



**for Ream Stories,  
Kickstarter,  
Book Boxes, Book  
Launches, and More**



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THE SOUL WRITER



## **Welcome to Plan That Swag**

**I am thankful you took the time to plan something fun for you, your followers, your backers, and your readers to share. After making so many of these things last year for my own Kickstarter and for other authors, I wanted to give you some insight into my process.**

**We addressed some of these things in previous workshops on planning Ream Stories and Kickstarter tiers. You're welcome to reflect on those answers, include them, or disregard them entirely.**

**If you're new here, welcome. Here is the link to the previous workshops we have done on these topics this year.**

**<https://www.jennathesoulwriter.com/2024planning>  
<https://www.jennathesoulwriter.com/tierbuilders>  
<https://www.jennathesoulwriter.com/28daysofsoulcare-feb24>  
<https://www.jennathesoulwriter.com/swaggymerch2024>**

**I look forward to seeing you at other workshops and live writing sprints, either on my channel or hosted by other authors in our little niche of the internet. Thank you for all you do to support me, others, and most importantly, yourself.**

**Some people have asked that I take the time to provide a Google Doc template version of this workbook. I aim to do so in the future, starting with this workshop!**

**If I repeat the workshops next year, yes, I will update them, too. Spiral staircase mode being what it is.**

**For the link to the Google Doc template, which will force you to make a copy for yourself, please click the link below or use the QR code provided. This document also includes the questions that are on the Google Sheets at the end of this workbook/workshop.**

**<https://docs.google.com/document/d/14fkW2q4YLoxkVoKjaW-lqwLMmd0DqVvP6o2Ztb6DVGA/copy>**





**What project am I planning for?**



**Is there a theme to this project?**

**Am I looking for specific colored items? Items related to specific characters?**



**Do I need to design any of these items? If so, what?**

**Do I need to order any of these items? If so, what?**



# **Brainstorming and Refining Digital Swag Ideas**

# **Brainstorming and Refining Digital Swag Ideas**



# **Brainstorming and Refining Physical Swag Ideas**

# **Brainstorming and Refining Physical Swag Ideas**



**When it comes to planning my Ream Stories and Kickstarter Tiers, I became a fan of using spreadsheets. Therefore, please feel welcome to make a copy of my template to help plan yours, too! Please click the link or use the QR code as you wish.**



**[https://docs.google.com/spreadsheets/d/1yxbVxh8R4laZ7rOVSdzegvEiBTTrz\\_fxf9AYEWQnAQ/copy](https://docs.google.com/spreadsheets/d/1yxbVxh8R4laZ7rOVSdzegvEiBTTrz_fxf9AYEWQnAQ/copy)**

**Thank you for taking the time to complete this workshop. Would you care to give some feedback on it?**

**Click the link to the Google Form below, or please feel welcome to use the QR code provided.**

**<https://forms.gle/ULxDGmAqr9t66ssc9>**







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