

THE CHANNEL-ROLE MAP

≡ Give every channel one clear job. ≡



MORE CHANNELS

DO NOT
CREATE MORE
CLARITY.



Duplication adds work
without adding value.

MAP FIVE ROLES



1

DISCOVER — create awareness



2

UNDERSTAND — build meaning



3

TRUST — reduce doubt



4

ACT — enable a next step



5

STAY — support the relationship



ASSIGN THE CHANNEL



① Which role
does it serve?



② What content
belongs there?



③ What action
should follow?



④ How will it connect
to the next role?



ONE CHANNEL. ONE PRIMARY JOB. ONE CLEAR CONNECTION.

🎯 Assign one clear job to each channel.

MAP THE ROLES



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@mybusinessnotesdotcom