YOUR ADVOCACY SWEET SPOT

Your guide to building a rock solid brand and advocacy foundation.

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YOUR ADVOCACY SWEET SPOT IS WHERE YOUR PASSION MEETS YOUR PURPOSE MEETS YOUR CAPACITY.

PASSION

✳ **What causes do you care deeply about?**
(examples: TNBC, Women of Color, Young Women, Metastatic Breast Cancer)

✳ **What are your personal strengths?**
(examples: Leadership, Communication, Organization, Networking, Problem Solving, Marketing)

✳ **What are your gifts and talents within and outside of advocacy?**
(examples: Fashion, Writing, Storytelling, Dancing)

PURPOSE

WHY STATEMENT & CORE VALUES

- **List your Core Values & Core Value Statements.**

- **List each core value, and outline actionable steps and strategies to embody them in both your personal life and advocacy work.**
  Example: If Joy is your Core Value, how can you intentionally add Joy in your life and advocacy?

CAPACITY

✳ **Questions to consider when evaluating and defining your capacity.**

☐ What are your personal and professional boundaries?

☐ What types of offers or opportunities align with your values, and which will you decline?

☐ Will you ever work for free? If so, under what conditions and how often?

☐ What signs indicate that you are emotionally triggered or overwhelmed?

☐ What are your internal boundaries (emotional/mental limits) versus external boundaries (time, availability, workload)?

☐ How do you intentionally schedule and prioritize rest?

☐ Who is your trusted support person or network in advocacy, and how do they support you?

☐ What are willing versus not willing to share online?

✳ **Define Your Emotional, Physical & Mental Capacity around patient advocacy.**

YOUR IDEAL BRAND

✳ **DEEP DIVE EXERCISE:** Set a timer for 25 minutes and write a journal entry envisioning your life as your best self, fully living your ideal brand while considering the Sweet Spot of your Advocacy.

✳ **QUESTIONS TO CONSIDER**

☐ What does your daily schedule look like?

☐ Who do you help, and how do you serve them?

☐ When people thank you for your impact, what do they say?

☐ What kind of clothes do you wear?

☐ How much money did you make this year through your advocacy work?

☐ Are you working full-time in advocacy, or do you balance another job?

☐ What organizations, communities, or networks do you collaborate with?

☐ How do people find out about your advocacy work?

☐ What platforms do you use to spread your message (social media, speaking, writing, media features)?

☐ What type of content do you create to educate and inspire others?

☐ How do you show up as an expert and thought leader?

☐ What kind of partnerships or sponsorships do you have?

✳ **Identify & prioritize the TOP 3 action steps you could take to make your brand come to life & work on them intentionally.**

SOCIAL MEDIA BRANDING

With the information captured, use those elements to create an optimized bio. Be sure to include “Breast Cancer” in the name section of your bio so brands & healthcare organizations can find you.

👉 Click here to generate your Advocacy Instagram Bio in ChatGPT

MEDIA KIT

Need a media kit?
CLICK FOR INSTANT DOWNLOAD



AP

Connect with me to learn more about Patient Advocacy & Content Creation!
@aisha_patterson in all platforms.

Have a question? Shoot me an email
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