**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 —  
*My name is ... I live in ... and I’m here today on behalf of ... to share a story of... etc.* | TRY IT — |
| STORY SUMMARY  
2. Summarize your story or experience. | *Seven years ago, I ... Over the past 30 years... I have journeyed from someone who... I live with and manage... etc.* | 20% |
| CONVEY SIGNIFICANCE AND CONNECT  
3. Zero in on an essential moment or series of moments. | *Here’s when I truly understood... One day, I had been... When my son said to me... First this, then this, then this, etc.* | |

**• 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. | *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...* | |
| POINT TO POSITIVE  
5. Point to the positive—show what is possible, define the positive change. | *When we do this, here’s what happens... We should imagine the day when... etc.* | 80% |
| CONCLUDE  
6. Provide the call to action, thank and remind of urgency. | *I urge you to... Join me in... The next time you... To learn more... Now is the time to... etc. Thank you.* | |