Worksheet: Developing a Story

Here are some questions / ideas to help you develop your personal story:

Why did you become an advocate?

How do the issues you are discussing impact you directly?

* + Do they cost you money?
  + Do they impact your health or the health of loved ones?
  + Do they conflict with your organization’s core mission?
  + Do they impact your ability to do your job?

Do you have clients / customers / friends / colleagues that offer a compelling story? Have they:

* Benefited from your services?
* Contributed to your cause?
* Joined your campaign because of their own strong views?

How do these people and others connect to the Congressman’s district?

Take a few minutes to weave these questions into a story / anecdote. You can use the SPIT technique

The SPIT Technique



Use the SPIT technique to develop a short, compelling statement that you could communicate in a very brief interaction scenario – think of it as an “elevator speech.”

SPIT is an acronym as follows:

* S = Specific: Be as specific as possible about what the leader can do. For example, “we would like you to cosponsor a bill” is better than “our practice provides valuable services”
* P = Personal: Messages that are based on compelling stories have more of an impact. As noted above, think about why this matters to you, as well as specific people you have served. How did you help them? The overall community? This really helps you focus on the benefits you provide.
* I = Informative: In addition to that personal story, you’ll want to have some valuable information to back it up. Some of the information you might want to gather (depending on your situation) includes:  
  + Number of people impacted
  + Number of people employed
  + Specifics on programs provided
  + Reach of your work
  + Special materials / services provided that relate to the community
* T = Trustworthy: Finally, your message should suggest that you are trustworthy and the best way to do that is to be clear you’ll follow-up. This says to the person you’re talking to that you are in this discussion for the long haul.