ If brand name-based, what is the best <u>currently available</u> **.com** URL to choose, considering your **Platform Goal?**

(must be a **.com)**

Tap Here for ICANN URL lookup tool.

* Tap to Book a Platform Owner Workshop!

☐ **What digital products, physical products, memberships, or other offers might your audience love buying from you? What are they asking for?**

☐ **What is the best tech stack (collection of online tools and services) for achieving your Platform Goal?** *(Asterisk (*) means we recommend)*

Content Management System (Wordpress?* Shopify? HighLevel?:

Email Service Provider (ActiveCampaign?* ConvertKit? Mailchimp?):

Project Management Software (Asana?* ClickUp? Trello?):

Email Capture Tool(s) (Typeform?* OptinMonster?):

☐ **If you are currently a DIY-everything creator, do you want to be solo forever? If not, what staff and/or service partners will potentially be needed (now, or eventually) to achieve your Platform Goal?**

Launch Team / Freelance Partners

☐ Platform Strategist	☐ 🚫 DIY instead
☐ Project Manager	☐ 🚫 DIY instead
☐ Copywriter	☐ 🚫 DIY instead
☐ Web Designer	☐ 🚫 DIY instead
☐ Web Developer	☐ 🚫 DIY instead

Creator Team / Freelance Partners

☐ Web Administrator	☐ 🚫 DIY instead
☐ Copywriter	☐ 🚫 DIY instead
☐ Email Manager	☐ 🚫 DIY instead

☐ **What is the step-by-step ideal customer journey / happy pathway for your best, most loyal fans? (e.g., '1. Site visit, 2. Email capture, 3. Product purchase…')**

☐ **What milestones should you now place on your calendar for the next 12 months, based on your Platform Goal? (e.g., '11-04-2024: Email capture deployed,' etc.)**

Choose and develop a compelling email opt-in offer

Your website visitors will need an **irresistible** incentive for joining your email list. Choose your offer based on what you've learned about your audience so far.

Complete the copywriting for your sales and relationship email sequences (20 emails)

After opting in, your new subscribers will need to start seeing emails from you that get them 1) **excited** to hear from you, and 2) super-comfy with buying from **your brand.**

Finish all copywriting for your website

This doesn't need to be a lot of writing—the fewer words, the better. Spend the most time on getting the homepage **headline**, **subhead**, and **call-to-action** exactly right.

Design, develop, and launch your website

- Deploy and test all email sequences
- Test and proofread all site pages
- Deploy and test all email capture(s)

Begin development on your first owned product

Starting with a **digital** product is almost always recommended since the overhead costs are next to zero, your customers pay no delivery fees, and receive the order instantly, worldwide!

Begin onboarding creator team, if desired

Not a requirement, but certainly a goal if you ever hope to free up your time and get your life back as a creator. Offering **products you own**, 100-percent, may put you in a position to fund a much deeper team than you ever thought possible.

My Notes:

Hey, it's Tang!

I'm the publisher and chief strategist at *Platform Owner,* a sunset longboarder, and a compulsive baker of vegan wheat bread. I advise top creators while nomading between Costa Rica, and Scottsdale, Arizona.

My focus is helping you go from social platform **worker** to platform **owner** — a creator who fully owns your audience relationship, via your own website, products, and email list.

It's my hope that you've found this *Platform Owner Checklist* to be a valuable asset in your journey toward **never being cut off from your audience**.

To supercharge that journey, here's **one more reminder** to take advantage of the limited-time workshop offer I'm doing below.

You've worked far too hard building your audience to let anyone (YouTube, TikTok, Patreon, IG…) continue controlling your access to it.

Cheers!

—Tang

OCTOBER 2024 <mark>while open slots remain</mark> — book your personal *Platform Owner Roadmap Workshop*, and get a head start on your path to becoming algorithm-proof.

BOOK MY WORKSHOP

Still wondering if this workshop is for you?

I get it. Book a free 15-minute intro call on Zoom to make sure this is the exact session you need: Tap here and I'll speak with you myself, no pressure at all.