

Worksheet: Who's on the Marketing Team

Context

This worksheet helps your team connect the dots between **brand**, **messaging**, **positioning**, and **content**—by asking the most important GTM question no one talks about:

“Who is telling the story? And how often?”

It's not enough to *have* a strategy. You need visible, trusted humans to *execute* it in public—on X, in community spaces, and across developer channels.

Exercise Goals

By completing this worksheet, your team will:

- Assign clear narrative roles across founders and core contributors
- Audit and align your presence across social, blog, Discord, and community channels
- Build a basic weekly founder and team cadence
- Equip team members with ready-to-go post types and examples
- Identify public-facing GTM gaps to fix this week

Part 1: Role Mapping — Team-Led Distribution Audit

Fill in the table below to assign who owns each narrative category:

Narrative Responsibility	Person	Active? (Y/N)	Example of Last Public Action	Next Step
Sharing the Vision				
Telling the Integration Story				
Onboarding Devs / Explaining Tech				
Building Credibility via Code/Content				
Unifying + Amplifying the Message				

→ *Tip: If more than 2 categories are unassigned or inactive, you're not telling a complete story.*

Part 2: Public Presence Audit

Take stock of your team and project visibility. Score from 1–5 (1 = inactive, 5 = consistent, strategic presence):

Channel	Owner(s)	Score (1–5)	Notes or Next Action
Project X Account			
Founder X Handle			
BD or DevRel X			
Blog or Mirror			
Discord/Telegram			
GitHub / Dev Hubs			

→ *If your last blog post is from last quarter, or no one is tweeting weekly, you have a distribution gap.*

Part 3: Define a Weekly Cadence

Outline a simple, repeatable publishing rhythm for the team.

Role	Channel(s)	Weekly Contribution (Post Type or Action)	Owner
Founder	X / LinkedIn	Tweet thread, reply to ecosystem convos	
BD Lead	X / Blog	Partner announcement or commentary	
DevRel	X / YouTube	Tutorial, workshop invite, dev AMA summary	
Engineer	X / GitHub	Changelog, behind-the-scenes update	

→ *Reminder: The goal isn't perfection, it's visibility and trust built over time.*

Part 4: X Quick Start Guide

Use this to align tone and formats across team accounts.

Element	Guideline or Prompt
Voice & Tone	Clear, builder-first, not hypey. Mission > memes.
Thread Types	Vision, insights, partner drops, problem breakdowns
Tweet Prompts	"What we're building", "What we believe", "What's broken"
Reaction Strategy	Quote-tweet smart posts from aligned projects + POV
Don't Just Post...	Engage. Reply. Meme (when on brand). Be present.

→ *Pro tip: Pin a recent post that actually tells your story, not just a linktree.*