**Telling Your Story Worksheet**

**Below is a worksheet that will help you develop your own personalized talking points. These talking points will be used during practice interviews to help you develop those skills. Try to keep your answers short and concise (no more than 2-3 sentences) so they’re easier to write, read and recite.**

**Heroes’ Narrative Format**

**Quest**

This is the ultimate goal for you and your family. This isn’t focused on policy, but is where you feel you can be closer to once the policy goal has been met. *Example: I just want my family and others like mine to live long and healthy lives. I want my children to feel they have a bright future and the opportunity to achieve their dreams.*

Answer:

**Threat**

This is an obstacle standing in your way to taking a step toward achieving your quest. This Threat can be tackled by the Hero’s Tool. *Example: When I learned about the dangers of lead to my family, I was shocked to find out we had lead paint in our home. We need to protect families from lead poisoning and take action on the issue.*

Answer:

**The Hero**

This is you and your family! Heroes are folks who see something wrong and take action to make it right. This is where you can describe your family and why you’re doing this work. *Example: My family immigrated here to build a future. This issue is important to me because my family’s health is directly impacted and we’re doing what we can to fix the problem.*

Answer:

**Hero’s Tool**

This is where the policies come into play. The policies we’re fighting for are the ones that will help us conquer the threat and take steps toward achieving our quest. It’s important to frame the policy as a tool/step in the process, rather than being the quest itself. Remember to focus on why the policy is important, how it improves people’s lives and always include it within a call to action. *Example: We need to test all toddlers for lead in Michigan so we can prevent lead poisoning and ensure our homes are safe. Laws that support universal testing is something every lawmaker should support.*

Answer:

**Message Triangle Format**

What is happening? (Information)

*Example: We’re working to ensure families and specifically, toddlers, are safe from the dangers of lead poisoning. There is no safe amount of lead, but it can often be found in older homes.*

Answer:

Why does it matter? (Values)

*Example: Everyone deserves the opportunity to live long, healthy lives and be safe in their own homes.*

Answer:

What can be done about it? (Action)

*Example: We’re pushing for our elected officials to adopt policies that will requiring lead-testing in all toddlers so we can identify any health issues, find the source and remove it from homes across Michigan.*

Answer: