

THE STORYTELLING CANVAS

GOAL <i>Why are you telling this story?</i>				
MARKET <i>Who do you want to reach? Give each audience member a name, a profile, a few tweets.</i>	KEY MESSAGES <i>What 3 things do you want your audience to remember?</i>	STORY <i>What problem are you solving? What does the world look like when your solution has been implemented?</i>	PEOPLE <i>Who is the hero of the story? How will their lives be better?</i>	CAMPAIGN <i>How will you get your story into the world?</i>
	CALL TO ACTION <i>What steps do you want your audience to take?</i>		STYLE + TONE <i>What does your story "feel" like? List some images, emotions.</i>	
TRENDS <i>What are the most influential trends right now? Is there a way to leverage them?</i>	OUTCOMES <i>What are some high-level outcomes you want to achieve?</i>		MEASUREMENTS <i>How will you measure your success? Do you have specific metrics?</i>	

Acknowledgement: The Story Canvas is based on Alex Osterwalder's [Business Model Canvas](#). The BMC is licensed under the Creative Commons Attribution-Share Alike 3.0 License.

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