

# THE PYRAMID TECHNIQUE

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## **Step 1** - Place Your Golden Egg Idea on Top

On the next page, you'll find the Pyramid Technique diagram. Fill this out with your Golden Egg Idea on top.

## **Step 2** - Break that down into 3 Channel Pillars

Make sure your 3 pillars are complimentary but different.

*For example...*

For FITNESS: Recipes, Workouts, Motivation

For BEAUTY: Makeup, Hair, Fashion

For TRAVEL: Travel Hacks, Best Destinations, Gear Reviews

For LAW: International Law, Federal Law, State Law

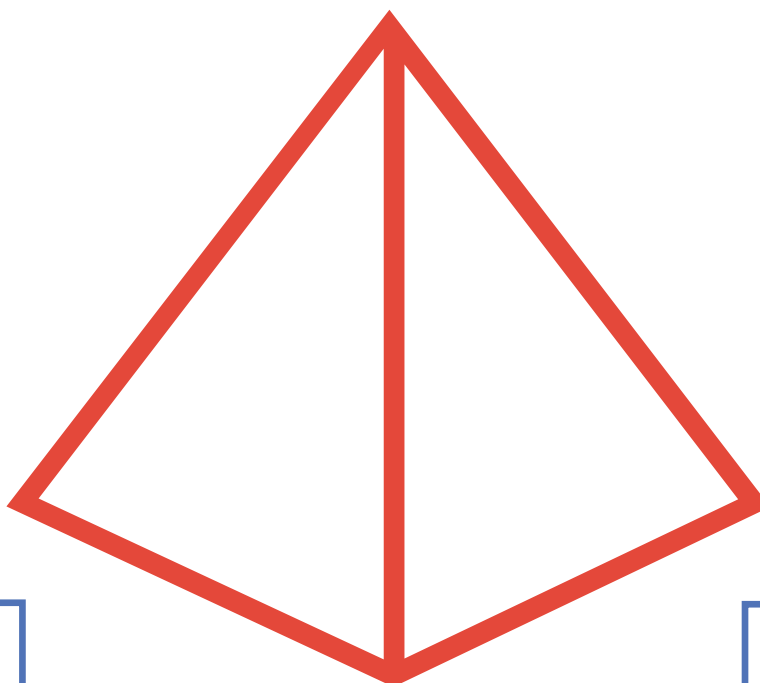
For REALTORS: Real Estate, Business, Supercars

## **Step 3** - Brainstorm a List of Playlists and Series Ideas

Under each Pillar, list your possible Playlist and Series ideas.  
We will go over these on the call.

# The Pyramid Technique Diagram

Put Your Golden Egg Idea Here:



Channel Pillar #1

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Channel Pillar #3

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Channel Pillar #2

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