FINDING YOUR VOICE WORKSHEET A. Your personal story: Solution: Action: **B. Strategic Plans Guide Your Messaging** GOALS: **C. Create Key Messages** Problem:_____ TARGET AUDIENCE: Solution: PROBLEMS: Action:_____

1. Key Message:	
	Action:
Problem:	
	3. Key Message:
Solution:	
	Problem:
Action:	
	Solution:
2.Key Message:	
Problem:	Action:
Solution:	

D. MEDICAL CANNABIS SPOKESPEOPLE	Sound bites
Types of Medical Cannabis Spokespeople:	Remember to make it personal, include problem, solution and action statements and use tips from "Media Interview" section.
	1.
Which are You?	2.
	3.
E. CRAFTING SOUND BITES (10 SECONDS)	
Likely Questions:	4.
1.	4.
2.	5.
3.	F. CRAFTING PUBLIC TESTIMONY
	(2 MINUTES)
	Issue you are addressing:
4.	1.
5.	2.

3.	G. PUBLIC SPEAKING (5 MINUTES) Issue you are addressing: 1.
Your testimony Remember to make it personal, include prob- lem, solution and action statements and use tips from the "Testifying at Hearings" section.	2.
	3.
	Define your Audience: 1.
	2.
	3.
	YOUR SPEECH
	Remember to make it personal, include prob- lem, solution and action statements and use tips from the "Public Speaking" section.
	Continue next page

