KIM I PLYLER

Thank for downloading this document.   It was great to meet you at the Vistage Executive Summit. As a Vistage member I look forward to helping you Master Your Story. Let's start with a "What Is?" Conversation. You can reach me at +1 484-353-9859.

Ten Things to Check BEFORE You Post That Story

1. Typos. You can't imagine how many typos make it to the front page.

2. Facts. Make sure your story's facts are double checked.

3. Quotes. Check them, especially yours.

4. Content. Is it relevant to the audience?   If they don't need the information they won't read it.

5. Awareness of others. Check to see if the information you are posting could hurt someone. You could come across as insensitive to others.

6. You. Check with yourself and see if the next day you wished you could take the story back, or in five years, will you still be glad you posted it?

7. Purpose. Make sure you fully understand your reason for posting. What is the end goal? If you do not have one, get one or don't post it until you do.

8. Pacing. Check to make sure your pacing fits the audience and the medium you are posting in.

9. Hook. Be sure your story has a hook that will bring them back.

10. Re-Read. Then re-read and re-read again. At least "three readings then call me in the morning."

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