BREAST CANCER ADVOCACY:

Know Where to Start & What to Do Next

Where to start, what to do next, and how to make an intentional impact with your breast cancer story.

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WELCOME

When I first started sharing my breast cancer story, I thought I had to have it all figured out

I thought **I needed the right words.**

I thought **I needed to post consistently.**

I thought **I needed to share more.**

I thought **I needed to have everything figured out.**

I DIDN'T.

There are things I wish someone had told me before I started putting my story online and that's why I created this workbook.

You don't need to become an influencer (unless you want to). You don't need to tell every detail of your life. And you don't need permission to decide what advocacy looks like for you.

You just need to start with
your why, your story, and your voice.

HOW TO USE THIS WORKBOOK
Don't try to fill it out perfectly.

BEFORE YOU BEGIN

This is important because it establishes the foundation of the series.

1. YOU NEED A WHY
Whether you're not sure where to start or you're ready to move from simply sharing your story to intentionally using it to advocate and create change, **you need a why.**

Because let me be the first to tell you:
being an advocate is not easy.

Unlike other content creators, we face obstacles that come with survivorship health scares, doctor's appointments, grief, and oftentimes, our own mortality.

There will be times when you want to quit. Fear will hold you back. Or you simply won't want to show up.

Your why is the gas in your tank.

It reminds you why you're sharing and showing up in the first place. It gives you the permission —and the audacity—to do the hard thing.

YOUR WHY SHOULD:

Feel moving and deeply personal to you.
Be specific.
Be connected to a specific outcome.

For example:

I share my story because I want more mothers to be alive to raise their children.

I share my story so young women facing a breast cancer diagnosis feel less alone through fertility challenges

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I share my story because too many women are still dying from breast cancer, and I want my voice to be part of changing that.

YOUR ONE-SENTENCE WHY

I share my story because...

THING 2

YOU MAKE THE RULES

The lesson:
Sharing your story does not mean giving everyone access to your story. This should be one of the strongest sections of the workbook.

YOUR STORY BOUNDARIES

Create three columns:
I'M COMFORTABLE SHARING
MAYBE / DEPENDS ON THE DAY
OFF LIMITS

Then:
THE "WOULD I REGRET THIS?" TEST

Before sharing something personal, ask:
Would I still be comfortable with this being online in:

- 1 week
- 1 year
- 5 years
- 10 years

Would I be okay with my:

- children seeing this?
- family seeing this?
- employer seeing this?
- doctor seeing this?
- future self seeing this?

MY PERSONAL SHARING RULES

"I will share..."
"I will not share..."
"I don't have to explain..."
"I give myself permission to..."

And a big reminder:

YOU CAN CHANGE YOUR MIND.
Speaking from experience, be okay with updating this list. Sometimes you have to do something before you realize you don't want to do it or that you need a boundary around it. That's okay. Your boundaries can evolve as you do.

WHO YOU SERVE

WHO is where your lived experience and the change you want to see collide.

You don't have to help everyone. Start by looking at what you've lived through and asking who you most want to make the road easier for.

FIND YOUR WHO

What part of your breast cancer experience do you feel most equipped to speak about?

Who do you wish had more support, information, or advocacy around that experience?

When you think about the change you want to see, who would benefit most from it?

FIND YOUR WHO

I want to use my experience to help _____

because I want to see _____

Example

I was diagnosed with breast cancer at 30 while breastfeeding, so I want to help young mothers navigate a breast cancer diagnosis without feeling like they have to choose between surviving and being a mother.

YOUR STORY IS YOURS

Before we talk about what to share, let's establish something:

You are in control of your story.

Check any statements that feel true:

- [ ] I feel like I "should" be sharing more.
- [ ] I worry people will judge me.
- [ ] I don't know where to start.
- [ ] I'm afraid of saying the wrong thing.
- [ ] I don't know how much of my story I want to share.
- [ ] I feel pressure to post consistently.
- [ ] I want to advocate but don't necessarily want to be online all the time.
- [ ] I want my story to help other people.
- [ ] I want to turn my experience into something meaningful.
- [ ] I'm ready to start—but I need some direction.

Right now, I want my story to...

YOUR STORY NEEDS A PURPOSE BEFORE IT NEEDS A PLATFORM.

AP