

How to Tell Your Story worksheet



About Cynthia



Cynthia Lockrey is a storyteller and motivator. She is passionate about helping people find their voice so they can share their knowledge, stories and BE HEARD!

Through her work as a writer, communications professional, corporate trainer and patient advocate she helps individuals and organizations make a personal connection with their audience.

Cynthia's work has been featured on The Mighty, Global TV, CBC, and numerous news and online publications. She is the author of two books - *Your Child's Voice, A Caregiver's Guide to Advocating for Kids with Special Needs, Disabilities or Others Who May Fall Through the Cracks* as well as *Bed Rest Mom, Surviving Pregnancy Related Bed Rest with Your Sanity and Dignity Intact*.

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What?

3 Key Messages

1. _____

2. _____

3. _____

Why?

Emotions

Who?

Audience

Name: _____

Age: _____

Gender: _____

Occupation: _____

Connection to you: _____

What they care about?

Interests?

What?

Facts

How / When?

Call to action

