

# HOW DO YOU TALK ABOUT SORA?

## WRITE YOUR ELEVATOR PITCH

As easy and powerful as Sora is, it can be hard to get the idea across to folks who've never encountered it or who don't use it regularly. The end goal is to get your school community engaged with and excited about Sora.

### 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?

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Write a 1-2 sentence elevator pitch about the aspects of Sora that will connect to your intended audience.

Try creating unique elevator pitches for different audiences in your school community.

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