

HOW DO YOU TALK ABOUT SORA?

“

Have you checked to see if we offer that book on Sora? I've been using Sora to annotate my copy of the book, using different highlight colors for each of my classes so I can keep track of my lessons.

Want me to show you how it works?”

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NOW IT'S YOUR TURN...

AUDIENCE

Which **features** are most likely to appeal to your intended audience?

COLLECTION

Which **titles** will resonate with readers and non-readers at your school?

OPPORTUNITY

Where are you likely to address your intended audience?

WRITE YOUR SORA "ELEVATOR PITCH"

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