

Rabbit Holes

Thank you for joining us for this **Rabbit Holes** session. This worksheet will help you rough out the beginning of a brand story and help formulate a tiny plan that will become a template for adding content marketing into your overall marketing strategy.

Rabbit Holes

WORKSHEET

BRAND PERSONALITY

In defining the brand personality of your organization, you identify human characteristic that exemplify the organization's vibe. All of your marketing materials will embody these characteristics.

Write up to four words that describe your brand personality.

BRAND WORD

BRAND WORD

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NOTES

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WORKSHEET

STORYTELLING VIGILANCE

Storytelling requires vigilance, and good content matters. There are four basic elements that make a story compelling: Villain, Call, Hero, Resolution. Rough out a brand story here.

Pick one descriptive word from the first exercise to build a story around:

Identify a villain, call, hero, and resolution:

<hr/>	RESOLUTION
VILLAIN	<hr/>
<hr/>	<hr/>
CALL	<hr/>
<hr/>	<hr/>
HERO	<hr/>

How does this tell your brand story?

Write a headline:

Rabbit Holes

WORKSHEET

CONTENT MARKETING PLAN FOUNDATION

Lean marketing is the practice of taking a large piece of content and chopping it up into smaller pieces that you can re-purpose across channels. All these pieces lead people back to the large piece where there is a gentle nudge for an action and information your audience finds valuable.

