



PLATFORM

Platform is the unifying idea/subject that is a part of all you do, write, and want more of in the world. It has worked its way into all areas of your life, even if you don't realize it yet. You use your platform to connect with your ideal readers. Knowing it helps you effectively focus your marketing and promotion efforts. These questions will help uncover it.

1. What do you think the world needs more of?

2. What could you talk about (and learn about) forever and not get tired?

3. What do you secretly have a huge collection of and/or wish you had unlimited money for?

4. What is the biggest fear in your life and where does this show up?

5. What are you the most proud of accomplishing and why?

6. What other questions do you have about your platform?
