

## WHAT ARE KEYWORDS?

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The 5 Keywords represent the purpose or intent behind the story. They represent the inspiration, tone, audience, action, and uniqueness of the story.

In defining the purpose of the story as a series of single words, we ensure that we're getting at the essence of the story in the clearest way possible.

The Keywords are developed and agreed upon at the beginning of a project so that we have a tangible filter for all of our creative decisions moving forward. By doing so, we're ensuring that the content we create delivers the right results in the right way.

We arrive at the Keywords by looking at a series of prompts and brainstorming all the relevant, single-word answers for each. While we considered many iterations of each Keyword, what we've presented here is what we'd recommend as the purpose behind this story.

## KEYWORD PROMPTS

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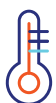
What's most inspiring about this story?



What makes the story different?



Who is the audience for this story?



How do you want the audience to feel?



What do you want the audience to do?



### PURPOSE

The objective behind your story.

Having a deeper meaning is what leads to your story being remembered, and is critical in actually having an impact.

# KEYWORD WORKSHEET

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Use the prompts below to brainstorm potential keywords. Try to find at least 25 potential keywords before you make your final selections Your final 5 keywords serve as a filter for all of our decisions moving forward.



What's most inspiring about this story?

01. \_\_\_\_\_
02. \_\_\_\_\_
03. \_\_\_\_\_
04. \_\_\_\_\_
05. \_\_\_\_\_

Final Selection - Keyword 1



What makes the story different?

01. \_\_\_\_\_
02. \_\_\_\_\_
03. \_\_\_\_\_
04. \_\_\_\_\_
05. \_\_\_\_\_

Final Selection - Keyword 2



Who is the audience for this story?

01. \_\_\_\_\_
02. \_\_\_\_\_
03. \_\_\_\_\_
04. \_\_\_\_\_
05. \_\_\_\_\_

Final Selection - Keyword 3



How do you want the audience to feel?

01. \_\_\_\_\_
02. \_\_\_\_\_
03. \_\_\_\_\_
04. \_\_\_\_\_
05. \_\_\_\_\_

Final Selection - Keyword 4



What do you want the audience to do?

01. \_\_\_\_\_
02. \_\_\_\_\_
03. \_\_\_\_\_
04. \_\_\_\_\_
05. \_\_\_\_\_

Final Selection - Keyword 5

## FINAL WORD SELECTIONS

01. \_\_\_\_\_
02. \_\_\_\_\_
03. \_\_\_\_\_
04. \_\_\_\_\_
05. \_\_\_\_\_