

Developing Your Personal Narrative... to tell the FM Story Work Sheets

What are three words that best describe your best qualities?

examples: creative, passionate, genuine

1. _____

2. _____

3. _____

Which of those qualities do you think will be the one that will be most useful in your conversations as a FM ambassador? _____

Take a stab at writing three two or three word hashtags that describe you as an ambassador for FM? examples: #imultiply #democracywarrior

1. # _____

2. # _____

3. # _____

Now for a Personal Brand Statement as an FM ambassador

A 1 or 2-sentence phrase that sums up your connection to FM through an issue or belief. examples:

As a cancer survivor healthcare is my cause. Democrats share my belief that quality healthcare is a right and Force Multiplier helps me to elect more Democrats.

I'm a grandmother of three so my focus is on the future. I believe that Democrats are our best chance at addressing our counties big issues of climate change, healthcare and education and that Force Multiplier has a smart plan for helping elect more Democrats.

Now try yours.... _____

Now connect your brand statement to the concepts of FM.

We do the research, so you don't have to

A focus on key issues that Democrats care about

Chance to empower others and community-build

Opportunity to lead

We hope that by taking the time to sort out these simple messages you will feel more confident in your role as an FM ambassador. **Remember..**

introduce yourself...connect to what is important to you...tie it to Democrats...present FM as a positive solution.

Now think of 4 people that you know who you can practice your skills on.

1. _____

2. _____

3. _____

4. _____