

Answer six questions to tell your story

WHO 	<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?
WHAT 	<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?
WHEN 	<ul style="list-style-type: none"> – is this available? – For how long? – Once or repeatedly? – How often? – When is it over or gone?
WHERE 	<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?
WHY 	<ul style="list-style-type: none"> – is this happening? – is this better than that? – should someone care? – now?
HOW 	<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