

**Congressional Message
Campaign – Tips on
Telling Your Story**

Tips on Sharing Your Homeopathy Experience (in one paragraph)

You've decided to send a message to your members of Congress through the Americans for Homeopathy Choice website asking them to support maintaining access to homeopathic medicines. One of the most compelling things you can do is relate a personal experience about how homeopathic medicine helped you, a loved one, or a client

Unfortunately, there is very little room to do so when interfacing with the messaging systems of Congressional offices. We can, however, help you share your experience in just three or four sentences. We know this kind of summary won't really do justice to your story of recovery. But keeping your experience short will make it much more likely that Congressional staffers—who are beleaguered by thousands of messages daily—will read it.

Three Steps to a Story

This method assumes you will share your experience in three sentences, essentially three sentences that make up one paragraph that you write which is part of a longer pre-written message to Congress. You may need four or even five sentences. If you go beyond that, it is doubtful your experience will be read. And doing so may cause your message to exceed the number of characters allowed in the messaging systems of some members of Congress, in part, because your experience will be combined with the pre-written portion of the complete message (supplied on our website).

So here goes:

Step 1 – The lead-in

Your experience starts with setting the context of your health event. Some examples might include:

I was getting a routine check-up when my doctor noticed that my blood pressure was very high.

I was at the reception for my daughter's wedding when I began coughing uncontrollably.

I had had occasional stomach cramps before, but nothing could have prepared me for the excruciatingly painful cramps I experienced shortly after my 35th birthday.

Okay, so now you've set the scene. The reader knows that something serious happened to you (or a loved one) and that you clearly needed some kind of intervention.

Step 2 – The Diagnosis

Here you explain in one sentence either what your problem turned out to be or a little more detail on just how bad it was. You need to do this in a way that someone unfamiliar with homeopathic medicine will understand. Some examples using our leads above as starting points include:

My blood pressure was 180 over 110, dangerously high, and my doctor said I needed treatment right away.

My homeopath worked with me to determine that I had had a nasty allergic reaction to someone's perfume.

My medical doctor who uses homeopathic medicine realized that the cramps were the result of the extreme stress I was experiencing at work.

Step 3 – The Resolution

This is where you explain how you recovered—again, in a way that someone not familiar with homeopathic medicine will understand.

My doctor treated me with a blood pressure drug, while my homeopath recommended homeopathic medicines that ultimately brought my high blood pressure under control for good.

I took homeopathic medicines recommended by my homeopath and haven't had another allergic reaction to perfume in years.

My doctor referred me to a counselor who uses homeopathic medicine in conjunction with talk therapy and now I'm free of cramps and coping with my stress much better.

Three sentences (or maybe four) are all you need to tell an entire story. And yet, that experience may be the most impactful part of your message to Congress.