

EXPERT SESSION QUIZ

Title: **Writing for the Customer's Journey**

Name: **Cody Ryan Martell**

1. Which brand does Cody highlight as a good brand voice?
 - a. Starbucks
 - b. NASA
 - c. Burger King
 - d. Ford

2. What should you keep in mind during the customer's journey?
 - a. Your audience doesn't know what they want
 - b. Every customer journey is the same
 - c. Your audience has to identify their problem
 - d. All of the above

3. What is the significance of the SEO questions?
 - a. Shows the average person's thoughts
 - b. Helps you understand your audience and at what point they are at
 - c. What is SEO?
 - d. Helps PR people understand where things can go wrong.

4. Story-centered benefits include:
 - a. Digestible structure
 - b. Relatable theme
 - c. Can retain attention
 - d. All of the above

5. What is Cody's formula for good writing?
 - a. Brand voice + focus on the audience/journey + a story = good writing
 - b. Facts + a fun brand voice + the audience's favorite story = good writing
 - c. Storytelling elements + relevant news + your audience's demographics = good writing
 - d. Brand voice + a story about the main audience = good writing

6. What do you need to know before you start writing?
 - a. Audience profile
 - b. Writing request
 - c. Customer's journey
 - d. All of the above

7. How does Cody plot out his writing for those who live in high pollen areas?
 - a. Relates to them by talking about their woes
 - b. Talks about the positive of sunrooms, the cheap solution they probably assume
 - c. Explains how it exceeds expectations
 - d. Both A & C

8. According to Cody, what is the worst thing you can do?
 - a. Write out your sentence 3 or 4 times because you're not sure what you want
 - b. Keep writing even if you sound dumb
 - c. Stare at a blank page
 - d. Get someone else to write it for you

9. Why is it important to check yourself?
 - a. To make sure that the story was interesting
 - b. To make it appeal to the masses
 - c. To make sure it finishes with the right goal in mind
 - d. To make sure it's scholarly

10. It is important to reread your work after some time to make sure that it is still relevant.
 - a. True
 - b. False