



# Your Coming Out Stories Publishing Plan

What stories do you already know?



What about your story?

Who do you want on your team?



Spelling, grammar, gentle coaching?

What materials do you already have that you wish more people could see?



Ally cards, state laws, data, definitions

What distribution channels do you have?



Workshops, trainings, New employee packets, events



# **Your Coming Out Stories Best Practices**

## **Honor Your Authors**

- Authors own their own story. They have a right to publish it exactly as is or choose to receive edits
- It is their voice – any edits should preserve their voice

## **Support Your Authors**

- Reinforce - their story matters
- Let them know editing support is available if they want it
- Check in to see what they need
- Offer to talk it through with them if they seem stuck

## **Design Tips**

- Keep it simple and well organized (no crazy fonts)
- Use white space, pictures and call outs
- Copy Editing matters – do it!

## **Podcast Tips**

- Prepare in advance (read the story & develop 5 questions)
- Be gentle with your authors (send Qs in advance)
- Keep it short! Under 10 minutes