





# STORY MARKETING ROADMAP

START WITH THE  
END IN MIND  
What is your offer?



STEP  
01

## MOOD

Decide on the type of story you will tell.  
[Entertaining, Shocking, Informative, Inspiring etc]



## STRUCTURE

Pick the story structure.  
[Mountain or Plateau]



STEP  
02

STEP  
03

## VISUAL

Choose a photo from your phone.  
[What story does this photo tell, really?]



## PLOT THE STORY OUTLINE

[Use the Mountain or Plateau]



STEP  
04

STEP  
05

STEP  
06

## PUBLISH

Put your story out in the world! Use Your Content Personality™.

## STORY DRAFT

Create the story draft.  
Marketing points to remember:

1. Story / Photo
2. CTA
3. Transition
4. Offer
5. Possibilities

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