

# The Modern Publisher's Business Growth Canvas

Company Name \_\_\_\_\_

Date \_\_\_\_\_

## Marketing Mix

### Attention

**Product**

- blog
- video
- podcast
- social

**Distribution**

- search
- social
- advertising

### Subscription

**Product**

- lead magnet
- mini class
- online event (*free*)
- in-person event (*free*)

**Distribution**

- content referral
- retargeting
- search
- social
- advertising

### Acquisition

**Product**

- splintered course
- online event (*paid, low-ticket*)
- in-person event (*paid, low-ticket*)
- print book
- tripwire product

**Distribution**

- email
- Facebook Messenger
- retargeting
- content referral
- search
- social
- advertising

### Monetization

**Product**

- masterclass/workshop
- coaching/consulting
- membership
- mastermind
- in-person event (*paid, high-ticket*)

**Distribution**

- stage pitch
- webinar pitch
- email
- Facebook Messenger
- retargeting
- content referral
- search
- social
- advertising

**INDOCTRINATION**

**ONBOARDING**

## Revenue Targets

	3-Year Target	1-Year Target
Future Date		
Total Revenue	\$	\$
Minus Acquisition Revenue (10%)	\$	\$
<b>Revenue by Product Category</b>		
Masterclass/Workshop	\$	\$
Coaching/Consulting	\$	\$
Membership	\$	\$
Mastermind	\$	\$
In-person event	\$	\$
Other _____	\$	\$