

# Content Distribution & Syndication — Workbook

This workbook turns the course into a working distribution system. Each section maps to a course module: you will build your channel map, run a syndication setup, plan a paid-discovery test, and design a repeatable weekly distribution calendar. Use the templates to manage real campaigns, and remember to leave every total or score cell blank until you fill it with your own data.

## The Distribution Mindset and Channel Map

Diagnose your current create-versus-distribute ratio and build a tiered owned-earned-paid map for your content.

### Exercise: Audit your current effort ratio

Pick your three most recent published pieces. For each, honestly estimate the hours spent creating versus the hours spent actively distributing, then reflect on the gap.

- For each of your last three pieces, how many hours went into creation versus distribution?  
\_\_\_\_\_
- What is your current create-to-distribute ratio, and how far is it from the 20/80 target?  
\_\_\_\_\_
- Which single distribution activity, if added, would have most increased each piece's reach?  
\_\_\_\_\_

### Worksheet: Owned-Earned-Paid channel inventory

List every channel available to you and classify it. Fill one row per channel so you can see your full distribution surface at a glance.

Channel name  
\_\_\_\_\_

Type (owned / earned / paid)  
\_\_\_\_\_

Current audience size or reach  
\_\_\_\_\_

Cost to use (free / time / money)  
\_\_\_\_\_

Primary job for this channel  
\_\_\_\_\_  
\_\_\_\_\_

### Worksheet: Content tiering scorecard

Score an upcoming piece against each criterion to decide its distribution tier. Mark each criterion yes or no, then assign the tier.

Content title  
\_\_\_\_\_

Has original data, strong opinion, or framework? (yes/no)  
\_\_\_\_\_  
\_\_\_\_\_

Still useful in 12 months? (yes/no)

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Maps to a revenue topic? (yes/no)

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Yields 8+ repurposed assets? (yes/no)

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Assigned tier (1 / 2 / 3)

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### Checklist: Pre-publish distribution readiness

- Decided the content tier before drafting
- Identified the owned home where the canonical version will live
- Chosen two to three syndication targets
- Named the single paid channel for amplification if it earns it
- Confirmed the piece can be atomized into 8-plus assets

## Syndication Without the SEO Penalty

Set up canonical-safe syndication to Medium, Substack, and LinkedIn for one real article.

### Exercise: Adapt one article for three platforms

Take one published pillar post. Plan how it will appear on Medium, Substack, and LinkedIn, respecting each platform's canonical reality.

- What is your owned canonical URL, and is it already indexed?

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- For LinkedIn, what new headline and rewritten opening will you use so it is not a verbatim duplicate?

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- For Substack, will you use a teaser-plus-link or a delayed attributed republish, and on which day?

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- Which Medium publication will you submit to in order to borrow its audience?

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### Worksheet: Syndication tracker

Record each syndicated copy and its canonical handling so nothing competes with your owned URL by accident.

Article title

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Owned canonical URL

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Platform (Medium / Substack / LinkedIn)

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Canonical method (import tag / link-back / adapted version)

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Publish date on platform

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Publication or audience borrowed

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## Checklist: Canonical-safe syndication checklist

- [ ] Published the original on the owned domain first and confirmed indexing
- [ ] Used Medium's Import a story tool and verified the canonical note
- [ ] Submitted the Medium import to a relevant publication
- [ ] Published an adapted (not verbatim) LinkedIn version with a read-the-full link
- [ ] Added a clear originally published at link on any partner site that refuses canonical tags
- [ ] Staggered platform releases by a few days

## Paid Content Distribution with Outbrain and Taboola

Plan, track, and budget a first native-discovery campaign, then set the rules you will use to optimize it.

### Worksheet: Campaign setup plan

Define the campaign before you build it in the platform. Complete every field so launch is a copy-paste exercise.

Network (Outbrain / Taboola)

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Destination URL

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UTM source / medium / campaign string

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Geographic and device targeting

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Daily budget cap

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Starting CPC bid

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Total learning-budget cap

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Number of headline-image variations

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### Exercise: Write five headline variations

The headline and thumbnail are what you are really selling. Draft at least five distinct, curiosity-driven, non-clickbait headlines for one piece and pair each with an image idea.

- What specific outcome or curiosity gap does each headline promise?

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- Which image concept best supports each headline without misleading the reader?

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- Which two variations are your hypotheses for the winners, and why?

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### Worksheet: Optimization decision log

After the campaign spends enough to be meaningful, log the numbers and the action you took. Leave calculated cost cells blank until you compute them from platform data.

Review date

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Spend to date

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Clicks

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Average CPC

---

---

Bounce rate

---

---

Cost-per-engaged-visit (you calculate)

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Assisted conversions

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Action taken (block site / pause creative / scale / stop)

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### Checklist: Pre-launch and optimization checklist

- Installed the Outbrain or Taboola pixel sitewide via tag manager
- Tagged every destination URL with UTM parameters
- Uploaded three to five headline-image variations
- Set a daily cap and total learning budget you are comfortable spending on research
- Reviewed the by-publisher report and blocked high-spend, zero-engagement sites
- Scaled budget only after engaged visits and assisted conversions appeared

## Repurposing Workflows and the Distribution Calendar

Atomize one pillar into a dozen assets, sequence them across a week, and define how you will measure and iterate.

### Exercise: Run a repurposing sprint

Choose one Tier 1 article and work through the atomization checklist in a single focused session, listing the actual asset you will create for each format.

- Which three statistics or claims become standalone social posts?
- What is the framework that becomes a LinkedIn document carousel, and how many slides?
- What single quote becomes a graphic, and what is the email's 5-bullet distillation?
- Which formats did you skip for this piece, and why?

### Worksheet: One-week distribution calendar

Map every atomized asset to a day and channel so the pillar compounds across the week instead of peaking on day one.

Day (1-7)

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Asset / format

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Channel

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Native format notes

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UTM campaign tag

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Scheduled via (Buffer / Hootsuite / Later / manual)

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### Worksheet: Channel KPI scorecard

Assign each channel the metric that matches its job, then record results after the cycle. Leave any rate or derived value blank until you calculate it from analytics.

Channel

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Channel's job (reach / engagement / paid volume / email)

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Assigned KPI

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Result this cycle

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Reallocate effort? (more / hold / less)

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### Checklist: Measure-and-iterate cadence

- Applied consistent UTM tags across every push
- Checked the assisted-conversions report, not just last-click
- Ran the weekly review of referral traffic and pruned wasteful paid placements
- Ran the monthly channel comparison and reallocated effort to the top two or three
- Ran the quarterly tier review and refined the tiering rule

## Your Action Plan

1. Audit your last three pieces and write down your real create-to-distribute ratio versus the 20/80 target.
2. Build your owned-earned-paid channel inventory and write one tiering rule your whole team will follow.
3. Choose one Tier 1 article and publish the canonical version on your owned site first, confirming it indexes.
4. Syndicate that article: import to Medium with the canonical tag, post an adapted LinkedIn version, and schedule the Substack release.
5. Install the Outbrain or Taboola pixel and prepare UTM-tagged destination URLs before spending anything.
6. Write five headline-image variations and launch a small paid-discovery test with a fixed learning-budget cap.
7. Run a repurposing sprint to atomize the pillar into 8 to 12 platform-native assets.
8. Lay every asset onto a one-week distribution calendar, sequencing owned, syndicated, social, then paid.
9. Review the campaign's by-publisher report, block junk sites, and pause losing creatives.
10. Hold weekly, monthly, and quarterly reviews using assigned per-channel KPIs and assisted conversions, then feed lessons into the next pillar.









