



B L I S S P R

Worksheet: How to Find Your Story

Apply your marketing themes to a content framework

- Invent potential marketing themes that would leverage both your business goals and success factors from previous marketing initiatives.
Example: Our firm will help prospects rethink innovation in the pharma industry
 - 1.
 - 2.
 - 3.
- Take a second look at your list of potential marketing themes. Which one holds the most initial promise, when considered in the context of the external marketplace? Write that theme down here:
Example: Our firm will help prospects rethink innovation in the pharma industry
- Now, restate that theme. Turn it into a predictive, prescriptive or provocative statement. (This may feel uncomfortable. Do it anyway.)
Example: Successful Pharma CEOs will invest more dollars in fewer drugs in 2010
- Test your theme/Point of View against a story framework. Choose 3 of the following examples:
 - Could it become an instructive story or a lesson learned? If yes, describe:
Example: 2009 Recession Changes Pharma CEOs' R&D priorities
 - Could it become a "what-if" scenario? Describe:
Example: Will Pharma CEOs Finally Solve the Pipeline Problem?
 - Could it become an underdog story? Or, are you a "Goliath" that's helping the little guy? Describe:
Example: Small Pharmas could hold the key to the healthcare conundrum
 - Could it be a romance? In business, many kinds of "marriages" exist. Describe:
Example: Expect Pharmas to acquire fewer biotechs in 2010

- Could it be the story of a villain? If there is a bad guy or bad situation, leverage it. Describe:
Example: Recession's silver lining: Pharma Boards give CEOs permission for radical R&D changes

- Could it be the story of a hero? Or even better, the unexpected hero? Describe:
Example: Pharma's middle mgmt layer may hold the keys to solving the R&D dilemma

- Is it a theme that lends itself to visual representation? Describe:
Example: Create a bar chart that demonstrates cost of failing pipeline, then create secondary image (e.g., another chart) that shows how your strategy will help to solve that

- Use your conclusions to build a story inventory:

Pre-existing content that lends itself to this theme and can be updated:

Example: 2009 speech listed several opportunities to solve pharma R&D challenges

- 1.
- 2.
- 3.
- 4.
- 5.

Content Gaps that must be filled in order to fully support the marketing theme:

Example: Do not currently have content that ties industry R&D concerns to regulatory trends; create piece that helps make correlation

- 1.
- 2.
- 3.
- 4.
- 5.