

Your Advocacy Story — Worksheet

Mine the moment, build it in four steps, then refine it until only the true thing is left. This is the story you'll carry into every room.

Run the Memory Mine

Moment 1

A specific day, room, or face — not an argument. What happened, and how did it feel?

Moment 2

A second specific memory tied to this fight.

Moment 3

A third memory, if you have one. Most people have three or four of these.

The one with the most heat

Which memory still catches in your throat a little? That's the one you'll build.

Build it — the four steps

1. Purpose

One sentence: what do you want the listener to do or feel by the end?

2. Character

Who is this experienced through — you, or a specific person? Not "families" — a family, with a name.

3. Plot

The situation, the turn (the moment something changed), and where it lands.

4. Emotion through detail

Name one or two concrete sensory details that put the listener in the room.

Draft your story (150–250 words)

Full draft

Write the story out start to finish. Read it aloud against a timer — it should land in under two minutes.

Refinement pass

Read the draft aloud against a timer at least once

Cut every sentence that doesn't earn its place, even the one you're proudest of

One real detail is doing the work, not five adjectives

The story has a clear turn — the moment something changed

Every word in it actually happened — nothing invented or combined from other memories

A word on honesty

Build your story; don't fabricate it. The moment you tell a story that isn't true, you've traded away the one thing an ordinary advocate has that a paid professional often doesn't — that you were actually there.