

C.A.R.V.E. YOUR PLATFORM

C.= Channels

A.= Accomplishments

R.= Relationships

V.= Visibility

E.= Evidence

Here is a worksheet for you to articulate and expand your platform.

These are the elements of my platform:

- Previous media appearances**
- Books or other previous publications**
- Presentations/talks given**
- Scheduled public speaking events in the future**
- Great feedback comments from talks**
- Blurbs from well-known or credible experts in my area**
- Research I have done or that I have compiled**
- Statistics on the size and motivation of my audience/readers**
- Snail-mail mailing-list size**
- Marketing avenues available**
- Marketing experience**
- Advertising/PR I have done or will do**

- ❑ **Email newsletter and mailing-list size**
- ❑ **Website number of unique visitors or hits**
- ❑ **Blog**
- ❑ **YouTube Channel and number of views**
- ❑ **Facebook page/friend count/Likes**
- ❑ **Number of Pinterest followers and re-pins/Likes**
- ❑ **LinkedIn account and number of connections**
- ❑ **Twitter account and number of Twitter followers**
- ❑ **Any other social media accounts and influence**
- ❑ **Media coaching I have had**
- ❑ **Google ranking for me or my topic**
- ❑ **Sales results from previous books or products**
- ❑ **Professional materials for my business (letterhead, logo, etc.) and proposal**
- ❑ **Degrees/certifications**
- ❑ **Awards**

PLATFORM COMMITMENT AND TRACKING WORKSHEET

What are you going to do between now and when you next pitch a proposal to speak or write or consult to articulate and expand your platform?

By when will you do these platform-expanding and articulating things you plan to do?

How will you keep yourself on track with these commitments and tasks? How will you get yourself back on track if you get sidetracked or derailed?

Do you need a partner or coach to help you get clear on what you will do and stay on track? Someone to help hold you accountable? By when will you enroll that person to help you?

Handout prepared by Bill O'Hanlon for SpeakerNet News. Feel free to share it.

Find out more about Bill and get some free help writing your book or for enhancing your platform at:

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