

CREATIVE SUCCESS PYRAMID

by Dan Blank of WeGrowMedia.com



Ultimate Goal

Fulfillment and growth in your creative work

Continuously Getting Better at Your Craft

Continuously Reaching More People

Launch and Market Your Work

Marketing Plan & Timeline

Access to Those Who Reach Your Readers

Marketing Campaigns

Audience Outreach

Pitch & Outreach Writing

Ideal Audience Outreach

Colleague Outreach

Community Outreach

Create and Share

Content Strategy

Editorial Calendar

Generosity and Curation

Social Engagement

Core Audience Outreach

Build Your Platform

Website

Email Newsletter

Blogging

Podcasting

Social Channels

Marketplace Research

Creative Clarity

Clarity Cards

Creative Action Plan

Key Messages

Bio

Identify Comparable Work

Models for Success

Audience Personas