

The RebelMouse Playbook Template: Achieve Publishing Success Faster

Market and Audience

- **Target Audience:** Briefly describe your ideal reader (e.g., age, demographics, interests).

- **Content Niche:** What specific topics or areas of expertise do you focus on?

- **Current Audience Size:** Evaluate the number of unique visitors and/or followers you have across your platforms.

- **Distribution Channels:** List the platforms you currently use to publish your content (e.g., website, social media).

Content and Performance

- **Content Creation Frequency:** How often do you publish new content?

- **Content Types:** What formats do you primarily use (e.g., articles, videos, podcasts)?

- **SEO Performance:** Do you have any existing SEO strategies in place? If so, briefly describe them.

- **Engagement Metrics:** What are your average monthly website traffic numbers, social media engagement rates, etc.?

- **User Behavior Metrics:** How do you measure and collect user data (e.g., demographics, surveys, sign-up forms, subscriptions)?

Goals and Objectives

- **Define Your Ultimate Vision:** What do you want your publication to achieve in the long run?

- **Set SMART Goals:** Establish **S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime-bound goals for various aspects of your publication (i.e., increase website traffic by 20% in three months).

Return to the [Publisher Platform and Playbook](#) article to leverage RebelMouse strategies and execute your publishing goals.