



Story Comes First method worksheet

Use this worksheet to outline your content. You can begin with any section as long as you complete them all.

The Moment

Describe a person (yourself or audience target), place, event and their struggle, goal, or use of a product/service. Use at least two details: person, location, time, environment (temperature, busy, etc.).

Audience Need

Describe their goals, challenges and needs that relate to the moment.

Back Story/Research

What is the context for the audience need and the moment? Tell the background story or feature research that supports or highlights it (reference quality sources that assist your brand).

Big Idea

Describe the broader theme that solves the audience needs or puts them into context. This is where you introduce the promise of the article and/or your theme, framework or model.

The How

Describe how your product, service, or technology works. This is the section for details on your process or solution and how it satisfies the customers' needs or helps them achieve their goals.

For more information on how to use the method, read [Brand, Meet Story, How to Create Engaging Content to Win Business and Influence Your Audience](#) (Routledge, October, 2016).