

theme building

DISCOVERING YOUR THEME

WHAT DO YOU BLOG ABOUT?

WHAT DO YOU WANT TO HELP YOUR AUDIENCE WITH?

WHAT IS THE UNDERLYING THEME OF YOUR BRAND?

Think for a moment about what kind of emotions or lifestyle activities relate to your brand theme. It could be power, wealth, family, history, identity, friendship, loneliness, gardening, a forest, self-help, conflict, hope, love, war, architecture, construction, coming of age, your high school years, academia, traveling, discovery, finding yourself or something, behavior, conflict, needs, books, a specific location, sacrifice, drama, movies, music, etc. What you are going to do is use the subject matter of the theme you select and use it to create a “play on words”. Words that are central to that topic or subject that you can use to weave into your narrative.

BRAINSTORM AND USE A THESAURUS TO LIST OUT WORDS THAT RELATE TO YOUR THEME:

WRITE DOWN SOME QUOTES RELATED TO YOUR THEME:

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WHAT HISTORICAL EVENTS ARE RELATED TO YOUR THEME?

WHAT ARE YOUR FAVORITE KNOWN STORIES ABOUT YOUR THEME?

DOES YOUR THEME HAVE ANY SUBTHEMES? IF SO, INCLUDE THEM BELOW:

WHAT ARE SOME COMMONLY USED PHRASES THAT RELATE TO YOUR BRAND THEME?

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WHAT OBJECTS OR ELEMENTS RELATE TO YOUR THEME?

TAKE A LOOK AT YOUR WEBSITE—DO YOUR BRAND ELEMENTS COMPLIMENT YOUR THEME?

DOES YOUR THEME HAVE ANY SUBTHEMES? IF SO, INCLUDE THEM BELOW:

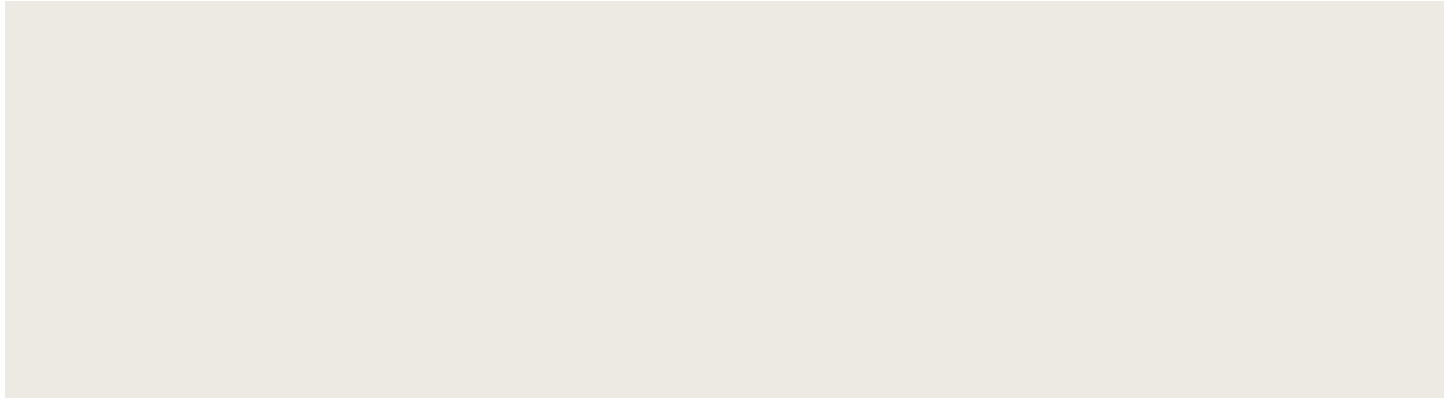
WHO ARE THE CHARACTERS OF YOUR THEME? IS IT JUST YOU? DO YOU HAVE A TEAM?

WRITE DOWN THE BEGINNING OF YOUR STORY. HOW DID YOU GET STARTED?

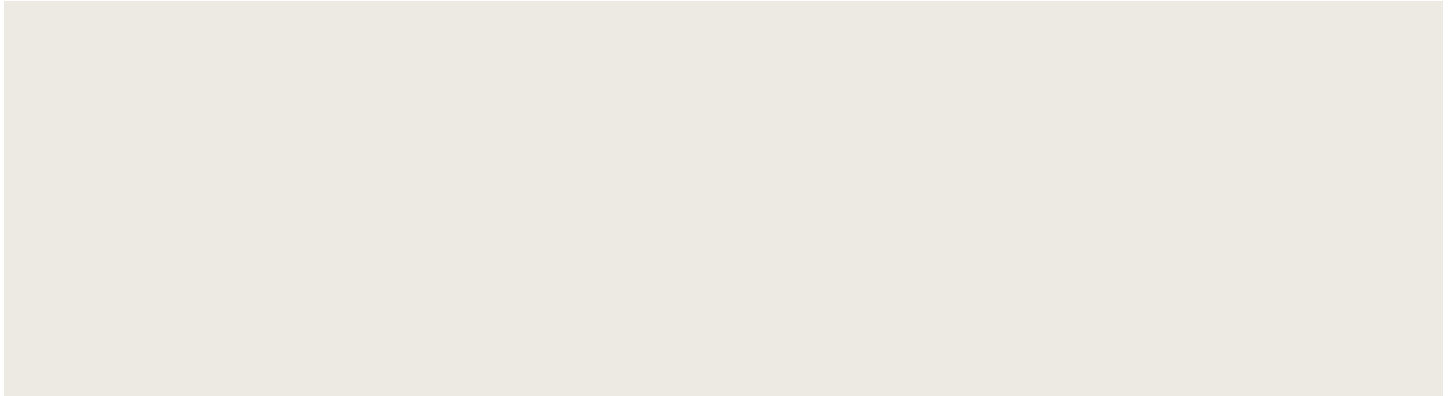
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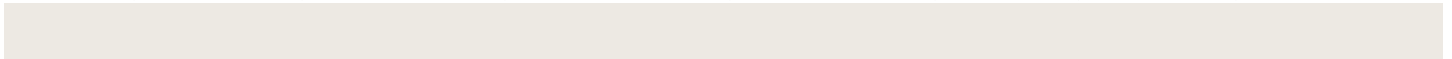
WHAT IS THE MIDDLE OF YOUR BRAND STORY?



WHERE ARE YOU CURRENTLY AT IN YOUR STORY? DID YOU REACH A HAPPY ENDING? OR IS YOUR BRAND STORY ONGOING AND HAS YET TO CONTINUE TO DEVELOP?



IF YOU COULD CHARACTERIZE YOUR BRAND STORY, IS IT A FAIRY TALE, SECOND CHANCE, HORROR, THRILLER, BIOGRAPHY, NONFICTION, ADVENTURE, ACTION, MYSTERY, OR OTHER?



TAKE A LOOK AT ALL OF THE WORK YOU'VE DONE UP TO THIS POINT IN THIS WORKBOOK. DO THE WORDS, PHRASES, QUOTES, HISTORY, AND SHARED STORIES RESONATE WITH YOU? DETERMINE YOUR FAVORITE PIECES OF YOUR RESEARCH TO START WEAVING INTO STORIES.

