

Foreword by Whitney Johnson,
author of *Disrupt Yourself*

BOOK DISCUSSION GUIDE

reach

**Create the Biggest
Possible Audience
for Your Message,
Book, or Cause**

BECKY ROBINSON




discussion
guide

Reach Discussion Guide

Now that you've finished the book, I hope you'll consider incorporating some of the ideas to create reach for your work. The following questions will help you reflect on what you've read and identify what's important to you. I'd love to hear about what's been most significant to you. Feel free to reach out to me via email: becky@weavinginfluence.com.

1. Reach = expanding audience + lasting impact. Which of these is most important to you right now? Why?
2. Who is a famous person who has made a significant impact on your life?
3. Who are some people who have made an impact on your life through online content who are not widely known? What do you appreciate about them?

4. Which of the Four Commitments (value, consistency, generosity, longevity) is most challenging for you? Which comes most naturally?
5. What does it mean to you to plant 500 trees?
6. What is the message you are most passionate about sharing with the world?
7. Who are the people most in need of your message right now?
8. What investment have you made in growing your online presence?
9. What does a successful online presence look like for you? What metrics do you use to determine success?
10. Which of the reach fundamentals (creating a website, creating a permission-based email list, maintaining a social media channel) is most challenging to you? Which do you most enjoy?
11. What is your favorite type of content to create?
12. If you had unlimited resources of time, what content would you create?
13. If you had unlimited financial resources, what content would you create?
14. What are your experiences of being the recipient of email marketing? What types of content do you think your potential followers would like to receive via emails from you?
15. In what ways have your networks supported you in creating reach?
16. Have you written a book? If yes, what value did it bring to you?
17. What ideas do you have about creating reach for people with marginalized identities?



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and practical tips that
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