

# How to Build a Killer Storytelling Kit

GET YOUR SUPPORTERS TO SHARE YOUR STORY ACCURATELY AND QUICKLY WITH READY-TO-GO ASSETS

1

## BUILD ASSETS

Invest in great photography and copywriting. Know what your brand stands for.

2

## PUBLISH ONLINE

Design a one-pager with links to media. Then save it to Dropbox or Google Drive.

3

## SHARE SHORTLINK

Use Bit.ly to generate a easy-to-remember URL (e.g., <https://bit.ly/myoysterstory>)

## KIT CONTENTS BY AUDIENCE

CUSTOMIZE THE KIT TO MEET DIFFERENT NEEDS

### CHEFS & SHUCKERS

- ✓ FLAVOR PROFILE / Menu Description, Salinity, Tasting Notes
- ✓ BRAND STORY
- ✓ SEASONALITY / Availability and quality throughout the year
- ✓ PAIRING SUGGESTIONS
- ✓ ACCOUTREMENT IDEAS
- ✓ FARM PHOTOS

### RETAILERS & PURVEYORS

- ✓ PRODUCT DESCRIPTION / Location, flavor, texture
- ✓ BRAND STORY
- ✓ NUTRITIONAL FACTS / Key health benefits
- ✓ PACKAGING PHOTOS / Shot for E-Commerce
- ✓ PRODUCT PHOTOS / Shot for Social Media and E-Commerce

### MEDIA & INFLUENCERS

- ✓ BRAND STORY / Purpose, values, environment, people
- ✓ KEY MESSAGES / Bulleted list of claims and recognition
- ✓ SOCIAL MEDIA HANDLES
- ✓ RELEVANT HASHTAGS
- ✓ TESTIMONIAL FROM A CHEF, RETAILER, OR FELLOW INFLUENCER
- ✓ PRODUCT & FARM PHOTOS



# MY OYSTER NAME

YOUR COMPANY | CONTACT INFO

## ABOUT THE OYSTER

A sentence that describes the oyster characteristics, where it's from, and what it tastes like.

## ABOUT THE FARM

A sentence or two about the people, environment, and growing method.

## KEY MESSAGES

- Bulleted list of short, pithy points
- Prioritize your brand story
- Highlight fun fact or history

## SOCIAL HANDLES

Facebook:  
Instagram:  
YouTube:

## HASHTAG

#brandhashtag

## PHOTOS

Download link