

National Ag Day Virtual Program

Creating Content that Speaks to Your Audience

Using Stories to Connect and Engage w/ Reagan Pugh

Reflection Questions

What content do you connect with? What social media accounts, blogs, publications or personalities speak to you?

What makes you connect with that content? Why does it speak to you?

Notes

Stories are about _____

If we want people to join our mission or enlist in our cause, we must:

Our brains are concerned with two things at all times. We want to...

_____ & _____

Jot down observations about your audience and/or names of audience segments:

There are two types of problems people experience:

_____ & _____

Audience Segment: _____

Survive & Thrive

External Problems

Internal Problems

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Four Stages of Creative Writing

1. _____
2. _____
3. _____
4. _____

Creating content is not about _____, it's about _____
_____.

Your Messaging Strategy

<i>Start</i>	<i>Stop</i>	<i>Keep</i>	<i>Restart</i>

To Remember

- People are waiting to be invited into a bigger story
- Add value to others and they will trust you
- It takes consistent messaging over time to be remembered
- People will pay attention to messages directed specifically to them
- Your audience will respond to content they can understand the easiest

Additional Notes
