



Success Stacking Worksheet

Stack small successes to build bigger successes.



Why do you stack successes?

You stack successes so you can build bigger successes. Once you have the first success, everything else becomes easier.

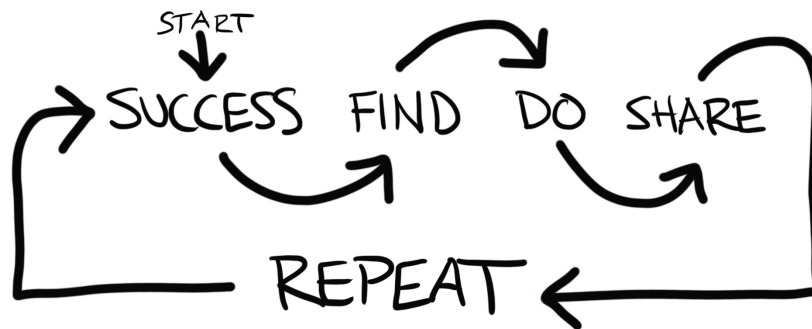
How do you stack successes?

There are three steps in stacking each success:

1. Find the opportunity.
2. Do the work needed.
3. Share the work you did.

And if you achieve a success that is “bio-worthy,” like being featured in a publication, make sure to include the information in the very first section of your bio. Then as you achieve more noteworthy successes and get into higher-level publications, replace the older lower-level accolades in your bio with your new achievements!

Following this format, you can stack your successes on each other to build momentum to achieve bigger and bigger successes. See the Success Stacking chart below to see how the process works:



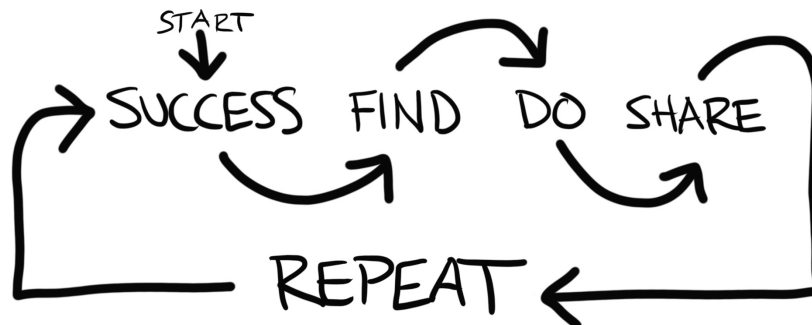
Let's look at a realistic example of success stacking when you are just starting out building your brand.

Success 1	Find	Do	Share
Being featured in a blog as a result of reaching out to people you respect and pitching why they should feature you in their blog.	Identify people who would want to interview you based on your experience, contact them, and make your ask.	When you find someone who wants to write about you, prepare and do your best to showcase your expertise.	Share the blog everywhere you can, and get others to like, comment, and share.

Success 2	Find	Do	Share
Becoming a guest on a small podcast.	Identify podcasts that are newer and cater to your target audience. Share your site with them, highlighting stories that performed well.	Land a spot on the podcast and share your story.	Share the podcast episode everywhere you can, and get others to like, comment, and share.

Success 3	Find	Do	Share
Becoming a guest on a medium-level podcast, or a Facebook Live interview, or a radio show.	Identify podcasts that have a mid-range following and that cater to your target audience, sharing your previous podcast with them and highlighting how many times it was shared.	Land a spot on the podcast and share your story.	Share the podcast episode everywhere you can, and get others to like, comment, and share.

Success 4	Find	Do	Share
Getting a media feature in a small publication or industry blog.	Identify and contact writers at desired publications, highlighting previous blog and podcast interviews.	Successfully pitch article ideas and get writers sold on your story.	Share the featured article everywhere you can, and get others to like, comment, and share.



Use this worksheet to identify and track small successes that can lead to bigger ones.

Success 1	Find	Do	Share

Success 2	Find	Do	Share

Success 3	Find	Do	Share

Success 4	Find	Do	Share

Remember: Use your highest accolades (as you earn them) to update your bio as you build your brand!

What are you waiting for? Start small and start stacking those successes!