

## CONTENT PLANNING GUIDE



### FIX A PROBLEM

WHAT ARE YOU FIXING? \_\_\_\_\_



### ASSIGN AN EMOTION

LAUGH

CRY

INSPIRE

ANGER



### DECIDE ON THE JOB

SHARE

COMMENT

REACT

MESSAGE



### OUTLINE THE FORMAT

ADVENTURE

TALK SHOW

SECRETS

PROCESS

DOCUMENTARY

INTERACTIVE

REACTION

NARRATIVE

STORIES

COLLABORATION



### CHOOSE YOUR MEDIUM

WRITTEN

IMAGES

AUDIO

VIDEO



### TELL THE STORY

Once Upon A Time...

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Every Day...

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Until One Day...

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Because Of That...

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Because Of That...

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Until Finally...

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_