



2020 CHAMPION PLACEMAKERS WORKSHOPS

THE STORYTELLING PROCESS ...

You will have lots of facts, figures, and messages to get across in one story. These steps will help you tell your story to the your most enthusiastic fans in the most effective way.

1. Know your audience.
2. Define your core message.
3. Decide what kind of story you're telling.
4. Establish your call-to-action.
5. Choose your story medium.
6. Write.
7. Share and respond.



THE STORYTELLING PROCESS HOMEWORK ASSIGNMENT

Let's look at writing your story in a different way! Use the boxes below to fill in your story.

*Remember you can have several stories for different audiences. Parts of the story may overlap, keep that in mind when filling out these boxes. **Psst - spice this homework up a little (or a lot, you're the storyteller!)** and create a short video and submit to Janis at janis@eccvb.org. We would love to share your video at our next meeting.*

1. Know your audience

Who wants to hear your story? What niche(s) will you be speaking to?

Cultural Explorer

Creatives

Roadtripper

Other (and why): _____

2. Define your core message

Is your story selling a product or promoting an event? Explaining a service or discussing an issue? Black and white: what is the point of your story (in 10 words or less)?

3. Decide what kind of story you're going to tell

To determine what kind of story you're telling, work out how you want your audience to react. Remember, storytelling goals incite action, tell people about yourself, convey values and foster community or collaboration.

4. Establish your call-to-action (CTA)

What action do you want your audience to take after reading, hearing, or watching your story.

- | | | |
|--|--|---|
| <input type="checkbox"/> <i>Try/buy product</i> | <input type="checkbox"/> <i>Buy a ticket</i> | <input type="checkbox"/> <i>Become a member</i> |
| <input type="checkbox"/> <i>Sign up for eBlast</i> | <input type="checkbox"/> <i>Refer a friend</i> | <input type="checkbox"/> <i>Share to social profile</i> |
| <input type="checkbox"/> <i>Other:</i> _____ | | |

5. Choose your story medium

What form(s) will your story be? It is helpful to keep in mind how your story could be told through different mediums.

- | | | | |
|---|--|---------------------------------------|---|
| <input type="checkbox"/> <i>written</i> | <input type="checkbox"/> <i>spoken</i> | <input type="checkbox"/> <i>audio</i> | <input type="checkbox"/> <i>digital</i> |
|---|--|---------------------------------------|---|

6. WRITE

With your core message, audience objective, and call-to-action already established, this step is simply about adding detail and creative flair to your story.

[SEE NEXT PAGE]

7. Share and respond

Once your story is written (and reviewed), share it on the most suitable channel and stick around to chat with the audience. If your time is limited, focus on at least answering any questions left by your audience.

- | | |
|---|---|
| <input type="checkbox"/> <i>Social media (Facebook, Instagram, etc)</i> | <input type="checkbox"/> <i>Email list</i> |
| <input type="checkbox"/> <i>YouTube, Vimeo</i> | <input type="checkbox"/> <i>Podcast platforms</i> |
| <input type="checkbox"/> <i>Blog, guest post on another blog or publication</i> | |

WRITE YOUR STORY

With your core message, audience objective, and call-to-action already established, this step is simply about adding detail and creative flair to your story.