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**Telling Your Personal Story**

One of the most effective ways to advocate for a policy or system change is to share real stories that illustrate the problem we are looking to solve. Real people whose lives have been impacted by the issue at hand are critically important to convince decision-makers, the media, and the general public that change is needed. But it’s important that we learn how to tell our stories in a compelling way.

We have prepared a short worksheet to help you write an elevator message for your personal story. We know how hard it can be to take a real life experience and attempt to boil it down to a short, compelling message for advocacy! We hope this makes the process a bit easier for you.

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1. What is it about your story that might resonate with this listener? What might appeal to their self-interest?

(2) What do you want those who hear your story to think about or understand?

(3) How and what do you want listeners to feel?

(4) What do you want the listener to do?

Utilizing the 27-9-3 Framework, craft your personal story “elevator message”:

[No more than 27 words, delivered in no more than 9 seconds, with up to but no more than 3 points]

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