

# ADVOCACY

## HOW TO CAPTURE THE POWER OF YOUR IDEAS



By Margot Carmichael Lester © 2013 TTMS, Inc.





# MAKE YOUR POINT.

MAKE IT MATTER. MAKE IT FAST.

# OBJECTIVES

- Understand qualitative traits
- Learn an easy writing strategy
- Identify channels for advocacy



# OPINION & PERSUASIVE WRITING

- Builds support
- Shapes the debate
- Educates & informs
- Influence public policy
- Changes mindsets & behaviors

HOW DO YOU DESCRIBE EFFECTIVE

ADVOCACY?



# EFFECTIVE ADVOCACY WRITING

- Starts strong
- Includes clear call to action
- Uses facts and details
- Considers audience
- Has the right tone

# EFFECTIVE ADVOCACY WRITING

- Has a clear point & POV
- Isn't too emotional
- Piques our interest
- Has reasonable scope
- Uses correct vocab & SPUG



A photograph of a sunset over a body of water. The sun is low on the horizon, creating a bright orange and yellow glow that reflects on the water. The sky is a mix of blue and orange, with some clouds. The text "LET'S DO IT" is overlaid in large, white, bold, sans-serif capital letters. The text is centered horizontally and has a slight shadow effect.

# LET'S DO IT



# THE CONTENT-PURPOSE-AUDIENCE STRATEGY

Content			
<b>MAIN IDEA</b>	The one most important thing you want audience to know	<b>KEY DETAILS</b>	Examples, explanations & evidence related to main idea, purpose, questions
	<i>Make this one complete sentence</i>		<i>3 to 5 key points</i>
Purpose			
<b>THINK/FEEL</b>	CALL TO ACTION: What exactly do you want your audience to think or feel?	<b>DO</b>	CALL TO ACTION: What exactly do you want your audience to do?
	<i>Tell readers why your MAIN IDEA matters. This can be used as the opening or closing</i>		<i>Action steps and clear take-aways that guide the audience's behavior.</i>
Audience			
<b>PEOPLE</b>	A detailed description of the person/people you're communicating with	<b>QUESTIONS/OBJECTIONS</b>	Queries, concerns or pushback your audience may have
	<i>Include wants, needs and values, like "Busy parents of kids 10+under who..."</i>		<i>Use these to inform KEY DETAILS, THINK/FEEL and DO</i>
Writer's Personality			
A detailed description of the communicator and his/her personality			
<i>Choose a persona the audience will trust and respond to favorably; this sets the tone</i>			



# AUDIENCE

- Who are you addressing?
- What are the Qs & objections?
- What voice resonates w/them?
- What kind of person do they trust?

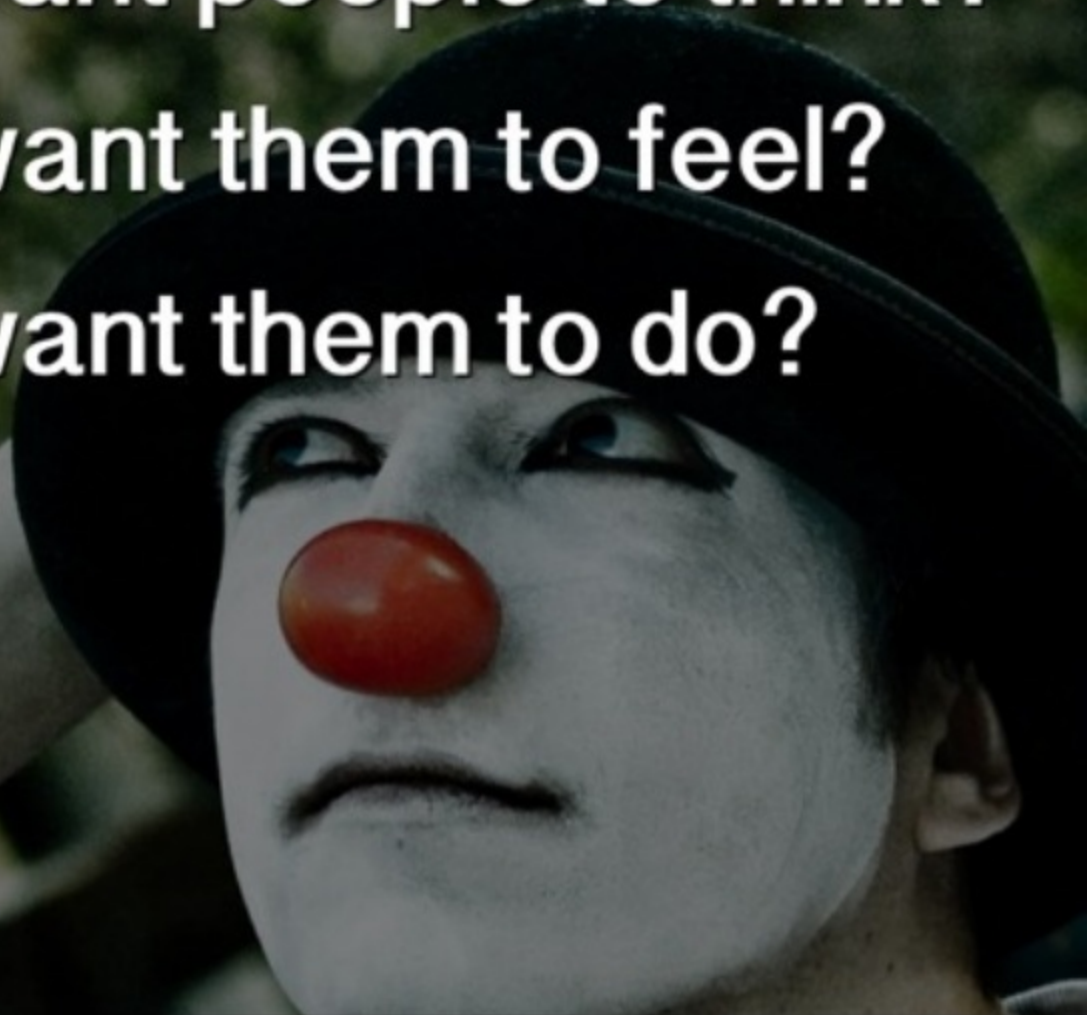


# THE CONTENT-PURPOSE-AUDIENCE STRATEGY

Audience			
PEOPLE	A detailed description of the person/ people you're communicating with	QUESTIONS/ OBJECTIONS	Queries, concerns or pushback your audience may have
<i>Include wants, needs and values, like "Busy parents of kids 10+under who..."</i>		<i>Use these to inform KEY DETAILS, THINK/FEEL and DO</i>	
Writer's Personality			
A detailed description of the communicator and his/her personality			
<i>Choose a persona the audience will trust and respond to favorably; this sets the tone</i>			

# PURPOSE

- What do you want people to think?
- What do you want them to feel?
- What do you want them to do?





# THE CONTENT-PURPOSE-AUDIENCE STRATEGY

Purpose	
<b>THINK/FEEL</b> CALL TO ACTION: What exactly do you want your audience to think or feel?	<b>DO</b> CALL TO ACTION: What exactly do you want your audience to do?
<i>Tell readers why your MAIN IDEA matters. This can be used as the opening or closing</i>	<i>Action steps and clear take-aways that guide the audience's behavior.</i>



# USE AUDIENCE INSIGHTS & PURPOSE TO DETERMINE CONTENT

dream

away

you

must

do

what

you

think

you

can

not

do



# THE CONTENT-PURPOSE-AUDIENCE STRATEGY

Content	
<b>MAIN IDEA</b> The one most important thing you want audience to know	<b>KEY DETAILS</b> Examples, explanations & evidence related to main idea, purpose, questions
<i>Make this one complete sentence</i>	<i>3 to 5 key points</i>



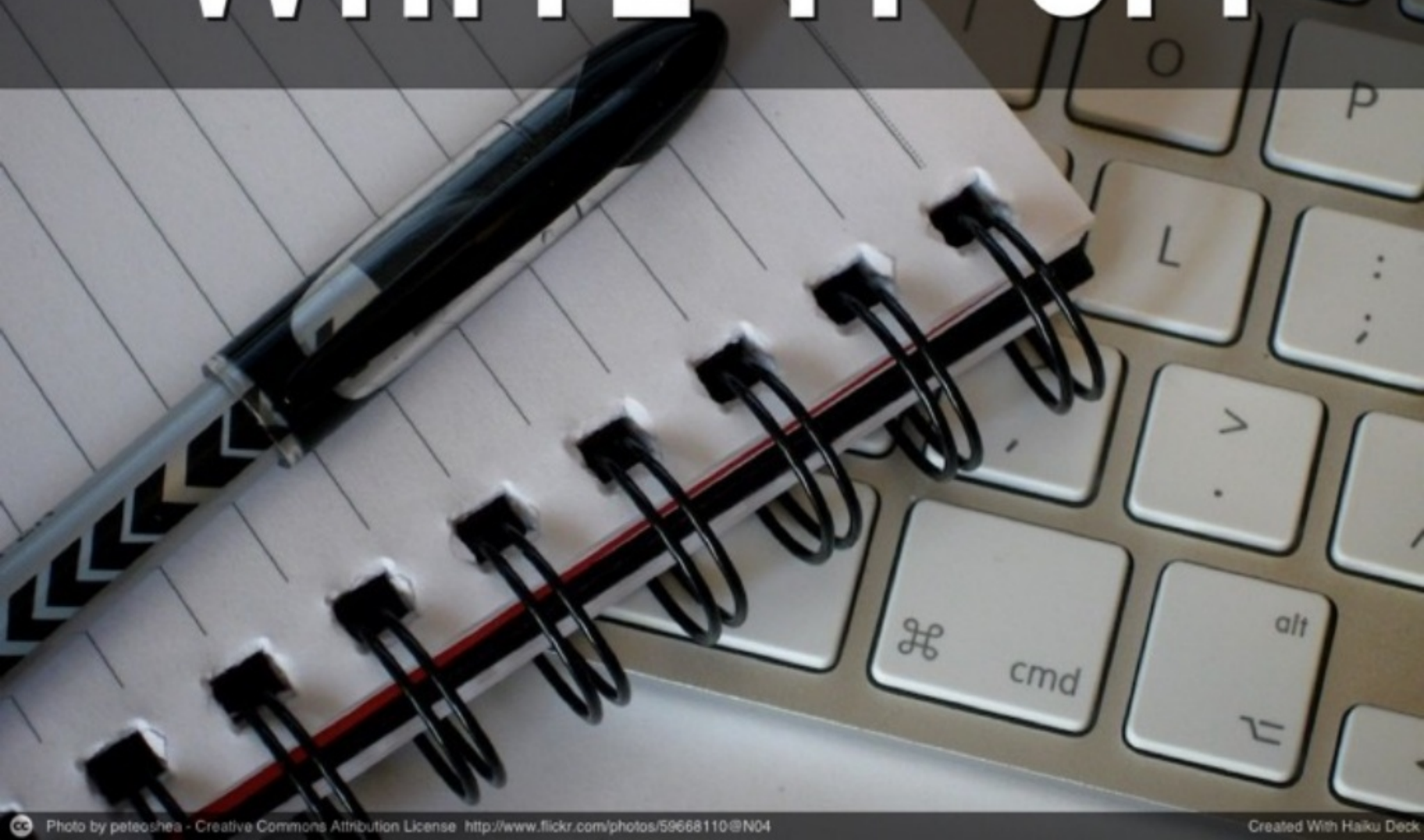
# CONTENT



- The most important thing
- Address Qs & objections
- Examples
- Explanations
- Evidence



# WRITE IT UP!





# COMMON STRUCTURES

- Main, Details, Purpose
- Q, Detail, Main, Details, Purpose
- Think/Feel, Details, Do
- Detail, Main, Details, Purpose







# BE HEARD, READ, SEEN!

