CREATIVE SUCCESS PYRAMID

by Dan Blank of WeGrowMedia.com

WeGrowMedia

Ultimate Goal	Fulfillment and Growth in Your Creative Work
Systems and Productivity	More Creative Time and Focus / Confidence in Your Creative Identity
Launch and Market Your Work	Marketing Plan / Marketing Campaigns / Launch Timeline
Audience Outreach	Audience Outreach / Community & Collabs / Circle of Support / Pitches & Publicity
Develop Your Channels	Website / Email Newsletter & Blogging / Images & Video / Audio & Podcasts / Social Media
Find Your Audience	Audience Personas / Channel Selection / Marketplace Research / Social Confidence / Audience Engagement / Audience Growth
Define Your Identity	Clarity Cards / Key Messages / Craft Your Identity / Content Strategy / Editorial Management / Models for Success / Voice & Visual Style