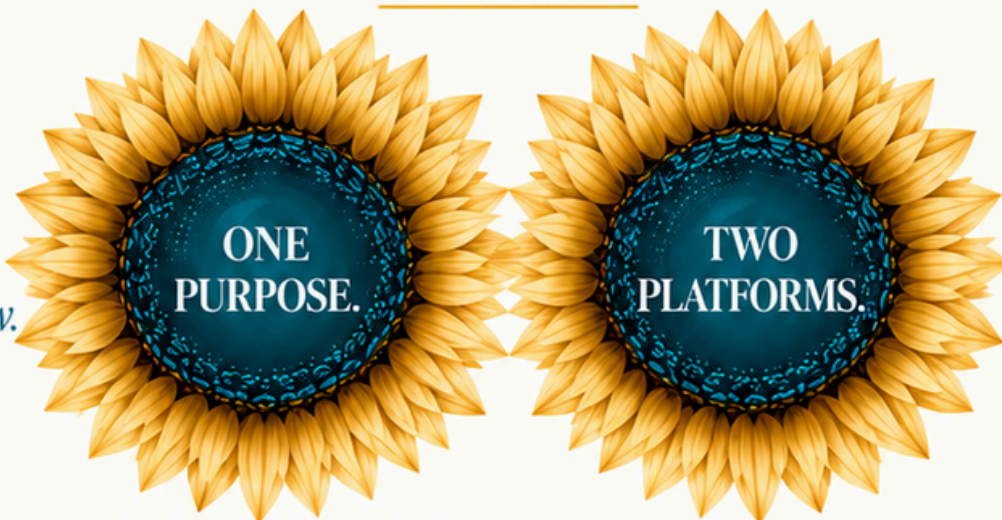


dis + ADVANTAGE™

PICK YOUR TWO™

FOCUS YOUR ENERGY. EXPAND WHAT'S POSSIBLE.

*Clarity
today.
More
tomorrow.*



*Focus
creates
freedom.*

1

WHAT MATTERS MOST?

Use these questions to get clear on your needs and priorities.

Where are my people?

Who do I want to reach right now?

What feels natural to me?

Writing? Talking? Teaching?
Images? Short video? Long-form?

What can I sustain?

Which platform could I use without burning out?

What supports my business goal?

Do I need awareness, relationships, leads, or sales?

2

MY SHORTLIST

List up to four platforms you are considering.

1

3

2

4



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EXPLORE EACH PLATFORM

FIND THE PLATFORMS THAT FIT YOU.

3

For each platform on your shortlist, consider the questions below.
Use ✓ (good fit) △ (maybe) ✗ (not a good fit) or write your thoughts.

PLATFORM: _____

CREATE
How does creating content feel for me?



CONSUME
What happens when I'm in the feed (suggested content, ads, etc.)?



CONNECT
How does interacting with people feel?



CURATE
How much work does it take to keep the feed aligned with what I want?



EXIT
How easily can I finish what I came to do and leave?



Why is this a good fit for me?

What makes me uncomfortable or hesitant about this platform?

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EXIT
How easily can I finish what I came to do and leave?



Why is this a good fit for me?

What makes me uncomfortable or hesitant about this platform?

The right platforms help you reach the right people in the right way.



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