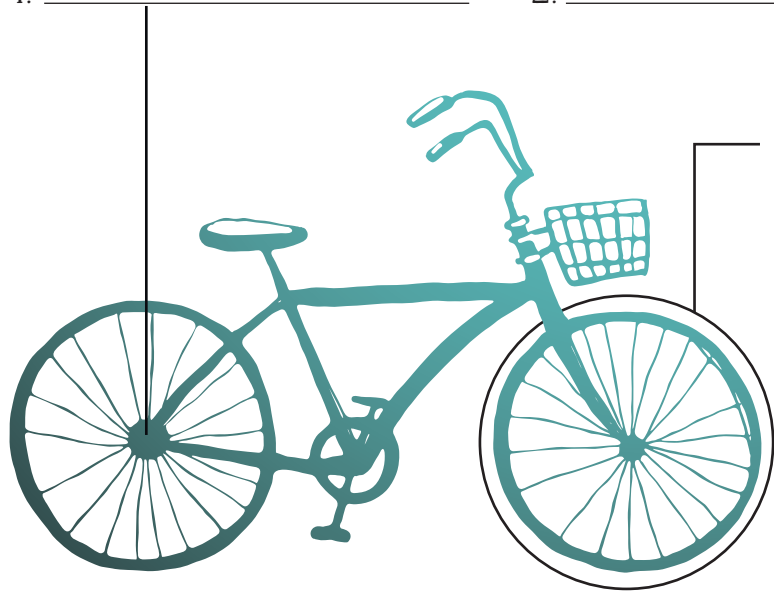


# STORY HUB

**Your 3 points of difference:** benefits / topics / themes / ideas / values that your brand story revolves around...

*Breaking your 'WHY' down into just 3 points [in order of MOST important]*

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_



**CONTENT** Longer stories that revolve around the 3 points

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## BRAND TOPICS

*Categories of content you're going to spend your time talking about*

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_  
5. \_\_\_\_\_

## WHAT DO I DO?

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*Say it one sentence. Make it simple, memorable, repeatable...*

