

# 12-Week Distribution Worksheet

Fill this in before week one starts. Review at weeks 4, 8, and 12. The notes column is where the next version of your plan gets built.

## Part 1: Your Setup

### Content format:

- Newsletter
- Podcast
- YouTube
- Other: \_\_\_\_\_

### Publishing cadence:

- Daily
- Weekly
- Biweekly
- Monthly
- Other: \_\_\_\_\_

### Anchor channel:

- Email
- SMS
- Other: \_\_\_\_\_

### Where you're starting:

Current owned subscriber count: \_\_\_\_\_

Week 12 goal: \_\_\_\_\_

### Rented channels you're actively using:

- LinkedIn
- Instagram
- TikTok
- YouTube
- Twitter/X
- Facebook
- Other: \_\_\_\_\_

### My current owned-to-rented ratio

- Total rented audience:
- Total owned audience:



### Part 4: 0 to 1,000 Outreach Tracker

For anyone under 1,000 subscribers. The first hundred come from personal effort, not systems. Log your outreach here so you know what converted and what didn't.

Week	# of Contacts Reached	Channel / Method	Subscribed (Y/N)	Notes
1				
2				
3				
4				
5				
6				
7				
8				

Target: 10 personal contacts per week minimum. A direct ask with context, not a link drop. The 0 to 1,000 timeline is different for everyone. Add rows as needed.

### Part 5: Owned Audience Conversion Tracker

Track whether your rented channels are actually feeding your owned one. If a platform is not converting after 8 weeks, the CTA, the offer, or the platform needs to change.

Rented Channel	Starting Audience Size	Conversion Mechanism in Place	New Owned Subscribers This Month	Running Total

### Part 6: 12-Week Milestone Check-Ins

Set these dates before week one. Do not move them. Six weeks of data is not enough to separate a slow start from a wrong strategy.

**Week 4 Check-In** Date: [ ]

<b>Question</b>	<b>Your Answer</b>
Current owned subscriber count	
Which distribution actions ran consistently?	
Which actions did not happen? Why?	
Is the 80/20 ratio holding?	
What is the single highest-leverage change to make before week 8?	

**Week 8 Check-In** Date: [ ]

<b>Question</b>	<b>Your Answer</b>
Current owned subscriber count	
Which rented channels are converting to owned?	
Which are not converting?	
Is your subscriber swap	

or collab cadence on track?	
What does the growth curve look like vs. your week 12 goal?	
What needs to change in the final four weeks?	

**Week 12 Check-In** Date: [ ]

<b>Question</b>	<b>Your Answer</b>
Final owned subscriber count	
Starting owned subscriber count (from Part 1)	
Net new owned subscribers over 12 weeks	
Which single action drove the most owned audience growth?	
Which action produced the least return for time invested?	
What is the distribution	


