



Storytelling - The MAP

Worksheet Part 1, Advance Research

The Master Advocacy Plan (MAP) is designed to guide you through crafting your story to have the greatest impact when engaging with your legislators. You do not need to be a policy expert. You are the expert on your business and that's what legislators want to hear.

The MAP has two components: The **"Ask"** is where you begin with the end in mind. And, the **"Who"** represents all of the characters in your story.

Let your legislator know why you are there and what you want them to know or do. You want to be clear, concise and confident.

A: What do you want the legislator to do/know?

B: How should they think, feel, and remember after your story?

When deciding which details will have the greatest impact, it is important to **know your audience**. RESEARCH - become familiar with whom you plan to speak with. Frame your story based on shared values. Consider the relevance your issue has to the legislator's district and how your story impacts the broader community.

A: What do you know about your legislator that's relevant to this issue?

B: What do you have in common?

C: What are your differences?

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Worksheet Part 2, Build Your Story

1. Set the Stage:

A: Introduce yourself and your story. Begin with a strong statement. TIP: Keep in mind that the longer it takes to describe what you do, the more you lose in valuable time to tell your story with the greatest impact.

B: Where does your story take place? TIP: When speaking with a legislator, remind them that you are from their community (district/area).

C: Who is involved? TIP: You, your family, employees, community, etc.

D: What will happen if action is not taken? TIP: Will your business succeed? Will it fail? Will jobs be lost? Will a community program suffer? What about your family, employees and community? How will this impact the legislators district?

2. Describe the Challenge: TIP: Think of the main conflict that set your story in motion. In your first few sentences, you'll want to 'hook' your audience by making them want to know what happens next. Give them the promise that where your story takes them will be worth their time. Involve as many senses as possible in your story.

A: What did you see, hear, feel, taste, and smell?

3. Convey the Struggle: TIP: Struggles propel the story forward, creating tension, suspense, and excitement along the way. Describe your struggles with vivid language, strong adjectives, and key details that captivate the audience. ***When describing the conflict, use emotional appeal.***

A: How did the issue impact you personally?

B: How did it impact the other individuals in your story?

C: What internal, financial, physical, or philosophical challenges or roadblocks did (or are) you facing?

4. Highlight the turning point:

A: What is the 'Aha!' moment of your story? Example: *"I was reviewing my next year budgeting plan and discovered that..."*

B: How does this moment relate to the future? Example: *"I cannot properly plan for my business expenses if I cannot count on a stable tax structure..."*

5. Show Resolution: TIP: Describe how the conflict can be resolved by introducing the potential for success for everyone involved.

A: How is the challenge resolved? Example: Sponsor or Co-sponsor a legislative fix.

B: What will change? Example: By sponsoring this legislation we all win in your district.

6. Closing: TIP: This is a final well-crafted sentence that you leave with the legislator. Re-emphasize the importance of your story and include a reiteration of *'the ask'* and *'who'* this will benefit.

A: What is your main point?

B: How is it related to your 'ask'?