

FREE WORKSHEET / 20 MINUTES

# 30-day creator focus plan

Choose the next problem worth solving.

A practical worksheet for choosing one measurable constraint instead of changing everything at once.

## 1. Establish your starting point

Use the last 30 days of your own data. If you have not started, write zero rather than an imagined target.

**My audience and primary format:**

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**Sessions / clips published; returning viewers; relevant brand conversations:**

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**Collected revenue; direct production cost; creator hours:**

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Example: four live sessions, twelve clips, no paid campaign. The next problem is proving a repeatable format, not hiring a sales team.

## 2. Name the constraint

Pick the step that limits the next useful outcome: publishing, discovery, offer clarity, delivery or capacity.

**The outcome I want next:**

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**The single step currently blocking it:**

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**Evidence that this is the constraint:**

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Example: my clips attract profile visits, but the profile gives no clear reason to follow. Test the profile promise before doubling clip volume.

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Choose the next problem worth solving.

## 3. Run a small experiment

Change one variable and keep a record. Choose a target you can test with your current time and budget.

**For the next seven days I will change:**

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**I will keep these variables the same:**

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**I will measure this result and review on this date:**

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Example: try two opening hooks for the same format. Compare completion rate and returning viewers against your recent baseline.

## 4. Decide before adding more

Review the evidence weekly. Repeat what works, improve the weak step, or stop an experiment that does not help.

**What improved, and what stayed unchanged?**

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**What did viewers or buyers tell me?**

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**My next single action; owner; deadline:**

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Finish the month with a documented decision, not a longer task list.

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