

Answer six questions to tell your story

<p>WHO</p> 	<ul style="list-style-type: none"> - is my audience? - benefits from this? - is this for? - might want this? - do I want to participate, buy, use?
<p>WHAT</p> 	<ul style="list-style-type: none"> - am I offering? - is the product? - is the service? - is the purpose? - will transform a life, experience, business, person?
<p>WHEN</p> 	<ul style="list-style-type: none"> - is this available? - For how long? - Once or repeatedly? - How often? - When is it over or gone?
<p>WHERE</p> 	<ul style="list-style-type: none"> - is the venue? - is the URL? - should participants/customers enter, arrive, etc? - is the business address, city, state? - can someone get more info?
<p>WHY</p> 	<ul style="list-style-type: none"> - is this happening? - is this better than that? - should someone care? - now?
<p>HOW</p> 	<ul style="list-style-type: none"> - can someone get more info? - else can someone be supportive? - register, participate, buy or schedule? - can someone build more of a relationship?

Answer these six questions to:

Write a press release ~ Write a story ~ Develop an advertisement

Promote an event ~ Create an invitation ~ Make a case statement