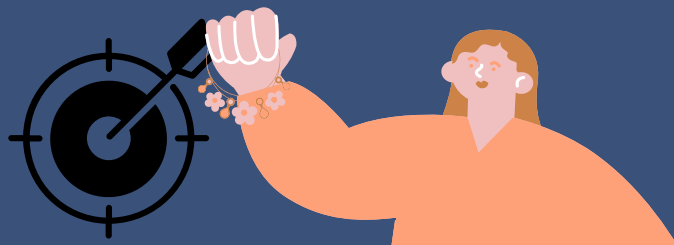


How to plan your visual story?

Do you need to present a complex idea in an easy-to-understand visual manner?

This 4-step **Planning Cheat Sheet** can give you a simplified explanation of each step to maximize your business results.



Step 1

Set your goals

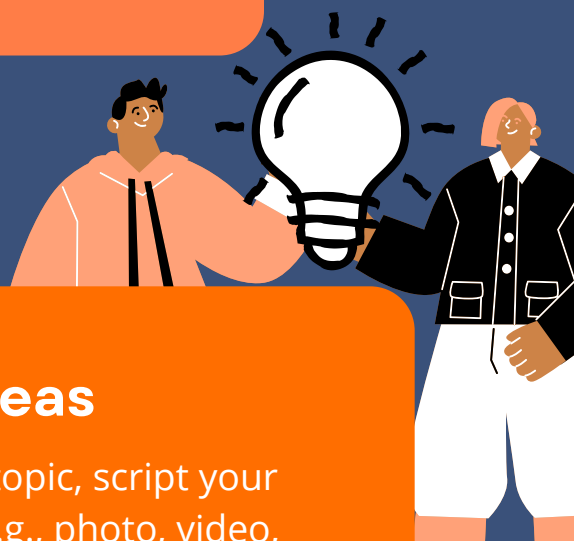
Set your content goals for your project to align with your brand purpose, business goals and quarterly content strategy.



Research a topic

Research your content, your competition and your industry for a sweet spot between what your customer wants and your goals.

Step 2



Step 3

Brainstorm ideas

Brainstorm story ideas for your topic, script your story, and select visual format (e.g., photo, video, infographic, AR/VR etc.) that can best bring it to life.



Visualize your story

Set a visual metaphor to simplify your story's message, align with your brand visual guidelines and then produce with passion!

Step 4



Ready?

Use this infographic as a guide to plan your own visual story.

Need help?

<http://bit.ly/vsichat>

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