

Owned Audience Audit

Run this audit quarterly to check how much of your audience and income you actually own.

1. Map Your Audience Ownership

- ☐ I have listed every platform where my audience currently lives.
- ☐ For each platform, I have asked: if this disappeared tomorrow, could I still reach these people?
- ☐ I have classified each audience as Owned (email list, direct contact) or Rented (platform-dependent).
- ☐ I know how many people are on my owned list and how it has changed since last quarter.

2. Audit Your Opt-In and Tracking

- ☐ I have at least one GDPR-compliant opt-in live and actively collecting addresses.
- ☐ I have added tracking links (UTM parameters) to at least one post or page this quarter.
- ☐ I know which sources are sending me the warmest leads.
- ☐ I am using data as a direction-finder, not as a vanity metric.

3. Review How You Attract People

- ☐ I can state the specific problem I solve and exactly who I solve it for.
- ☐ I have named the gimmick I refuse to use to grow my numbers.
- ☐ The one line I use to attract people reflects the reason I want them to stay.
- ☐ I have asked: are the people I am attracting the people I want to keep?

4. Check Your Income Model

- ☐ I have mapped every income stream as predictable (subscription/retainer) or fragile (one-off).
- ☐ I have a free tier that earns trust and points toward paid depth.
- ☐ I have a paid tier with a real, specific price attached.
- ☐ I have asked: if no new clients came in next month, what would I earn?

5. Write Your Next Move

- ☐ I have identified the single biggest gap between what I own and what I rent.
 - ☐ I have written one action I will take this week to close that gap.
 - ☐ I have confirmed that my free content points toward my paid depth.
 - ☐ I have set a date to run this audit again.
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Rule of thumb: who pays stays. Build the audience and the income model that rewards depth.