CHAPTER 4 · CHANNEL STRATEGY

The channel audit

List every channel you use today. A channel can work great for someone else and still be wrong for you, so start with whether your buyer is even there.

01 Every channel you run

One job each: get found, stay remembered, or help buyers choose you.

CHANNEL	ITS ONE JOB	MONTHLY COST MONEY + TEAM HOURS	NEW CUSTOMERS LAST YEAR	ARE YOUR BEST BUYERS THERE WHEN THEY'RE DECIDING?	EVER RUN AT FULL EFFORT THREE MONTHS STRAIGHT?
	☐ Found ☐ Remembered ☐ Chosen			☐ Yes ☐ No ☐ Not sure	☐ Yes ☐ No
	☐ Found ☐ Remembered ☐ Chosen			☐ Yes ☐ No ☐ Not sure	☐ Yes ☐ No
	☐ Found ☐ Remembered ☐ Chosen			☐ Yes ☐ No ☐ Not sure	☐ Yes ☐ No
	☐ Found ☐ Remembered ☐ Chosen			☐ Yes ☐ No ☐ Not sure	☐ Yes ☐ No
	☐ Found ☐ Remembered ☐ Chosen			☐ Yes ☐ No ☐ Not sure	☐ Yes ☐ No
	☐ Found ☐ Remembered ☐ Chosen			☐ Yes ☐ No ☐ Not sure	☐ Yes ☐ No

Not sure where your buyers look? Ask the last five customers you won.

02 Ask an AI assistant what your best customers ask

THE QUESTION YOUR BEST CUSTOMERS ASK BEFORE THEY BUY	WHO IT RECOMMENDED

THEN

Cut or shrink any channel your buyer doesn't use. Run the rest at full effort before you add a new one. **If the AI answer isn't you, that's part of your channel plan.**