

DAY 5 - WORKBOOK

PICK UP THE RIGHT PLATFORM



BY FOUNDERLEY

Pick the Right Platform to Promote

In business, a great product with no visibility is like winking in the dark—you know what you're doing, but no one else does.

That's why choosing the right platform is critical. A platform is the bridge between you (the entrepreneur) and your customers. It's where attention lives, where conversations happen, and where sales are born.

What Does "Right Platform" Mean?

The right platform is where:

- Your target audience already spends time
- The buying mindset exists
- You can consistently show up and build trust

You don't need to be everywhere. You just need to be in the right place consistently.



How to Choose the Right Platform:

Ask yourself:

1. Who is your audience?

- Teenagers and young adults → Instagram, YouTube, Snapchat
- Working professionals → LinkedIn, Twitter
- Local buyers → WhatsApp, Facebook groups
- Niche hobbyists or handmade fans → Etsy, Pinterest
- Premium or thoughtful buyers → Website/blogs
- Students or side-hustlers → Instagram, Telegram

2. What are they already doing online?

- Watching content? → Go to Instagram/YouTube
- Searching for value? → Try Pinterest or blogs
- Looking for community? → Use WhatsApp or Telegram
- Making direct purchases? → Use Shopify, Etsy, or Amazon

3. Where do you feel comfortable showing up consistently?

- Hate being on video? Skip YouTube.
- Love talking to people? Consider WhatsApp/Instagram DMs.
- Want automation & SEO? Go with a blog/website.

Platform Examples:

Platform

Best for

<i>Instagram</i>	<i>Creators, fashion, freelancers, solopreneurs</i>
<i>WhatsApp</i>	<i>Local coaching, home-based businesses</i>
<i>LinkedIn</i>	<i>B2B, consultants, premium services</i>
<i>Etsy</i>	<i>Handmade, aesthetic niche products</i>
<i>YouTube</i>	<i>Deep storytelling, tutorials, product demo</i>
<i>Website</i>	<i>Building brand trust, SEO traffic, detailed info</i>
<i>Offline</i>	<i>Food stalls, workshops, retail, events</i>



Output for Today:

- ☒ *Final chosen platform(s) (1 or 2 MAX)*
- ☒ *Your brand/business name*
- ☒ *Setup your basic page/profile (bio, logo, link, etc.)*

WORK SHEET

Part 1: Define Your Audience

1. Who is your target customer?

👉 Age group: _____

👉 Gender: _____

👉 Location (Local / Global / Tier 1,2,3 cities): _____

👉 Their current struggles: _____

2. What are they already doing online? (Tick all that apply)

- ☐ Scrolling Instagram Reels
- ☐ Watching YouTube tutorials
- ☐ Reading blog posts
- ☐ Searching on Google
- ☐ Active in WhatsApp/Facebook groups
- ☐ Networking on LinkedIn
- ☐ Shopping on Amazon/Etsy
- ☐ Others: _____

Part 2: Match with the Right Platform

Now choose 1-2 best platforms based on your audience behavior and your content comfort zone:

<i>Platform</i>	<i>Audience behavior match ?</i>	<i>Can you show up here consistently ?</i>	<i>Final Choice (✓)</i>
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Instagram

WhatsApp

LinkedIn

Etsy

YouTube

Website

Facebook

Offline

Others: ____

Part 3: Brand Setup Basics

Brand/Business Name:

Username/Handle Ideas:

(Try for consistency across platforms)

1. _____

2. _____

3. _____

Bio (One-liner about your brand):

(e.g., Helping freelancers earn their first ₹50K/month online 🚀)

Link in bio (if any):

- Notion / Google Form / Website / Linktree
- Link: _____

Output for Submission (Your To-Do):

- ☐ Choose your 1–2 core platforms
- ☐ Finalize your brand name
- ☐ Create/Set up your profile(s)
- ☐ Add a bio and link
- ☐ Share the platform link with the group/folder

Final Thoughts

Choosing the right platform isn't just a marketing decision — it's a strategic move to meet your audience where they already are. Don't fall into the trap of being everywhere and burning out. Instead, focus deeply on one or two places, show up with value, and let your MVP do the talking.

Remember:

You don't need more platforms, you need more attention — and that comes from relevance, not reach.

Pick smart. Start small. Stay consistent.
Your people are waiting.