

**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:**

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.



**Outcomes:**

What are some of the high level outcomes you want to achieve?



**Indicators:**

How will we measure success with some specific metrics?

