

Build and Defend Your Creative Economy: Action Checklist

Work through each section after completing the course. Return to it each quarter to review progress.

1. Design Your Breadcrumb Trail

- ☐ I have written the free piece that starts my trail, with a specific next-step call to action.
- ☐ I have defined the bridge step between free content and paid depth.
- ☐ I have described my paid depth offer in terms a stranger would immediately understand.
- ☐ I can state what makes my offer exclusive in concrete, specific terms.
- ☐ Every piece of free content I publish now ends by pointing somewhere.

2. Protect Your Authority

- ☐ I have listed three things I currently overshare.
- ☐ I have chosen one to stop and set a date to stop it.
- ☐ I have identified one evergreen asset to build that carries my expertise without daily presence.
- ☐ I am not performing daily for approval: I appear when I have something worth hearing.
- ☐ My presence is intentional: present enough to be trusted, scarce enough to be valued.

3. Set Up Your Repurposing Workflow

- ☐ I have identified my highest-value existing content.
- ☐ I have planned at least three formats that content could become.
- ☐ I have noted which transformation steps a tool can carry.
- ☐ I have confirmed which steps require my own judgment and cannot be automated.
- ☐ My platform is a place people reside, not a feed I must constantly replenish.

4. Write Your One-Page Resistance Plan

- ☐ I have named my off-platform home and started or scheduled the build.
- ☐ I have defined the depth that sits behind my paywall.
- ☐ I have set up or scheduled my first email opt-in.
- ☐ I have named the gimmick I refuse to perform.
- ☐ I have set a start date for the first item and it is in my calendar.

Who pays stays. Build the economy that rewards depth, and the right audience will find it.