

Define the Character

Client / Company / Product Name

Goals

GOALS + VALUES

Values

CHARACTER PERSONA



Name

Age

Marital Status

Number + Age of Children

Gender

Location

Level of Education

Occupation

Job Title

Annual Income

SUCCESS

What does their life look like after they successfully use your product or service?

What has changed in their life?

What are they feeling?

Challenges & Pain Points

What are their top 3 pain points?

Challenges:

FAILURE

What does their life look like if they don't use your product or service?

What would be the cost? (ie: money, time, etc.)

FEARS

What are their biggest fears? What aren't they seeing?
What's their impending danger?

Books

Podcasts

Websites

Conferences

Other

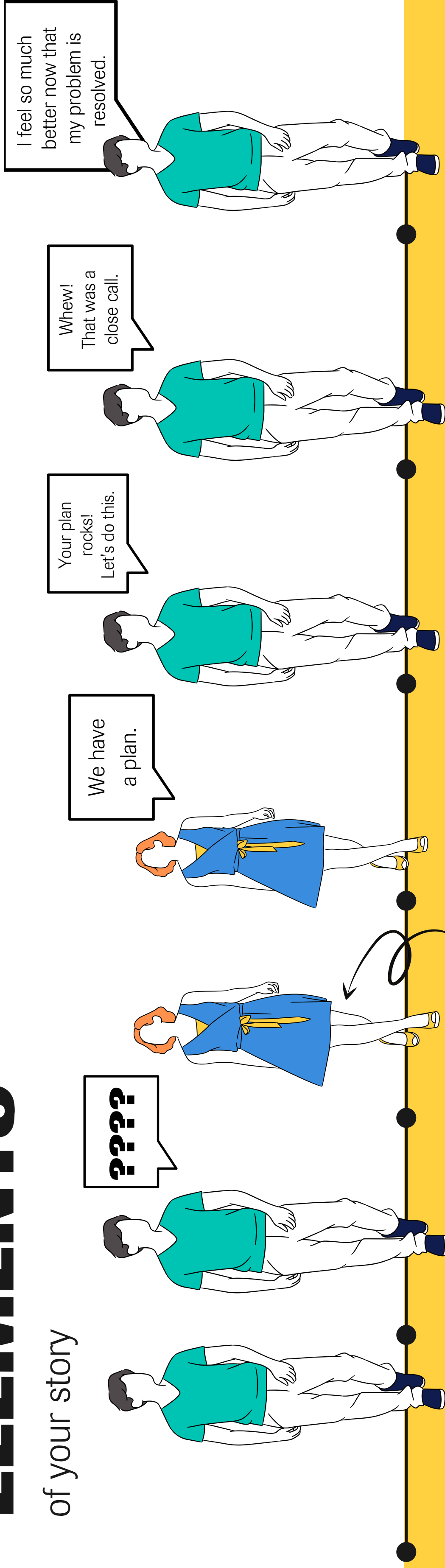
INFO + INSPO



EASTONDESIGN

ELEMENTS

of your story



HERO / CLIENT CLIENT with a PROBLEM

The Hero of your story.

Wants you to solve an INTERNAL problem.

Meets GUIDE (That's YOU!)

Display EMPATHY + AUTHORITY
 "That's really challenging." and
 "Here are some examples of our work + happy clients."

GUIDE gives CLIENT a PLAN

A PROCESS plan alleviates CONFUSION and an AGREEMENT plan alleviates FEARS.

Calls CLIENT to ACTION

CLIENT is excited and ready to take the next step. You ask them to BUY NOW!

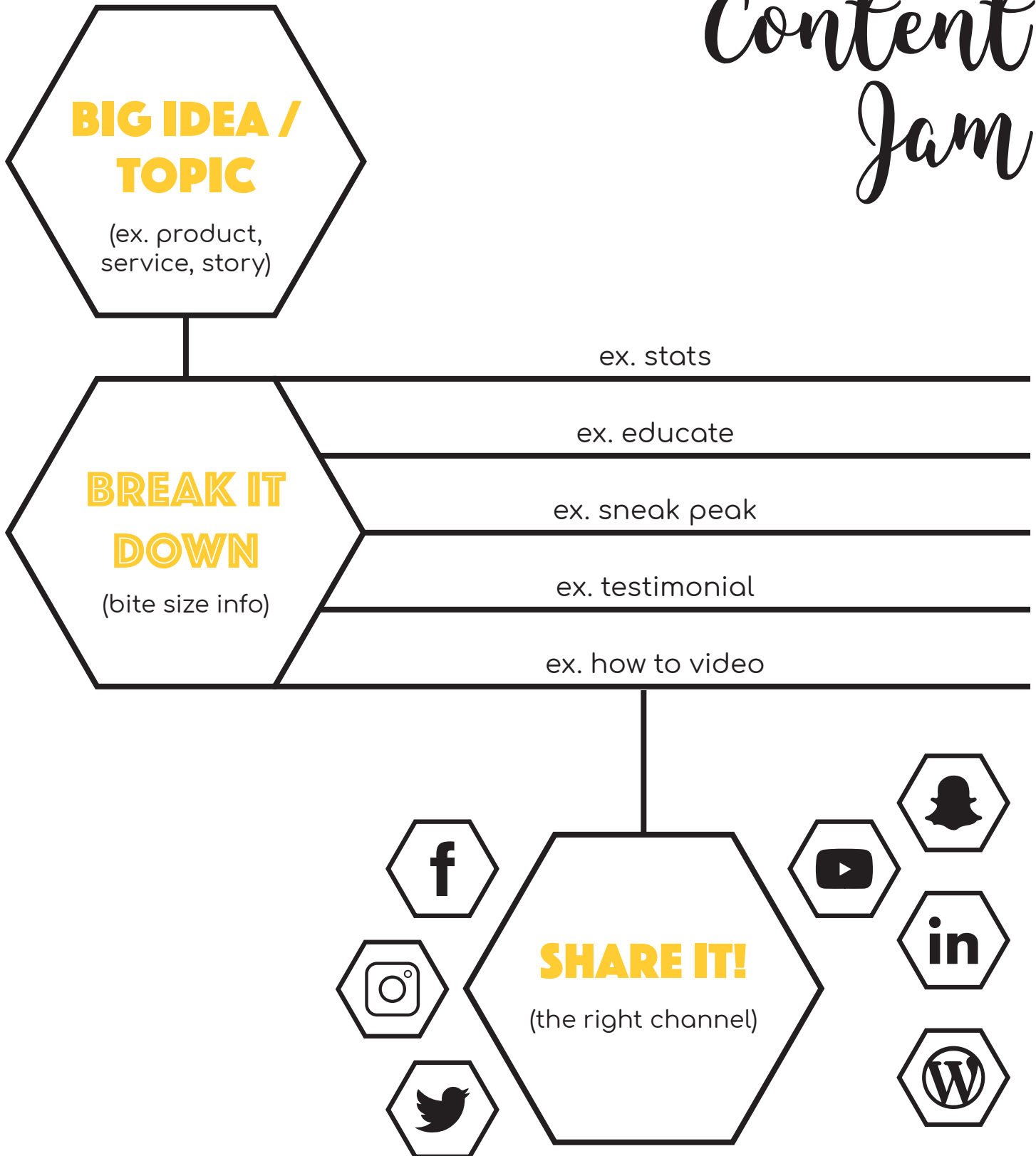
Helps CLIENT Avoid FAILURE

YOU clearly show them the FAILURE of NOT taking action.

Ends in CLIENT SUCCESS

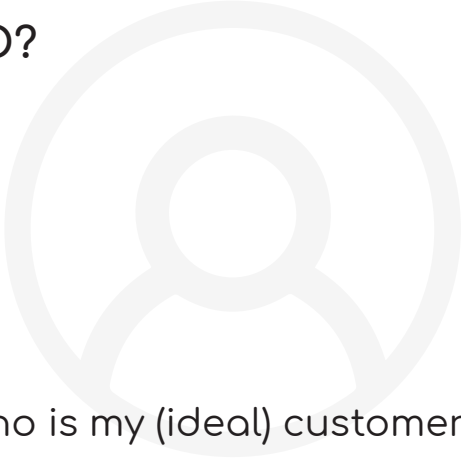
YOU have resolved all your CLIENTS' problems. Don't assume people will know how your brand can change their lives. TELL THEM.

Content Jam



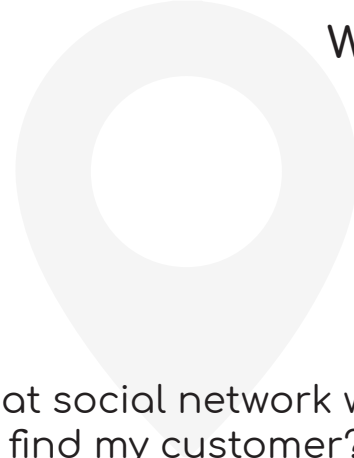
- POST WITH **PURPOSE** -

WHO?



who is my (ideal) customer?

WHERE?



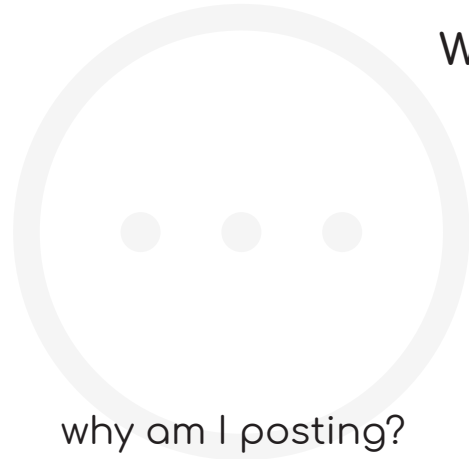
what social network will I find my customer?

WHAT?



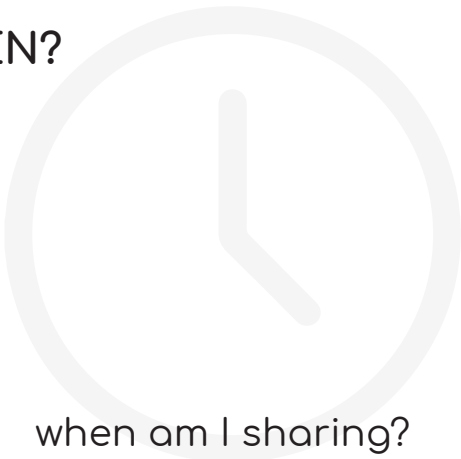
what problem am I solving for my audience?

WHY?



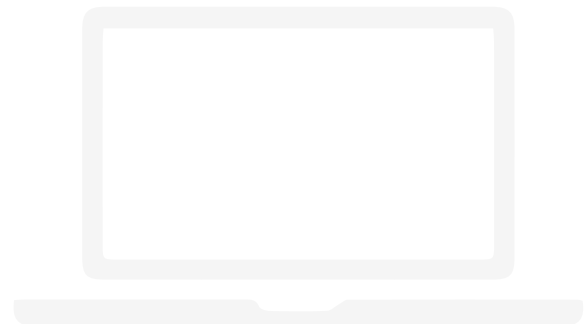
why am I posting?

WHEN?



when am I sharing?

HOW?



how will I share?
(i.e. video, photo, blog or IG, FB, Twitter, etc)

SUN	MON	TUES	WED	THURS	FRI	SAT
meet the team	product focus	inspirational quote	quick helpful tip	audience poll	client testimony	instagram post
24 hours of biz on story	client spotlight	before & after photos	behind the scenes of the office/site	FAQ	industry review	product focus
about the company	project planning sneak preview	facebook live broadcast	checklist	community focus	tell your story	short video
fun fact	meet a team member	giveaway	special offer	charitable work	“how-to” video	share someone else’s blog post
share a pinterest board	share your favorite resource	correct a common	share a fan photo	throwback thursday	recommend a tool	research a competitor
find an industry article	comment on 3 fan posts	create an event	video journal	share an inspiring song	job opportunity	thank your followers

SEASONAL OFFERS?

ANY OFFBEAT HOLIDAYS?

ANY FEDERAL HOLIDAYS?

SUN	MON	TUES	WED	THURS	FRI	SAT

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