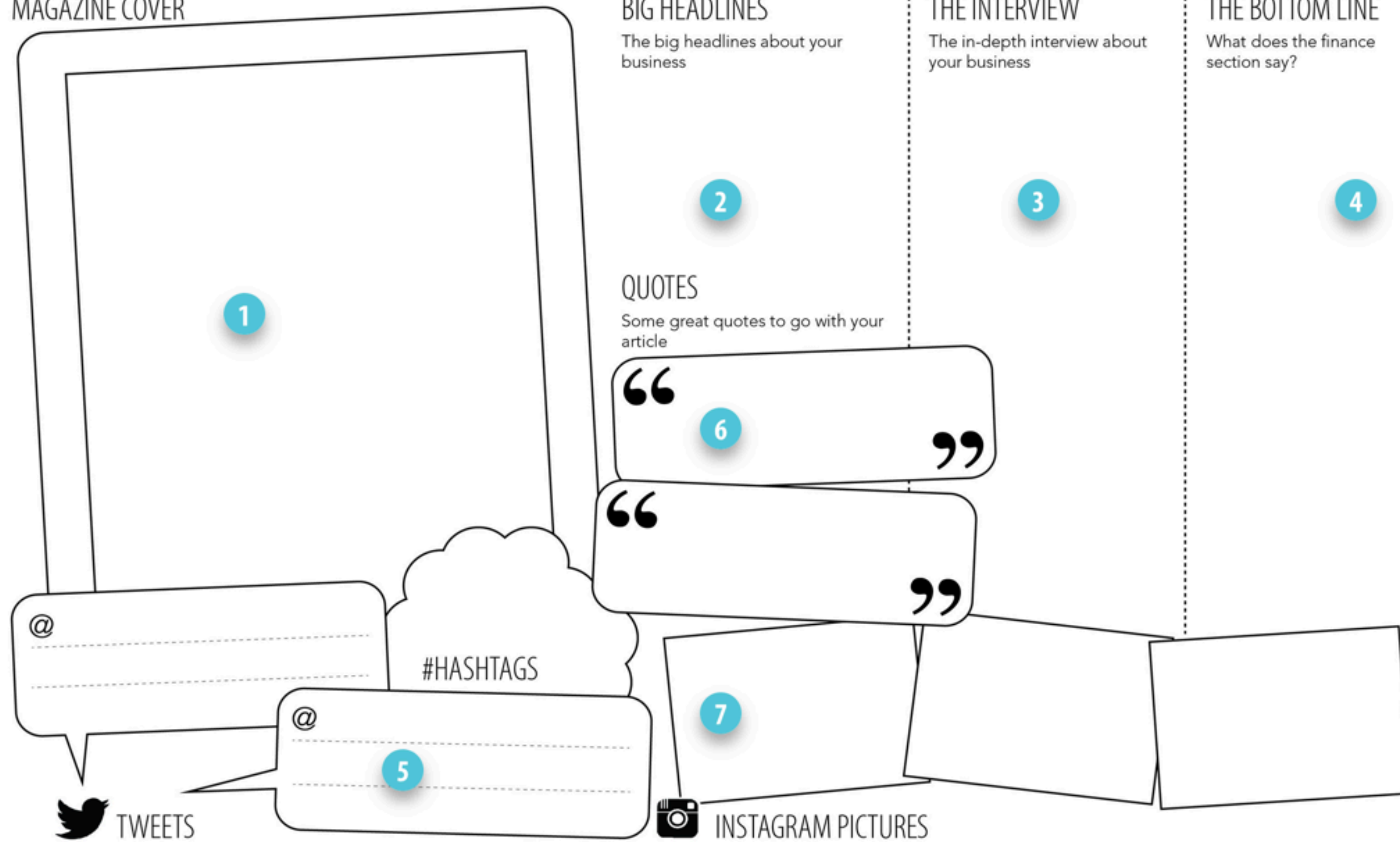


## MAGAZINE COVER



**1 COVER** Make the cover really jump out. Don't limit yourself to just sticky notes. Draw or cut and paste pictures from magazines.

**3 INTERVIEW** Who is telling your story in the interview? Is it someone you work with? Your customer? What is the interview about?

**5 SOCIAL MEDIA** Use social media and Instagram photos to add more flavor to your story. What would get retweeted?

**7 INSTAGRAM PICTURES** What are the snapshots taken during your journey? What will end up on Instagram?

**2 HEADLINES** Put down some eye-popping headlines. What would make people stop in their tracks and read the article?

**4 BOTTOM LINE** What does it all boil down to? What has been achieved according to the article?

**6 QUOTES** Don't just mention the positive quotes. Ask yourself how your competition and critics will respond.

