



MAVEN RISING ACTION

Your Flagship Message-Sharing Channel

Frequency- at which frequency will you share your ongoing message?

*Select your flagship channel. What are you best at? Writing? Speaking?
Being in front of a camera? Consider where your audience is. Online? Offline?*

*Create evergreen content. Create an editorial calendar for the next 12
months. When thinking about topics, ask yourself: "Will this piece of content
still be of interest to people 5 years from now? Start listing some topics of
interest to your audience*

How do you plan to leverage your content to maximize the work you have already done?