When working to identify the main focus of your speech, be sure to develop a clear vision. One way to do this is to outline The Five W’s of advocacy. Use the worksheet provided to outline your Five W’s and work with your speech coach to build them into your speech.

**Who:** Do you talk about you and who you are?

**What:** Do you outline why you are sharing your story and why it is important to your audience?

**When:** When would you use these talking points/Five W’s?

**Where:** Where would you be able to share these talking points?

**Why:** Why is this important for your audience to hear your talking points?

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**Who:**
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**What:**
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**When:**
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**Where:**
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**Why:**
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