

TELLING YOUR STORY

Your Personal Communications Roadmap

Instructions: This guide will help you create a framework for telling your story. Circle all answers that apply or fill in the blank. Then, reference your answers to complete your personal communications plan at the end.

Select all that apply.

1. Begin with the end in mind. What is your goal?

- a. Document my personal journey.
- b. Keep family, friends and colleagues updated.
- c. Offer support, hope and build connections with other survivors.
- d. Provide unique perspectives about your cancer treatment.
- e. Inspire healthcare providers.
- f. Other: _____

2. What is your vision for your communication?

- a. I want to look back and visualize my personal growth.
- b. I want my family, friends and/or colleagues to not worry.
- c. I want a way to organize my personal thoughts.
- d. I want to use my story to help other people
- e. I want to use my story to help other organizations
- f. I want to be a patient advocate
- g. I'm not sure / I don't have a vision
- h. Other: _____

3. Who is your audience?

- a. Family, friends, personal network
- b. Professionals, colleagues
- c. Patients, survivors, caregivers
 - i. Disease-specific (e.g. chronic leukemia survivors)
 - ii. Non-specific (e.g. cancer survivors)
- d. Nonprofit professionals
- e. Healthcare professionals
- f. Other: _____



4. What do you want to say?

- a. A clinical record of my treatment (diagnosis, prognosis, updates, etc.)
- b. Personal experiences, thoughts, anecdotes, humor, development
- c. Family experiences, challenges, opportunities, insights
- d. External causes, activities, organizations
- e. Disease-specific information / patient support
- f. Other: _____

5. Define your boundaries. Be as specific as possible.

- a. What are you comfortable talking about? Be specific.
 - i. Diagnosis
 - ii. Physical impact
 - iii. Emotional impact
 - iv. Financial impact
 - v. I'm unsure
- b. What are you NOT comfortable talking about? Be specific.
 - i. Diagnosis / Prognosis
 - ii. Physical impact
 - iii. Emotional impact
 - iv. Financial impact
 - v. I'm unsure

6. How often do you want to communicate?

- a. After appointments
- b. Once a month
- c. Every other week
- d. Once a week
- e. Numerous times a week
- f. Other _____

7. How will you distribute your content?

- a. Text message thread, mass email or group direct message
- b. Personal blog or website
- c. Social media
- d. Institution / Nonprofit website
- e. Other _____

My Communications Plan

1. The goal for my communication is to _____

_____.

2. My vision is to _____

_____.

3. I want to reach _____

_____.

4. I want to share _____

_____.

5. I will create content that focuses on _____

_____.

6. I'd like to avoid _____

_____.

7. I'll let them know that I plan on communicating _____

_____.

8. I'll publish my content on _____.