7 steps to launch heaven

(for magazines and online publications)

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- Use for planning and inspiration
- For info visit: www.olivermedia.co.uk

Step 1: Mission and tagline

The mission helps define what the brand is trying to do and in what ways. It should include:

- Mission

  100-150 words on your purpose, goals, and values..

- Tagline

  A three-seven word tagline: e.g. The UK's number one car magazine/blog

Step 2: Describe the audience

The object of this section is to build up information about your audience, and then use it to create reader personas that represent them. Personas tend to include the following kind of information:

- Name
- Personal group (i.e. manager)
- Job title and responsibilities
- Demographic info
- Goals and tasks they are trying to complete
- Pain points and motivations
- A quote that sums up the persona
- A list of core behaviours

For example:

Audience information

• Our readers see themselves as inclusive, knowledgeable and confident but open to learning new things.

• Our readers are busy but relatively wealthy, they live online, and make full use of social media to share work and offer/take advice.

• Readers identify with Apple, Netflix, VW, Nike etc.

Audience personas

Now describe them as personas. Using the above, and demographic information, the aim is to be able to write clear descriptions about 2-4 representative personas of your reader, along these lines:

1. *Hobbyist*
   Looking for training and inspiration. They love free stuff. They're looking for ways to quickly improve, test themselves, and develop. They enjoy community. Product reviews are important to them.

2. *And so on …*

Step 3: Write the manifesto

This is a list of what you do and don't stand for. Put the most important one at the top. Share it. Refer back to it. Print it out. Make sure it's visible. This is who you are.

What you stand for

1.Xxxxxx xxx xxxx
2. Xxxxxx xxx xxxx
3. Xxxxxx xxx xxxx
4. Xxxxxx xxx xxxx
5. Xxxxxx xxx xxxx

What you stand against

1. Xxxxxx xxx xxxx
2. Xxxxxx xxx xxxx
3. Xxxxxx xxx xxxx
4. Xxxxxx xxx xxxx
5. Xxxxxx xxx xxxx

Step 4: Create the brand eye

Brand onions. Brand eyes. They all tend to do the same thing, which is summarise the essence of your brand in a single snapshot. And they are great tools when it comes to maintaining consistency, and sense-checking what's right and wrong for you.



Step 5: Outline sections

For each section in the magazine or website, you need to list its name, its purpose, reader and emotional benefits, whilst also highlighting its main elements.

For example:

Front section
Name: Features
Purpose: To highlight new trends, insights, and ideas; a mix of learning and entertainment
Reader benefit: Informed and entertained
Main elements:

- *Tips feature – offers quick learning of new or core techniques*
- *Project feature – insights into how others work, featuring hot tips*
- *Main feature – this is your star attraction*
- *Interview feature – talk to big names*

Step 6: Brainstorm content ideas

Here you need to come up with a list of example articles, features, news stories, campaigns etc.

For example:

Content	*Type*
Xxxxxx xxx xxxx	*News*
Xxxxxx xxx xxxx	*Feature*
Xxxxxx xxx xxxx	*Feature*
Xxxxxx xxx xxxx	*Feature*
Xxxxxx xxx xxxx	*Feature*
Xxxxxx xxx xxxx	*Tutorial*
Xxxxxx xxx xxxx	*Campaign*
Xxxxxx xxx xxxx	*Giveaway*

Step 7: Identify persona content

The best magazines and websites have more than one reader (at least we hope they do). So here you should list how a subject/topic may be covered differently. Map them against your personas. Don't skip this section just because it's at the end. It's important.

For example:

Hobbyist reader articles	*Occasional reader articles*
We test drive the latest Ferrari	*The 10 best Ferraris of all time*
On set with Steven Spielberg	*Steven Spielberg reveals his best movie*
Make your own animated movie	*Making of … Star Wars Rebels*