

# STORY BRAINSTORM



Subject:

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Primary Audience

Who are you talking to?

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SMART Goal:

What is the specific, measurable goal of sharing this story?

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## Core Concepts

What core concept(s) can this story fall under?

- Undeniable
- Collective
- Inspirational



## Messaging Goals

What defining goals does this ladder up to?  
(See Choosing a Messaging Goal Worksheet)

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## The Spark

What makes this story interesting or notable?

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## Content Draft

Write an initial draft of the piece of content.

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How does this align to the core concept(s) you selected?

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What data or proof points make the message stronger?

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