

Platform Checklist

This is a basic checklist of all the most important components of a well crafted platform. There is much more than this that can be included and each item listed here can be expanded upon. However, the list below is a good starting point for creating, or assessing your platform.

Website

Content

- Multiple prominent Newsletter signups with compelling hook
- Secondary Call to Action (book sales, speaking gigs, course purchase)
- Free useful content (blog, resources, etc)
- Contact info
- Social Media info

Technical

- Content Management System
- Optimized for Search Engines
- Analytics
- Regular off-site backups
- Responsive (Works well on phones and tablets)

Email List

- List Manager
- Sign up tools (forms pop-ups etc)
- Regular off-site backups

List Engagement

- Custom subscription confirmation page
- Custom thank you page
- Drip Campaign / Autoresponders
- Consistent updates with useful, compelling information