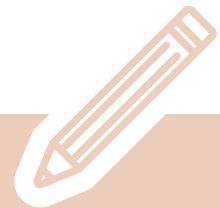


*worksheet*

# Storytelling



*with PLANOLY & StoriesEdit*

**1. In a few sentences, describe who you are, your mission, and what problem you're trying to solve:**

**2. Perform a quick content audit. Skim your Instagram profile from the perspective of a new follower.**

- Does your profile picture set the right tone?
- Does your bio explain your *who* and *why*?
- What's the link in your bio? Use tools like **linkit** or **sellit** to easily take your audience to the right place, like specific products or articles.
- Are your Story Highlights helpful?
- Does your feed evoke the intended emotions?
- Do your captions speak to your intended audience?

**3. Your content and story should provide context to your audience on why they relate and invest in your brand. Write down the three key emotions you want to evoke to your audience and future customers:**

- 
- 
-

**4. Successful social media content educates, inspires, and entertains. What are some of the types of content you write or create that does all three?**

- 
- 
- 
- 

**5. Templatize what works! What you listed above in #4 is what captivates your audience. Make it easy on yourself by creating templates of your key types of content.**

- Establish how often you want to post or publish your high-performing content
- Create templates in the **StoriesEdit** design app, **Canva**, or **Adobe Creative Suite**
- Establish when you will schedule your weekly content on tools like **PLANOLY**

Storytelling and content creation requires authenticity and creativity. We hope you take this moment to trust your muse and take a bet on yourself. Happy planning!

For more guides and resources, follow us on the 'gram **@PLANOLY**