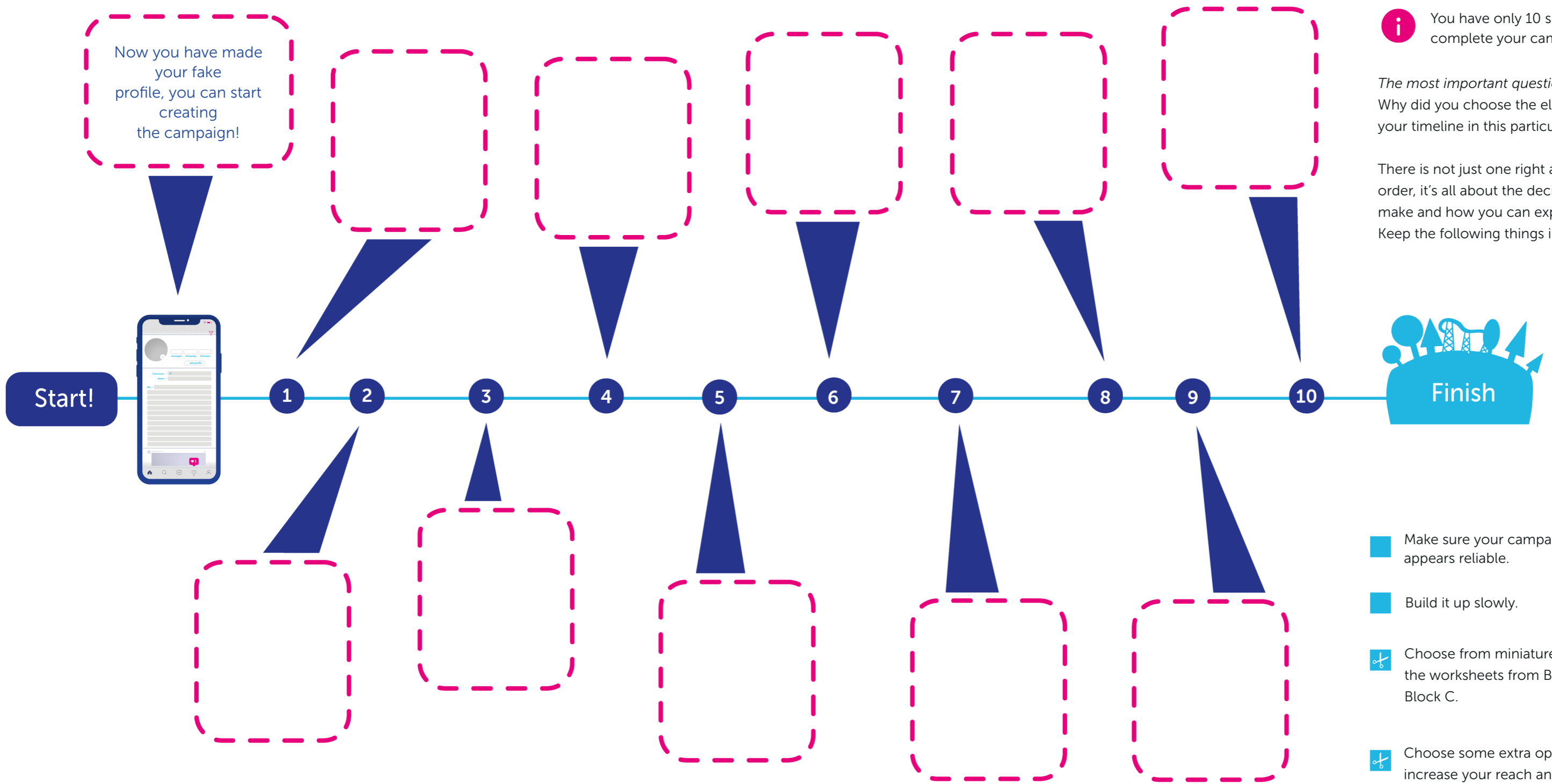






# Create your own CAMPAIGN



**i** You have only 10 spots to fill to complete your campaign.

*The most important question is:*  
Why did you choose the elements in your timeline in this particular order?

There is not just one right answer or order, it's all about the decisions you make and how you can explain them. Keep the following things in mind:

-  Make sure your campaign appears reliable.
-  Build it up slowly.
-  Choose from miniatures from the worksheets from Building Block C.
-  Choose some extra options to increase your reach and generate attention. See the separate worksheet.