



Posting With Purpose PlayShop PlayBook

MY SUMMARY OF CHAPTERS 1 – 4

MY WHY

My top 3 *Core Values* that reflect in the Creative Work I'm doing

- 1.
- 2.
- 3.

MY WHAT

My *Vision*~the big-picture of what I do and how it will make a difference

MY HOW

My *Mission*~how I am accomplishing my Vision

MY WHO

The Avatar for exactly who I wish to enchant and attract

MY MANTRA

The tagline or message in just a few words that clearly expresses my WHY, WHAT, HOW in a way in which my WHO will most positively respond