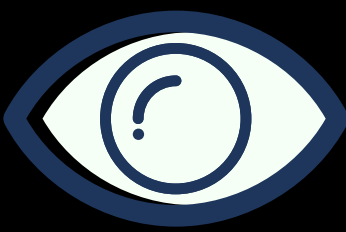




WHAT'S YOUR WRITING AGENDA?

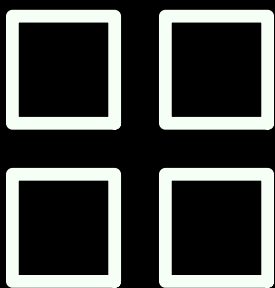
A writer who knows his or her agenda and the agenda for each project produced has a far better chance of achieving both than a write who drifts project to project without an agenda. An agenda keeps the writer focused on objectives in a career field where slivered focus creates steep consequences.

WHAT AND WHY NOW?



- WHY ARE YOU WRITING THIS STORY?
- WHYWRITE IT NOW?
- WHAT DO YOU HOPE TO ACHIEVE WITH THIS STORY?
- WHAT DO YOU, THE WRITER, DESIRE FROM IT?

YOUR BODY OF WORK?

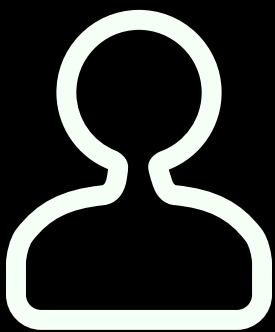


Its this project one that fits into your body of work, or does it deviate or expand on your body of work?

Either is fine, provided you understand the extra effort in marketing and media with deviations and expansions.

Rather than building on an existing momentum, you must create a new momentum.

KNOW YOUR OBJECTIVE



Set a realistic objective for your work, then structure your efforts to enhance your odds of meeting that objective. Be specific--and flexible. Your clear vision often presents unexpected opportunities.

Learn More at vickihinze.com in **On Writing** blog.

Learn More at vickihinze.com in **Writer's Zone**.