

STRENGTHEN YOUR STORY WORKSHEET

How unique is your school story? Are you telling a story that stands out from competitor schools? That speaks directly to your dream families? That makes prospective students trust you with their success?

This worksheet was created to support Cursive’s “Strengthen Your Story” Workshop, which breaks down what it means to tell a powerful story, helps you analyze the story you’re currently telling, and gives you the strategies and tools you need to craft a stronger school story foundation. (Contact us if you’re interested in hosting this workshop for your next event!)

YOUR STORY SHOULD BE...	NOT...	HOW?
Targeted.	General.	<input checked="" type="checkbox"/> Put your audience first, always. <input checked="" type="checkbox"/> Do your (Voice of Customer) research. <input checked="" type="checkbox"/> Create your Audience Personas.
Bold.	Vague.	<input checked="" type="checkbox"/> Define your “sweet spot.” <input checked="" type="checkbox"/> Make a memorable statement.
Order.	Overwhelm.	<input checked="" type="checkbox"/> Create strong story pillars. <input checked="" type="checkbox"/> Organize your outcomes (ROI).
Simple.	Complicated.	<input checked="" type="checkbox"/> Develop your positioning statement: Specific Audience + Outcomes + Unique Benefits/Offerings
Proof.	Promises.	<input checked="" type="checkbox"/> Give them reasons to believe. Think: special programs, results and statistics, testimonials, awards
Cohesion.	Confusion.	<input checked="" type="checkbox"/> Tell a consistent story on every platform. <input checked="" type="checkbox"/> Modify for audience and channel best practices.