IS YOUR BRAND A CREATOR OR A BROADCASTER?

Nine questions about owned attention, audience choice and the difference between publishing content and earning a relationship.

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PUBLISHING
IS NOT CREATING.

Answer YES only when you can point to visible evidence, not intentions.

01 **Do people choose your content without paid prompting?**

[ ] YES [ ] NOT YET

02 **Would anyone notice if your recurring format disappeared?**

[ ] YES [ ] NOT YET

03 **Do you have a recognizable point of view and voice?**

[ ] YES [ ] NOT YET

04 **Does content serve a clear community, not everyone?**

[ ] YES [ ] NOT YET

05 **Can the audience participate, contribute or remix?**

[ ] YES [ ] NOT YET

WHAT DO YOU KEEP?

A media habit is more valuable when the relationship is with your brand, not just with a platform.

06 **Can people return to you through a direct channel?**

[ ] YES [ ] NOT YET

07 **Do you learn from dialogue, not only impressions?**

[ ] YES [ ] NOT YET

08 **Does your IP live beyond a single campaign?**

[ ] YES [ ] NOT YET

09 **Can you connect audience behavior to business value?**

[ ] YES [ ] NOT YET

Count evidence, not points: nine questions do not automatically equal a validated brand score.

FROM BROADCAST TO RELATIONSHIP.

Three moves to make after the self-check.

01

Build a signature format.

Choose something repeatable with a reason to return, not just a new campaign message.

02

Give the audience agency.

Create ways for people to answer, shape, share or become part of the content.

03

Own a connection.

Invite people into a durable, permission-based audience relationship that survives a platform or sponsorship.

YOUR BRAND CAN EARN A REASON TO RETURN.

This is a provocative self-check, not a validated diagnostic instrument. Start with your evidence and ask which relationships your content has actually earned.

READ THE ORIGINAL ESSAY

Your brand is a creator or a broadcaster? contentwithaview.com

CONTENT WITH A VIEW - THE INFLUENCE YOU OWN.