

PLEASE **DOWNLOAD** AND **SAVE** BEFORE STARTING



## BUILDING YOUR STORY WORKSHEET

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Use this worksheet to refine the building blocks that make up your story. Get this bit right and writing your media release will be a breeze.

### **YOUR BASE STORY:**

[This is your product and the problem it solves; your reason for launching.]

### **SUBSTANCE:**

[This is your research and statistics to back up your reason for launching.]

### **SPOKESPERSON:**

[Whom in your business can you put forward for interview with the media? It should be someone who can represent your company, talk with authority about the problem your product overcomes and talk with passion about the product you are launching. What would they say?]

### **CREDIBILITY - AN INDEPENDENT EXPERT:**

[Is there someone you can call on to back up your story and your reason for launching? They should not be connected to your business but rather an independent person that can talk with authority on your industry or the issue. What would they say?]

### **COLOUR:**

[This might be an interview with someone who is affected by the issue your product solves; someone who is willing to talk about how the issue affects them personally. It could simply be your personal experience of the issue and how it drove you to create this product to combat it. What would you/they say?]

### **PHOTO FOR PRINT AND ONLINE AND/OR FOOTAGE FOR TV:**

[What could your photo be? How can you best represent the issue you solve pictorially? Where should it take place?]