

# Storytelling for Schools Worksheets



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# *Ideal Customer Avatar Worksheet*

**Use this worksheet to begin narrowing down your target audiences.**

List the traditional demographics of your target audience that are relevant to your school (i.e. age, ages of children, gender, marital status, location, income level, job, etc.):

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List the qualities of a school your target audience is looking for: what they value, what type of environment they are seeking, structured or independent learning, etc.

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What is it that your target audience is not happy with in their child's current school environment (if transferring)?

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Use this area for additional information such as websites/blogs/publications your target audience reads, Facebook groups they are a part of, other schools they've looked at, etc.

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# Storytelling for Schools Worksheet

**Use this worksheet to uncover your school's stories and potential marketing tactics.**

What are some of the stories you can tell about your school? What makes you special? Unique? What do parents, students and alumni say about you?

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How have you typically shared your stories in the past? Public relations? Social media? Your website? Marketing materials? What worked and what didn't?

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What are some other ways you can share your stories that you haven't tried before? Who would you profile or photograph? Why is sharing their stories important to reaching your ideal families/students?

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