

# CONTENT STRATEGY CHEAT SHEET

*Build Your Audience Like Mike Dawson*

## CORE MINDSET SHIFT

**✗ Posting for Engagement:** Chasing likes, viral content, trending topics

**✓ Building Core Group:** Focus on people genuinely interested in YOUR style

**Key Principle:** Content = Digital Resume (showcase capabilities, not just promote)

**Target:** ~10k engaged followers before pitching services

## THE 70/20/10 CONTENT RULE

70%	20%	10%
Adapted content for each platform	Platform-specific original content	Cross-posted (when it fits naturally)

## METRICS THAT MATTER

**✓ PRIMARY (Focus 80% here):** Newsletter subscribers • Email signups per post • Streaming clicks • Merchandise inquiries

**⚠ SECONDARY:** Meaningful comments • Shares with commentary • Website traffic

**✗ VANITY:** Followers • Likes (track but don't prioritize)

**QUALITY SIGNALS:** Repeat engagers, thoughtful comments, unprompted mentions

## PLATFORM QUICK REFERENCE

Platform	Content Type	Lifecycle	Discovery	Culture
YouTube	Tutorial series	Years	Search + suggested	Educational/consistent
Instagram	Behind-the-scenes video	Days	Hashtags + Explore	Aesthetic/lifestyle
TikTok	Quick demos + trending audio	24-48 hrs	For You Page	Trends/challenges
Twitter/X	Insight threads	Hours	Trending + follows	Real-time/news

**FOCUS RULE:** Master 1-2 platforms before expanding

## TESTING FRAMEWORK

### What to Test

**Format:** Video vs carousel vs text • **Timing:** Different posting times (2-week test) • **Themes:** Rotate content types weekly

### Decision Points

**DOUBLE DOWN:** Drives newsletter signups, creates conversations, consistent engagement

**PIVOT:** 3 consecutive posts underperform, posting to silence

**TIMELINE:** Give strategies 3 months before major changes

## CONTENT HUB STRATEGY

Long-form Content → Platform Adaptations → Test Response → Optimize  
(Podcast/Blog) (Different formats) (Track metrics) (Double down)

**Example Adaptations:** YouTube: Full tutorial • Instagram: Behind-the-scenes clip • TikTok: Quick demo • Twitter: Key insights thread

## AUTHENTICITY CHECKLIST

**Before posting, ask:** "Does this showcase what I uniquely offer?" • "What unique value does this give THIS platform's audience?" • "Am I adapting to platform culture while keeping my voice?" • "Am I staggering this across platforms strategically?"

## 90-DAY QUICK START

**WEEK 1:** Define musical identity • Set up primary metric tracking • Identify content hub

**WEEKS 2-8:** Create content series • Track repeat engagers • Test formats • Build relationships with commenters

**WEEKS 9-12:** Analyze what drives signups • Adapt winners to other platforms • Double down on conversations

## REMEMBER THIS

*"Build a core group of people interested in what you do. Then when you have something to offer, they're already there."* - Mike Dawson

**Bottom Line:** Quality relationships > Viral moments