

Purpose: Why are you telling this story? What is the issue, how are things now, and what change do you want to make?

Audience:

Who do you want to reach? Give each segment a name, profile & some tweets.



Key Messages:

What 3 things do you want your audience to remember?



Call To Action:

What steps do you want them to take?



Story:

What kind of story shall we tell? How does it start (hook), how does it end (jab), and what memorable moments happen in between (plot)?



People & Places:

Who will feature in our story and what locations will be used?



Style & Tone:

What does our story look and feel like? List some key imagery and reference samples. What is the musical vibe?



Campaign:

How will you get your story out there? Map the key touchpoints on a timeline.



Goals:

What are some of the long-term, high level changes you want to happen?



Objectives:

How will we measure success with some specific metrics & outcomes?

