CHANNEL PRIORITIZATION WORKSHEET

Complete this before building your distribution strategy. Limited bandwidth means every channel you add is a channel you have to maintain. This maps your ICP against what's available so you can start where it actually makes sense.

Campaign/Initiative:
Owner:
Date completed:

Section 1: ICP Snapshot

Pull from your ICP before scoring channels. Channel decisions made without this tend to reflect internal preferences, not buyer behavior.

	Your answer
Who are we trying to reach?	[Role, seniority, company size]
What problem are they actively trying to solve?	[Specific problem, in their language]
Where do they go when they're researching this problem?	[Channels, communities, platforms]
Who do they trust for recommendations in this space?	[Peers, creators, publications, communities]
How long is their typical buying cycle?	[Days / weeks / months]

Section 2: Channel Scoring

Score each channel against your ICP. Be honest about bandwidth. A channel you can't maintain consistently is worse than not being there at all. A channel scores High only if your ICP is present, you have capacity to run it, and you have some performance data to learn from. Two out of three is Medium. One or fewer is Low.

Channel	ICP present? (Yes/no)	Team capacity to run it? (Yes/no)	Current performance data? (Yes/no)	Priority (High/medium/low)
Organic search / SEO				

AEO / AI search				
Paid search				
LinkedIn organic				
LinkedIn paid				
Email nurture				
YouTube				
TikTok				
Community / forums				
Creator partnerships				
Podcast				
[Custom channel]				

Section 3: Starting Point

	Your answer
Which 1 to 2 channels scored High?	[List]
What's the minimum viable presence on each?	[Describe what consistent looks like at your current headcount]
What does success look like at 30 days?	[Specific metric and threshold]
What does success look like at 90 days?	[Specific metric and threshold]

Which channels are you deliberately deprioritizing and why?	[List with reason]

Section 4: Tradeoffs

Write down what you're giving up by not activating lower-priority channels. This isn't a reason to add them. It's a record so you can revisit when capacity changes.

Channel deprioritized	What we're trading off	Revisit date
[Channel]	[Example: no TikTok presence means limited reach with younger buyers in our ICP]	[Date]
[Channel]		
[Channel]		

Before you launch, confirm:

	Ready?
ICP snapshot completed and reflects current data	[ ] Yes [ ] No
Starting channels selected based on ICP presence and team capacity	[ ] Yes [ ] No
Success metrics defined with specific thresholds	[ ] Yes [ ] No
Deprioritized channels documented with a revisit date	[ ] Yes [ ] No

If your starting channel list has more than two channels, you're probably spreading too thin. Pick the one where your ICP is most active and your team has the most existing competency. Add from there.