

Communications strategy outline once you have a clear goal.

MY GOAL IS _____

1. Message

[Insert your coffee cup message here. You can also add more material from your messaging house or write out your Shared value-problem-solution-call to action message]

2. Audience

[Insert here who you want to spread your message for you and take part in activities that bring your narrative to life. Think about the values you share with those audiences, which will help you think about the brand identity you create to engage with them]

3. Story

[Insert some of the pictures here that come from using the Instagram story worksheet. These are the kind of pictures you want to use in your communications, and the kinds of stories you want to tell]

Messaging Strategy

Listen



Test



Pitch



Measure



Refine



Print it and keep it as a guide for your team*