

90-DAY GROWTH ROADMAP

Your milestone-by-milestone guide to building momentum

Month 1: Foundation | Month 2: Habit | Month 3: Momentum

90-DAY GROWTH ROADMAP

Your milestone-by-milestone guide to building real momentum as a content creator. Check off every box.

MONTH 1 — DAYS 1–30

BUILD THE FOUNDATION

Setup & Systems

- Create master folder structure with _TEMPLATE
- Set up VODcraft.gg — connect your Twitch or YouTube VODs
- Set up Beacons.ai link hub
- Choose and install your editing software (CapCut / DaVinci / Premiere)
- Sign up for Metricool free tier
- Claim your username on ALL platforms

Brand Identity

- Pick 3 brand colors and 2 fonts
- Create consistent profile picture and banner across all platforms
- Build basic stream overlay in Overlay.io
- Generate logo concepts (Canva AI or Midjourney)
- Write your 3-sentence bio using the formula
- Set up Discord server with 5 starter channels

Content

- Publish your first 10 pieces of content
- Stream minimum 2x per week
- Sign up for Amazon Associates affiliate program
- Post at least 1 short-form video per day
- Use VODcraft.gg after every stream to pull clips
- Join your genre's Reddit and Discord communities

MONTH 1 GOALS

- ✓ 10+ pieces of content published
- ✓ Discord server live with first 10 members
- ✓ All platform profiles complete and branded
- ✓ First affiliate links live in all descriptions

MONTH 2 — DAYS 31–60

BUILD THE HABIT

Content Engine

- Establish consistent posting schedule using your Weekly Schedule template
- Aim for 20+ pieces of content published this month

- Test 2 different thumbnail styles — track CTR in YouTube Studio
- Use the Content Planning Checklist for every piece of content

- Start using Gemini for title and description generation
- Begin repurposing one long-form video into 3-5 short clips weekly

Community

- Hit 50 Discord members
- Engage with your niche community (comment on other creators' videos)
- Start collecting testimonials from viewers

- Post in Discord at least once per day
- Do one community event (watch-along, Q&A; stream, game night)

Monetization Early Steps

- Apply for Twitch Affiliate (50 followers, 3 avg viewers, 500 mins)
- Set up Ko-fi or Throne for tips and donations

- Apply for first brand affiliate programs (Elgato, FIFINE, niche brands)
- Begin building your media kit (even at small numbers)

MONTH 2 GOALS

- ✓ 30+ total pieces of content published (cumulative)
- ✓ 50+ Discord members
- ✓ Twitch Affiliate application submitted
- ✓ 1-2 affiliate programs active

MONTH 3 — DAYS 61–90

BUILD THE MOMENTUM

Content Optimization

- Analyze your top 5 performing videos — what did they have in common?
- A/B test titles using YouTube Studio experiments
- Start scripting your video hooks (first 5 seconds)

- Double down on the format and topic that performed best
- Use VODcraft.gg retention data to improve your stream pacing
- Aim for 30+ pieces of content published this month

Growth

- Reach out to 3 creators in your niche for collabs or shoutouts
- Post first TikTok using best-performing VODcraft clip

- Submit YouTube Partner Program application if eligible
- Hit 100 Discord members

- Set up Metricool auto-scheduling — stop manually posting

Monetization

- Send your first brand pitch using your media kit
- Offer 1-on-1 coaching calls via Calendly (\$75-\$150/hr)
- Set up quarterly tax reserve using StreamFinance tracker
- Create and sell your first digital product (overlay, preset, template)
- Review all affiliate links — are any underperforming?

MONTH 3 GOALS

- ✓ 60+ total pieces of content published (cumulative)
- ✓ 100+ Discord members
- ✓ YouTube Partner Program application submitted or in progress
- ✓ First brand pitch sent
- ✓ First digital product or coaching offer live

BEYOND 90 DAYS — Scale What's Working

- Increase posting frequency on your best-performing platform
- Launch a paid digital product or online course
- Build an email list from your Discord and YouTube community
- Review and update your media kit with new metrics quarterly
- Hire a part-time editor or VA (even 5 hrs/week changes everything)
- Apply for mid-tier brand sponsorships (\$500-\$2,000 per deal)
- Track month-over-month analytics in StreamFinance

★ **Remember: The creators winning aren't the most talented — they're the most consistent. Your 90-day roadmap is the first step. The next 90 days are where you scale.**