

Creating Powerful Stories



IDENTIFY THE NARRATIVE

Stories are more than words on paper. They provide a crucial opportunity for the writer to connect with their readers on a deeper level that can inspire action and change. However, before you can tell your story you have to learn the basis of storytelling and writing.

Try preparing an outline of your story using these four key story elements.



Character

When defining your story, it is important to ensure your character is relatable and authentic. In the case of advocacy, the character is typically based on accounts of real-life experiences, so accuracy and honesty are key. Ensuring your audience understands the character in your story and feels connected to their journey is an important part of telling your story or helping someone to tell theirs.



Conflict

Every good story has some form of conflict. Whether its dealing with insurers, coping with your condition or finding treatment options, it's important to identify the struggles and experiences that will drive your story and leave an impression on your readers.



Turning Point

This refers to the point where the character or experience changes. When telling your story, it is important to remember what moments fundamentally impacted your chronic disease journey. For example, you may be dealing with insurance discrimination, but it was not until you discovered the power of digital advocacy that you decided to act. This moment where the character decides to change is the "turning point" and a crucial part in the progression of your story.



Resolution

After taking your reader on a journey of insurance discrimination and chronic disease information, it is important to remember the resolution of your story. What was the outcome? Keep in mind, the resolution does not have to be happy or positive, but instead it should leave the reader feeling some sense of closure with a clear and powerful message.

IDENTIFY YOUR CALL TO ACTION

Once you have identified the various parts of your story, it's important to remember how this story can be used for advocacy. What is the action you want your audience to take? Not all stories have a clear call to action, and some are strictly educational, but chronic patients can utilize their story to connect with patients, legislators, and community members to drive home an important call for change. The more specific you can be about

what steps must be taken to address the change, the easier you make it for your audience to act. These actions could be as simple as sharing your story on social media or encouraging other advocates to join the conversation. No matter the ask, don't forget to leave your reader with a clear next step!