

# VOICE = MESSAGE + PURPOSE

## Message

As an advocate, you have something important to say and you want to make sure people hear it. The first step is knowing exactly what you want to say. Take a moment to identify what it is you want to say:

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Take a moment to identify what it is you want your audience to think, feel & do.



## Purpose

You have to understand the purpose behind your message; this helps you understand the true meaning of your words. Allowing you to say what you mean, and mean what you say.

**WHY?** \_\_\_\_\_

**WHY?** \_\_\_\_\_

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**WHY?** \_\_\_\_\_

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## Choose Your Story

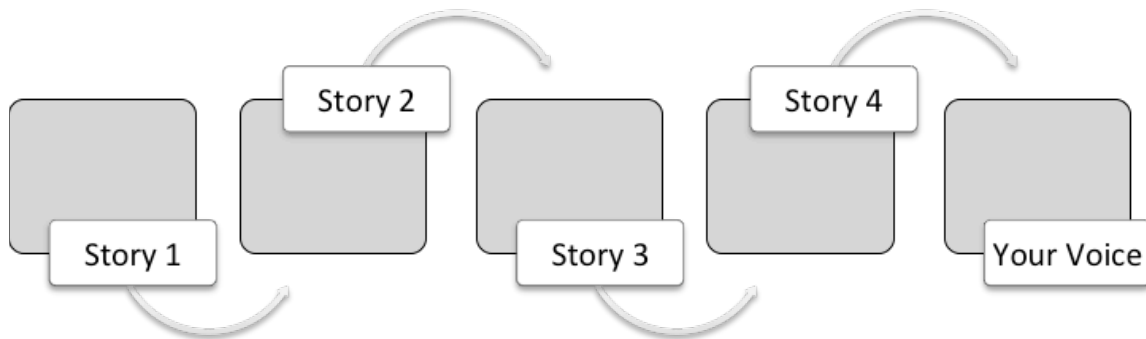
Review your life experience and narrow down which stories you want to share; which stories connect with your voice (message + purpose).

1. \_\_\_\_\_  
2. \_\_\_\_\_

3. \_\_\_\_\_  
4. \_\_\_\_\_

## Let Your Life Flow

Layout the stories in a manner that logically “flow.”



## Ready, Set, Advocate

It's time to take everything we learned so far, combine and fine tune your message and adapt to a range of situations and media forms.

1. Your Message.
2. Your Purpose.
3. Your Story.
4. Your Call to Action.

APPOINTMENT NAME: \_\_\_\_\_  
QUESTION: \_\_\_\_\_  
RESPONSE: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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APPOINTMENT NAME: \_\_\_\_\_  
QUESTION: \_\_\_\_\_  
RESPONSE: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3



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APPOINTMENT NAME: \_\_\_\_\_  
QUESTION: \_\_\_\_\_  
RESPONSE: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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APPOINTMENT NAME: \_\_\_\_\_  
QUESTION: \_\_\_\_\_  
RESPONSE: \_\_\_\_\_  
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