

MANUSCRIPT PLANNING

Purpose: Why are you communicating this topic? What's the issue and what do you hope to change?

Audience: Who do you want to reach? What demographic?

Key Message: What three things do you want the audience to remember?

Story: Scribble a rough outline expanding on your Key Message above. How does it start and end? What points are addressed in between?

A large, empty rectangular box with a thin black border, intended for the user to scribble a rough outline of their story.

People/Places: What locations and people will you feature in your manuscript?

A large, empty rectangular box with a thin black border, intended for the user to list locations and people featured in their manuscript.

Style/Tone: What does your story look and feel like?

CTA: What call to action will you have? What steps does your audience need to take?

Goals/Outcomes: What high-level results do you want to achieve for yourself as an author?

Measuring Indicators: How will you be able to measure your success? What metrics will you use?

Prep work: Jot down a “to-do” list of things you need to create or polish up before you finish the manuscript (time management, improving your website, building social media platforms, expanding email lists, a marketing plan, expense accounts, research, etc.,).