



Strategic Narrative (B)

In part B, you will establish how you strategically employ your foundational story. This will vary based on the individual or target audience you are addressing, as well as the platform on which you share your story. For instance, you may choose to utilize only relevant keywords from your strategic story as hashtags on Instagram. In this regard, your basic story can be viewed as a primary source that you can modify and refine based on the strategic objective you aim to accomplish. Sometimes, the objective may be to persuade or inform, while other times it could be part of a sales conversation.

Filter:
How you strategically use your story depends on various factors. Consider the following:

Where? In what context do you want to share your story?

Who? Who is your target audience or what kind of person/place are you addressing?

Why? What purpose or goal do you want to achieve?

Feel free to write down or experiment with some examples:

Example 1: -----

Example 2: -----

Filter

- Where
- Who
- Why

Strategic Narrative

- Write for a specific purpose

Example 1:

Example 2: