

PLATFORM

ROI WORKSHEET

	TIME	COST	JOY	MASTERY	TRIBE	SALES	ENGAGED
EMAIL							
FB							
INSTA							
SPEAK							
WEB WRITING							
OTHER							
OTHER							

PLACE A CHECKMARK WHEREVER YOU FEEL CONFIDENT.

- TIME > DO YOU HAVE TIME FOR THIS?
- COST > CAN YOU AFFORD IT?
- JOY > DOES THIS BRING YOU ENOUGH JOY TO WANT TO KEEP DOING IT?
- MASTERY > CAN YOU MASTER THIS IN A REASONABLE PERIOD OF TIME?
- TRIBE > DOES THIS PLATFORM DIRECTLY INFLUENCE YOUR READERS?
- SALES > DOES THIS PLATFORM BOOST ACTUAL BOOK SALES?
- ENGAGED > ARE MY SUPERFANS ENGAGED WITH ME HERE? OR IS IT CRICKETS?