

Format-Specific Distribution Checklists

Newsletter Distribution Checklist

Run this every week. Items marked monthly can be batched.

Action	Notes	Done
Publish one piece of content natively on LinkedIn, Substack, or Medium	Link posts underperform native content on every major feed	<input type="checkbox"/>
Add a subscribe CTA to the final paragraph of every native post	One sentence, one direct link. Nothing more.	<input type="checkbox"/>
Add your newsletter link to your email signature, LinkedIn bio, and active community profiles	One-time setup. Check quarterly that links are current.	<input type="checkbox"/>
Reshare one archived issue to a new platform	Pick your strongest performing issue.	<input type="checkbox"/>
Reply to at least three subscriber replies this week	Engagement signals improve deliverability.	<input type="checkbox"/>
MONTHLY: Identify three to five newsletters in adjacent categories with comparable audience sizes. Pitch one subscriber swap.	One swap per month compounds faster than most paid acquisition at this stage.	<input type="checkbox"/>
MONTHLY: Check unsubscribe reasons and adjust frequency or content mix accordingly	Most platforms surface this data in your dashboard.	<input type="checkbox"/>

Podcast Distribution Checklist

Run this every episode.

Action	Notes	Done
Pull at least one clip before the episode publishes	Optimize for the moment that makes someone want the full episode, not the moment that performs best in isolation.	<input type="checkbox"/>
Build and send a guest asset kit before the episode drops	Include: the clip, three to five suggested captions at different lengths, and the episode link.	<input type="checkbox"/>
Write a native LinkedIn post from this episode	Pull one specific takeaway. Post the insight. Put the episode link in the comments.	<input type="checkbox"/>
Add a subscribe CTA at the top and bottom of the show notes page	Check that the CTA link is current before every publish.	<input type="checkbox"/>
Submit to at least two podcast directories beyond Spotify and Apple	Pocket Casts, Amazon Music, and iHeart are the highest-priority additions.	<input type="checkbox"/>
MONTHLY: Pitch one cross-promotion or guest swap with a podcast in an adjacent category	Comparable audience size. Adjacent topic. One pitch per month.	<input type="checkbox"/>
Respond to new reviews publicly when the platform allows it	Do this within 48 hours of the review posting.	<input type="checkbox"/>

Youtube Distribution Checklist

Run this every upload.

Action	Notes	Done
Review title, thumbnail, and first 15 seconds as a single unit before uploading	A strong thumbnail with a weak title loses clicks. A strong title with a weak first 15 seconds loses watch time. Evaluate all three together.	<input type="checkbox"/>
Add a verbal subscribe CTA within the first 60 seconds	Pin a comment with the CTA immediately after publishing.	<input type="checkbox"/>
Create one YouTube Short from this video	Cut for a hook in the first three seconds.	<input type="checkbox"/>
Add timestamps to the video description	Improves both SEO and watch behavior.	<input type="checkbox"/>
Reply to every comment within the first 48 hours	The algorithm reads comment velocity. This window matters more than any other.	<input type="checkbox"/>
Repurpose the video transcript into a LinkedIn post or newsletter section this week	Do not summarize. Pull the strongest argument and rewrite it natively for the platform.	<input type="checkbox"/>
QUARTERLY: Schedule one collab	Both channels produce one video that lives on the other's channel, with a clear CTA back to host. Target 30 to 50% audience overlap for strongest subscriber conversion.	<input type="checkbox"/>