## **Marketing Your Marketing Impact Story Worksheet**

### **Understanding Your Audience**

Before crafting your story, write down brief answers to these questions:

Who am I presenting to?:

What do they care about most?:

 What business metrics matter to them?:

### **Quick Story Outline**

Fill in these blanks to structure your narrative:

**The Business Challenge**

Our company faced this challenge:

This mattered because:

If we didn't address it, we risked:

**Our Strategic Approach**

We analyzed the situation and found:

We chose to:

We picked this approach because:

**What We Did**

Our main actions were:

We worked with these teams:

When we encountered challenges, we:

**The Results**

The main business outcome was:

We also discovered:

This means for the future:

## **Making Your Story Stronger**

### **Do:**

* Start with the business problem, not the marketing activity
* Use numbers that matter to your audience
* Include a specific example or brief story
* Connect to broader company goals
* Mention collaboration with other teams

### **Don't:**

* Use marketing jargon
* List tactical details
* Show metrics without context
* Focus only on short-term results