Purpose: Why are you telling this story? What is the issue, how are things now, and what change do you want to make?

Audience: Who do you want to reach? Give each segment a name, profile & some tweets.

Key Messages: What 3 things do you want your audience to remember?

Story: How does it start (hook), how does it end (jab), and what memorable moments happen in between (plot)?

People & Places: Who will feature in our story and what locations will be used?

Campaign: How will you get your story out there? Map the key touchpoints on a timeline.

Call To Action: What steps do you want them to take?

Style & Tone: What does our story look and feel like? List some key imagery and reference samples. What is the musical vibe?

Outcomes: What are some of the high level outcomes you want to achieve?

Indicators: How will we measure success with some specific metrics?

Acknowledgement: The Story Canvas (TSC) is based on the popular Business Model Canvas (BMC), developed by Alex Osterwalder. The BMC is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. TSC is subsequently licensed under the same CC Attribution: http://creativecommons.org/licenses/by-sa/3.0/.