

Storytelling Pull Plan

Step	Notes	Description
1. Identify Story Goals & Define Audience		Outline the objectives, scope, and desired outcomes of the project.
2. Identify Topic		Outline Relevancy: To whom? Where are the crossovers? How does this align with our goal (ROI)?
3. Pick a Medium		Based on goals/audience: Time, budget, resources, and access will all determine where this story gets told.
4. Storyboard		Outline the talking points to flush out main ideas. Brainstorm – nothing is off the table!
5. Get Your People		Assign tasks (your team) and who's involved (sources/experts, interviewees, firms, outside faces). If involving clients, let them know what you're planning on doing.
6. Storyboard Again		With sources confirmed, flush out the main ideas of the story. Plan your interview questions and shot lists (if video). Decide the best interview format to get the info/quotes. Anticipate potential go-backs.
7. Execute		Be flexible and adapt. Once you've gathered what you need, start piecing it together. Start with dialogue (what are people saying, who's saying it, who else is saying it? etc.) You'll start to see your theme and the 'energy' of the story.
8. Draft, Edit, Edit Again		Show, Don't Tell; Give It Rhythm, Ride the Dopamine Coaster (if appropriate) and Cut the Fat! Decide how much you need and keep only what serves the story/topic/theme.
9. Release		Measure results, use for future storytelling planning.