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**Planning your next story map**

Thinking through the foundational elements of your story is essential for success. Use this worksheet is a tool to identify some key story components *before* you dive into the ArcGIS StoryMaps builder.

1. **Elevator pitch: What and Why?**

What is the purpose of your story, or why are you making it?

1. **Who is your intended audience?**

Think about who you want to read your story: funders, policy makers, local stakeholders, friends, family, general public, scientists…

1. **What are the key takeaways for your readers?**

What do you need your readers to know after finishing the story?

1.
2.
3. **Does your story have a call to action?**What do you want someone to do, think, or feel after they’ve finished reading? This can be anything from signing up for a newsletter, to volunteering for a cause, to learning more with another related piece of content.
4. **What content do you have already, and what content do you still need?**

Think about media that might be useful for telling this story (photos, videos, audio, maps, infographics, etc.). List any media content that you have or need to get that will help support your story.

Have:

Need:

1. **Do you have any data that supports your story? If you don’t have what you need, do you know of other sources that might?**

List any data—spatial or otherwise—that could help explain your key takeaways outlined above.

Have:

Need:

1. **When, where, and how do you want to promote your story?**

Will you distribute your story through social media? Email? Something else? Are there individuals or organizations you can partner with to share it more widely? Do you need shared language or other materials for any coordinated promotion?