



# TELLING YOUR HEMP STORY



MEDIA & ADVOCACY 101

## Storytelling Outline

Use this guide to expand your 30-second story into a compelling 3-minute narrative that connects with lawmakers, the media, or your community.

**Tip:** *know as much as possible about your audience and the goal of the story.*

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### 1. Opening: Who are you? (30 sec)

- **Introduce yourself.**

“Hello, my name is \_\_\_\_, and I am a \_\_\_\_ (farmer, business, advocate, org).”

- **Where do you live? Who do you represent?**

“I live in \_\_\_\_ (your state/town/district) and work with/represent \_\_\_\_.”

- **Briefly describe your work**

“I am/run/support \_\_\_\_ (title/farm/business name), where we (do/make/share/sell) or are experiencing/seeking support for \_\_\_\_.”

**Tip:** Keep this conversational and relatable - keep it jargon free.

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### 2. Why You're Here: The Problem (1 min)

- **What brings you to this conversation/interview/content creation?**

- “I am here today because \_\_\_\_.”

- **How does this impact you or your community?** (context, characters, stats)

- “For example, \_\_\_\_.”

**Tip:** Share a specific, real-life challenge / impact that you, your farm, business, community, or organization are facing / highlighting. Bring on the passion!

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## 3. Your Impact: What Your Brand or Farm Means to Your Community (45 sec)

- **What do people believe about your work?**
  - “In my community, people see our farm/business as \_\_\_\_\_.”
- **How does your work contribute to the local economy, environment, or industry? What is the problem you solve? How do others benefit by knowing you?**
  - “We provide \_\_\_\_\_ (jobs, products, education, resources) that offer/resolve/support \_\_\_\_\_.”

**Tip:** Connect your work to a larger purpose to make it more impactful.

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## 4. The Solution: What You Believe & What Needs to Change (45 sec)

- **What needs to happen?**
  - “I believe/have seen/want to know \_\_\_\_\_.”
- **Why does it matter?** (context, characters, stats)
  - “This isn’t just about me—it’s about \_\_\_\_\_.”
- **What action should others take?**
  - “We need lawmakers/media/community to do/know/see/hear \_\_\_\_\_.”

**Tip:** End with a clear, direct call to action.

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