

Growth Pyramid Strategy Worksheet for Writers

Level 1: Product-Market Fit - Mastering Your Writing Identity

- What themes or genres resonate most with your heart and mission?
- What feedback have you received about your writing voice or style?
- What kind of writing could become your signature piece?
- How can you test your writing to discover what connects best with readers?

Level 2: Growth Channels - Building Audience and Reach

- What free resource could you offer to attract email subscribers?
- What platforms will you use to share and repurpose your writing?
- Who can you reach out to for guest posts or podcast interviews?
- How often will you commit to sharing new content?

Level 3: Growth Accelerators - Scaling and Monetizing

- What kind of product or service can you create from your writing?
- Who might you collaborate with to grow your reach?
- How will you invite your audience into a deeper relationship (community, coaching, etc.)?
- What testimonials or stories can you collect for credibility?

