

Storytelling Goals Worksheet

Your Goal	How to Tell Your Story	Where to Share
	Hero/Why it Matters:	<input type="checkbox"/> MAGAZINE <input type="checkbox"/> NEWSLETTER <input type="checkbox"/> EMAIL <input type="checkbox"/> EVENT <input type="checkbox"/> SOCIAL <input type="checkbox"/> WEB <input type="checkbox"/> BILL <input type="checkbox"/> ON HOLD MSGE
	Visuals: <input type="checkbox"/> Video <input type="checkbox"/> Still Images <input type="checkbox"/> Graphic	Audience: <input type="checkbox"/> INTERNAL <input type="checkbox"/> EXTERNAL <input type="checkbox"/> OTHER
	Hero/Why it Matters:	<input type="checkbox"/> MAGAZINE <input type="checkbox"/> NEWSLETTER <input type="checkbox"/> EMAIL <input type="checkbox"/> EVENT <input type="checkbox"/> SOCIAL <input type="checkbox"/> WEB <input type="checkbox"/> BILL <input type="checkbox"/> ON HOLD MSGE
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	Hero/Why it Matters:	<input type="checkbox"/> MAGAZINE <input type="checkbox"/> NEWSLETTER <input type="checkbox"/> EMAIL <input type="checkbox"/> EVENT <input type="checkbox"/> SOCIAL <input type="checkbox"/> WEB <input type="checkbox"/> BILL <input type="checkbox"/> ON HOLD MSGE
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