

Channel-fit canvas: score before you send

Fill one canvas per candidate channel. Score 1-3 on each dimension. Total out of 12.

Channel	Price fit price vs what this channel buys	Buyer type is your ICP active here?	Time budget sustainable pace for 4 weeks?	Signal did interviewees name it?	Total out of 12
LinkedIn DM InMail or connection note	1-3	1-3	1-3	1-3	/12
Cold email Gmail + personal first line	1-3	1-3	1-3	1-3	/12
Slack / Discord where your ICP hangs out	1-3	1-3	1-3	1-3	/12
Content / SEO blog, YouTube, writing	1-3	1-3	1-3	1-3	/12
Personal network people who know you	1-3	1-3	1-3	1-3	/12

Your score means

9+ / 12

Commit. One full send/reply/
follow-up arc before you switch.

7-8 / 12

Pilot your top two for 1 week.
Higher reply rate wins.

6 or less

No channel fits yet. Re-read your
transcripts for missing signal.

The real gate:

≥9/12 channel-fit score
+ reply rate over 5%

Where to find the signal: Your 10 interview transcripts already name the channel. Pull them up and look for how they discover tools, which channel they came to you through, and what tools they use every day.