

90-Day Action Plan for Small Publishers to Grow in the AI Era

Grow audience, protect IP, and diversify revenue in the AI era.

The publishing world is shifting fast. AI is reshaping how audiences discover and consume news, while traditional referral channels like Google are getting less reliable. The good news? You don't need a billion-dollar budget to adapt. By focusing on direct audience relationships, turning your expertise into products, and protecting the value of your content, you can build a stronger, more resilient business in just three months.

This 90-day plan breaks the work into three manageable phases. Each one builds on the last so you're not just reacting to change — you're creating momentum.

Days 1–30: Secure Your Audience Base

Goal: Reduce dependency on third-party platforms and start building direct relationships.

- ☐ Launch or refresh your email newsletter with a clear value proposition.
 - ☐ Create a subscriber incentive (guide, cheat sheet, or exclusive report).
 - ☐ Add newsletter sign-up CTAs to homepage, articles, and social profiles.
 - ☐ Set up basic analytics to track sign-ups and most-read topics.
 - ☐ Audit top content and identify 10 evergreen pieces for repurposing.
-

Days 31–60: Turn Content into a Product

Goal: Create at least one productized offering from existing content.

- ☐ Select a high-demand topic and bundle it into a resource (toolkit, mini-course).
 - ☐ Test a premium subscriber tier with exclusive perks.
 - ☐ Launch a members-only content series.
 - ☐ Explore light AI integration for added subscriber value.
 - ☐ Price test your product with a small beta group.
-

Days 61–90: Protect, Monetize, and Expand

Goal: Safeguard your assets, open new revenue channels, and grow engagement.

- ☐ Add copyright and terms of use statements to your site.
 - ☐ Explore syndication or licensing deals with industry groups.
 - ☐ Launch an e-commerce or affiliate pilot tied to your niche.
 - ☐ Run a low-cost virtual event or webinar with a fee or sponsor.
 - ☐ Measure ROI and set the next 90-day targets.
-