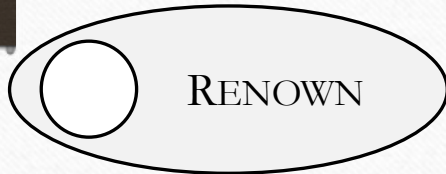


What is YOUR Why?

Primary Goals will Guide Decisions –
What are YOURs?



WRITING/PUBLISHING STRATEGY

A large, empty rounded rectangle with a black border, intended for writing or publishing strategy.

MARKETING STRATEGY

A large, empty rounded rectangle with a black border, intended for marketing strategy.

What is YOUR Platform?

Your Platform is the sum of the tools YOU will use to reach your audience.

For example:

- Website
- E-mail list
- Blog
- Podcast
- Social Media
 - Facebook
 - Twitter
 - Instagram
 - Snapchat
 - TikTok
 - YouTube
 - Pinterest
- Live
 - Festivals
 - Open Mics
 - Book Readings
 - Author meet & greet
 - Interviews

Other

