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.

<table>
<thead>
<tr>
<th>Who: Who is the advocate?</th>
</tr>
</thead>
<tbody>
<tr>
<td>What: What is being advocated?</td>
</tr>
<tr>
<td><strong>When:</strong> When is the best time to advocate and capture an audience?</td>
</tr>
<tr>
<td><strong>Where:</strong> Where is the best platform to advocate?</td>
</tr>
<tr>
<td><strong>Why:</strong> Why is this important to me?</td>
</tr>
</tbody>
</table>

Who:
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___________________________________________________________________________________________
___________________________________________________________________________________________

What:
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___________________________________________________________________________________________
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When:
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Where:
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Why:
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