

# STORY BRAINSTORM



Subject:

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Primary Audience

Who are you talking to?D

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SMART Goal:

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

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## Core Concepts

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

- Undeniable
- Collective
- Inspirational



## Messaging Goals

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

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## The Spark

What makes this story interesting or notable?D

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## Content Draft

Write an initial draft of the piece of content.D

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

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What data or proof points make the message stronger?D

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