**Artifact & Description: Upload a document or artifact that represents something significant about your life to show your learning in action.​**

**Describe how your artifact demonstrates your learning in action. Please limit this response to approximately 250 words.**

When a life-changing problem happened between my best friend, I needed closure. Writing this book, my first ever, gave me exactly that. I expressed myself in a way I had never done before. Meanwhile, I have always wanted to monetize my work, so I decided to sell it.

As much as I learned a lot about writing, the most valuable takeaway was the learning experience I went through from the business side of things. As it was the first time selling my own product, I tried thinking of ways to make this book marketable as an unknown individual. By reading through online sources and reaching out to several relatives working in marketing, I found one common principle: relate to the audience. From there, I decided my audience: teenagers, since the book was about a relatable problem experienced by a lot of them. Next, I had to find methods to promote it. From various platforms, I decided to experiment with a two-step process. First, I tried to gain awareness by posting it through Instagram. Moreover, I decided to do a book launch to an english-speaking teenage community to boost its recognition. Secondly, I personally messaged interested people to build customer relationships.

The process yielded satisfactory results as I got around 20 buyers for both online and offline, which was more than I expected considering this was my very first book. Overall, I felt like launching this book took me through an unexpected lesson-filled journey that developed me further as a businessman.

Hi Danet!

This was an interesting read overall! Here are some points to consider:

* Elaborate what the “lesson-filled journey” was exactly
* How have you developed further as a businessman?
* Discuss more about the challenges you faced (or still face) and how you have grown (and will grow) from it

All the best for your application!

Madeleine and Paul

ALL-in Essay Editors