

The Own-Your-Audience Checklist.

Ten checks. If you can tick all ten, no platform can take your audience from you. Run it quarterly.

☐ **I can export my full subscriber list today** — *and I did it this month. If you can't export it, you don't own it.*

☐ **My site lives on a domain I registered** — *not username.platform.com.*

☐ **Email is my primary channel** — *social feeds are trailers; the inbox is the show.*

☐ **Paid subscriptions run through my own Stripe** — *0% platform cut; members are my customers, not the platform's.*

☐ **My content has a canonical home I control** — *everything posted elsewhere points back to it.*

☐ **I know my top 20 URLs by traffic** — *they get 301 redirects if I ever move. That's the whole SEO risk.*

☐ **Drafts live outside every platform** — *plain files. The essay survives even if the tool doesn't.*

☐ **My theme/design is mine** — *a template can be revoked, redesigned, or made ugly by someone else's roadmap.*

☐ **I have a backup of everything, off-platform, this month** — *content and list, somewhere boring like a hard drive.*

☐ **Every new tool passes the exit test** — *"can I leave with everything?" If no, the price isn't the subscription. It's the exit.*