

THE BRIEF, BRISK ADVOCACY BLUEPRINT

My audience is: My key message(s) is: My call to action is:			
INTRODUCTION 1. Focus attention, introduce, frame.	EXAMPLE — <i>My name is I live in ... and I'm here today on behalf of ... to share a story of...etc.</i>	TRY IT —	20%
STORY SUMMARY 2. Summarize your story or experience.	<i>Seven years ago, I ... Over the past 30 years... I have journeyed from someone who... I live with and manage...etc.</i>		
CONVEY SIGNIFICANCE AND CONNECT 3. Zero in on an essential moment or series of moments.	<i>Here's when I truly understood... One day, I had been... When my son said to me...First this, then this, then this., etc.</i>		
• THE TURN TO THE POSITIVE • THE SHIFT FROM I/ME TO US/WE •			
MAKE THE LINK 4. Make a crystal-clear link to the advocacy message, goal or mission.	<i>This is why it is so important for us to ...I learned that we... My story is just one example of why we...Our organization is committed to...</i>		80%
POINT TO POSITIVE 5. Point to the positive— show what is possible, define the positive change.	<i>When we do this, here's what happens... We should imagine the day when... etc.</i>		
CONCLUDE 6. Provide the call to action, thank and remind of urgency.	<i>I urge you to... Join me in...The next time you... To learn more...Now is the time to...etc. Thank you.</i>		

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