

Platform Counter-Move Checklist

Run this audit quarterly to map your platform exposure and write your next counter-move.

1. Map Who Controls Your Reach

- ☐ I have listed every platform I depend on for audience reach or income.
- ☐ For each platform, I have named the company that controls the algorithm.
- ☐ I have identified what data each platform extracts from me and my audience.
- ☐ I have accepted that my reach on each platform is allocated, not earned, and can be recalled.

2. Run the Disappearance Test

- ☐ I have listed every income stream in my business.
- ☐ I have listed every place where my audience can find or hear from me.
- ☐ For each item, I have asked: if this platform disappeared tomorrow, would I keep this?
- ☐ I have classified each item as Owned or Rented.
- ☐ I have identified the single biggest gap between what I own and what I rent.

3. Audit Your Platform as a Destination

- ☐ I have opened my website with fresh eyes and asked whether it is a destination or an archive.
- ☐ I have identified one change that would make my platform a place people reside rather than pass through.
- ☐ I have noted where my own work is becoming content for machines rather than value for a person.

4. Stage Each Platform on the Decay Arc

- ☐ I have mapped at least one platform I use against the three stages of enshittification.
- ☐ I have noted what has changed for me on that platform in the last year.
- ☐ I have identified which platform I would move off first if I assumed the next tilt is coming.
- ☐ I have asked what makes my work worth paying for if synthetic content costs almost nothing to produce.

5. Write Your Counter-Move

- ☐ I have identified where I am the chained elephant: staying tied to a platform I could leave.
- ☐ I have named the off-platform home I will build.
- ☐ I have named the deep work that will go behind a paywall on infrastructure I control.
- ☐ I have written my counter-move in one sentence I can act on.

☐ I have confirmed that my platform posting strategy points toward an off-platform destination.

Rule of thumb: platforms are distribution channels. Build the destination they cannot recall.