



Platform

UNIVERSITY®

Module Thirteen

Hone Your Platform Strategy

Training Video One

How to Lock Down Your Brand Identity & Platform Vision

Training Video Two

How to Reassess Your Approach to Media Production

Training Video Three

How to Clarify Your Marketing & Monetization Strategy



Unlock Your Potential With a Comprehensive Platform Strategy with Michael Hyatt & John Meese



Masterclass

What's next on your platform journey? John Meese sits down with Michael Hyatt to discuss what a Platform Strategy is and how it can guide you as your platform grows. John will also discuss the three areas every platform-builder should focus on: marketing, media, and monetization.

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Training One: How to Lock Down Your Brand Identity & Platform Vision



Deep Dive

In this training video series, we'll be constructing your Platform Strategy document. But first, we need to take a step back and evaluate all the work you've done up to this point. We'll pose some very important questions you should consider as you look back and evaluate your progress and pain points.

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Training One: How to Lock Down Your Brand Identity & Platform Vision



Deep Dive



Platform Strategy Document: the master sheet that details your commitments as you pursue platform growth

As we prepare to write your Platform Strategy, reflect on these questions:

1. What were your greatest wins or accomplishments so far?

2. What were some of your hardest losses or failures?



Training One: How to Lock Down Your Brand Identity & Platform Vision



Deep Dive

3. What can you learn from those about yourself, your audience, or your Platform Strategy?



Training One: How to Lock Down Your Brand Identity & Platform Vision



Deep Dive



Platform Vision - A narrative description of where you want your platform to take you, your loved ones, or your audience five years from now

It's time to update your Platform Vision, considering the time that's passed since you first wrote it. Use the space below to draft a new version to set your course for the next five years.



Training One: How to Lock Down Your Brand Identity & Platform Vision



Deep Dive



Value Proposition Statement: a specific, structured statement which defines who you are, who you help, and how you help them

As you evaluate your original Value Proposition Statement, ask yourself these questions:

1. Has your identity changed?

2. Can you be more specific about your target audience?



Training One: How to Lock Down Your Brand Identity & Platform Vision



Deep Dive

3. What is your “solution” today?

4. Can you add more clarity to your promised transformation?



Training One: How to Lock Down Your Brand Identity & Platform Vision



Deep Dive

It's time to update your Value Proposition Statement, taking into account your answers on the last four questions. Draft your new Value Proposition Statement below.



Training Two: How to Clarify Your Course Content with a Curriculum Outline



Deep Dive

It's time to discover what's working and what isn't. Let's take an in-depth look at your content production. What sort of content is resonating with your audience? Is it time to branch out and do something new? We'll help you decide.

NOTES



Training Two: How to Reassess Your Approach to Media Production



Deep Dive

Let's reflect on your content production:

1. What content have you published that your audience has especially enjoyed?

2. Is there any specific content you've created which you're particularly proud of?

3. Do you enjoy the writing process? Why or why not?



Training Two: How to Reassess Your Approach to Media Production



Deep Dive

Taking all of that into consideration, let's make some choices about your content creation moving forward.

1. What is your primary form of media?

2. Do you have a secondary form of media?

3. What type of content will you create?



Training Two: How to Reassess Your Approach to Media Production



Deep Dive

4. How will you produce it?



Training Three: How to Clarify Your Marketing & Monetization Strategy



Deep Dive

In this training video, we're going to clarify your marketing and monetization strategies, fleshing out the final sections of your Platform Strategy Document and leaving you with a finished product you can use to direct your path from here on out.

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Training Three: How to Clarify Your Marketing & Monetization Strategy



Deep Dive

Let's take some time to reflect on your marketing and monetization strategy.

1. How large does your audience need to become to achieve your Platform Vision?

2. Where is your audience growth coming from currently?
What's working?

3. Where are you spending time and energy that's not leading to audience growth?



Training Three: How to Clarify Your Marketing & Monetization Strategy



Deep Dive

4. What about monetization, how does your revenue compare to your goals?

5. If you look at a percentage breakdown of revenue, what products or services stick out?

6. Are there any products you've wanted to create, but haven't had a chance to just yet?



Training Three: How to Clarify Your Marketing & Monetization Strategy



Deep Dive

Now it's time to make some decisions based on your previous answers.

1. What is your primary marketing avenue to get traffic to your website?

2. How does that help you grow your email list?

3. What is your flagship product, and what kind of revenue should that generate?



Training Three: How to Clarify Your Marketing & Monetization Strategy



Deep Dive

4. Do you have a secondary tier of products which supplement your financial goals?

5. What about affiliate income? How does that fit into your entire strategy?



Module Thirteen Additional Resources

Below you'll find helpful links, important resources and additional information to guide you as you hone your Platform Strategy.

Platform University's Platform Strategy Document Template



Michael Hyatt's Best Year Ever Course



Living Forward by Michael Hyatt & Daniel Harkavy



Live Q&A Replay: Practical Strategies for Launching Your Podcast



Masterclass: How to Win with Podcasting with Michael Hyatt & John Lee Dumas



Backstage Pass: An Inside Look at Michael Hyatt's



Platform University How To: How To Set Up a DIY Recording Studio



Pat Flynn's YouTube Channel



Marie Forleo's YouTube Channel





Before you move on . . .

You are almost done! Here's your Module Thirteen checklist:

- Complete the reflection questions from training one
- Update your Platform Vision
- Update your Value Proposition Statement
- Reflect on your media production with the questions in training two
- Decide what changes you will make with your media production moving forward
- Reflect on your marketing and monetization strategy with questions in training three
- Decide what changes you will make to your marketing and monetization strategy moving forward
- Complete your Platform Strategy Document using our template