



PBCers
Organization

Empowering Voices

Crafting Your PBC Narrative

Agenda

Or: "What You'll Learn From This Session"

- ★ **The importance of storytelling**

Explore how storytelling can foster connections, raise awareness, and change lives.

- ★ **Crafting your narrative**

Learn effective tips, tricks, and strategies to structure your story to resonate with others while staying true to you.

- ★ **Navigating challenges**

Discuss common challenges/pitfalls and how to address them.



About Me



I'm a writer with over 10 years of experience in different industries. Storytelling is my passion!

I'm an avid reader (13 books this year so far), traveler, and iced coffee drinker.

And I'm also a 3x rare disease patient!



Why Storytelling Matters

“After nourishment, shelter, and companionship, stories are the things we need most in the world.”

- Philip Pullman

“There is no greater agony than bearing an untold story inside you.”

- Maya Angelou

Survey Responses

Challenges and Barriers in Storytelling

★ Fear

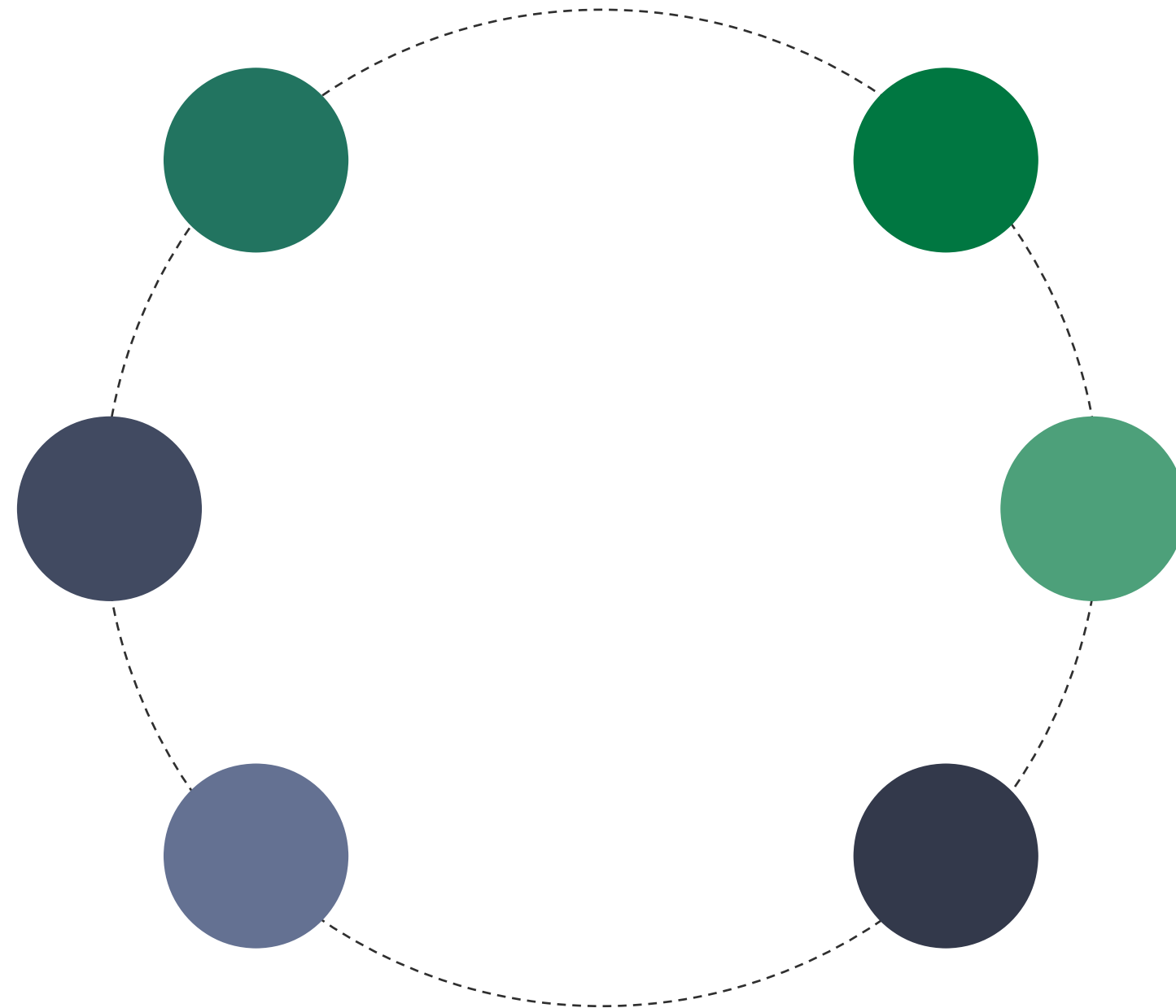
Telling your story can be frightening and overwhelming.

★ Not Knowing the Right Words

Trying to find the right words to can be challenging.

★ Anxiety

If you've dealt with medical trauma, storytelling can be challenging.



★ Lack of Support

A lack of support from friends, family, or the community can cause isolation.

★ Privacy

When telling your story, you might want to protect certain details.

★ Lack of opportunity

How do you find the right places or people to share your story with?

A woman with long blonde hair in a ponytail, wearing a light blue tank top, stands with her back to the camera in a forest. Her arms are raised in a 'V' shape. The scene is overlaid with a large teal circle that has a darker teal border. The text is centered within this circle.

Effective Storytelling Techniques

Tell your story the way that you
want.

Find Your Voice

Through These Helpful Techniques

- A** **AUTHENTICITY**
Be genuine and true to your experiences. Your story is yours - own it.
- B** **VULNERABILITY**
Share your struggles, but create a list of talking points to help if you feel uncomfortable.
- C** **CLARITY**
Connect with other PBC patients, family and friends

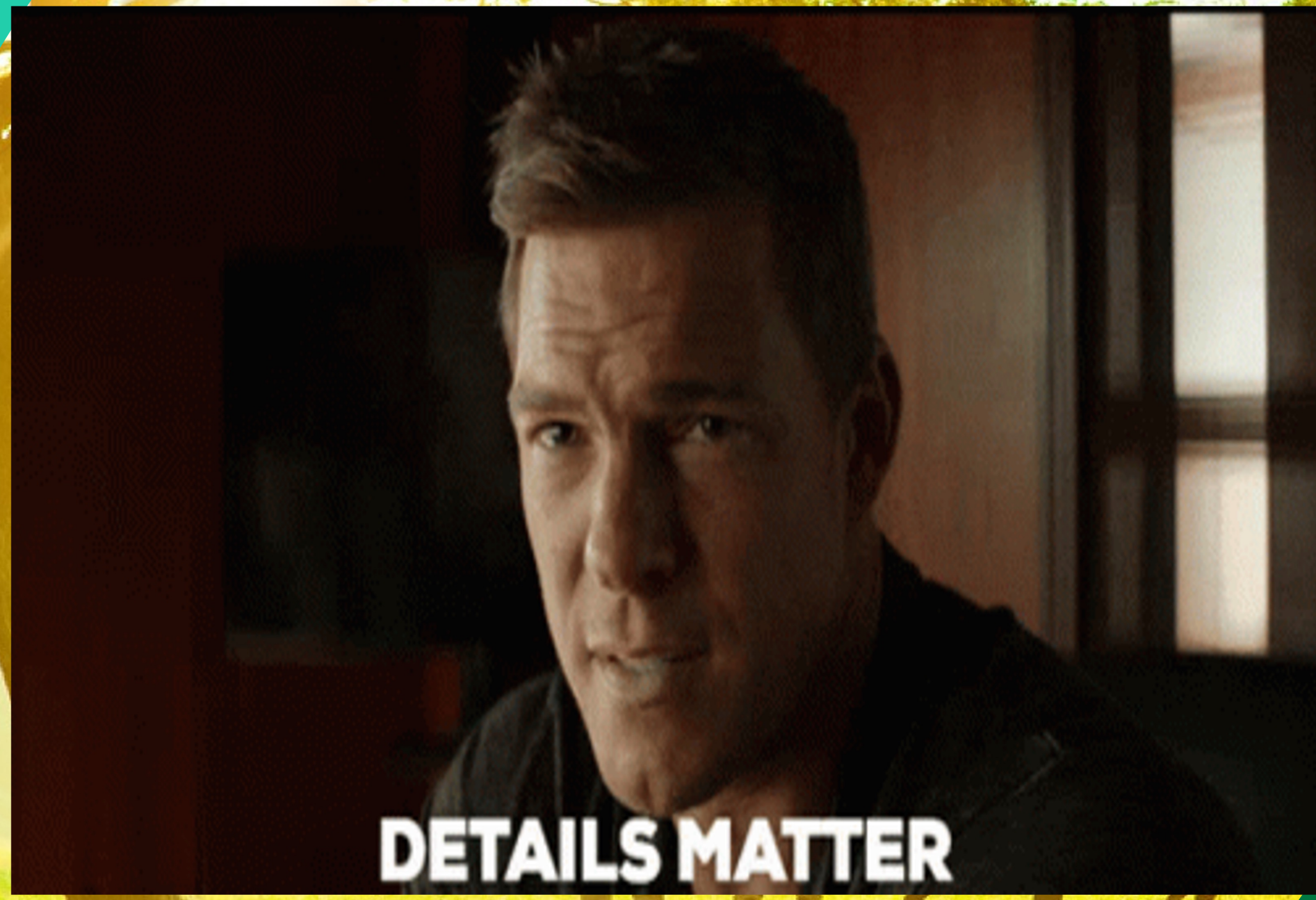


A woman with her arms raised in a forest, overlaid with a teal circular graphic. The woman is seen from behind, wearing a light blue tank top, with her arms raised in a gesture of openness or connection. The background is a lush green forest with sunlight filtering through the trees. A large teal circle is centered over the image, and a teal ring is visible on the right side of the frame.

Storytelling Pitfalls

How to keep people interested –
and not disengaged

DETAILS MATTER



Common Pitfalls

And Strategies to Overcome Them

★ **Writer's/Speaker's Block**

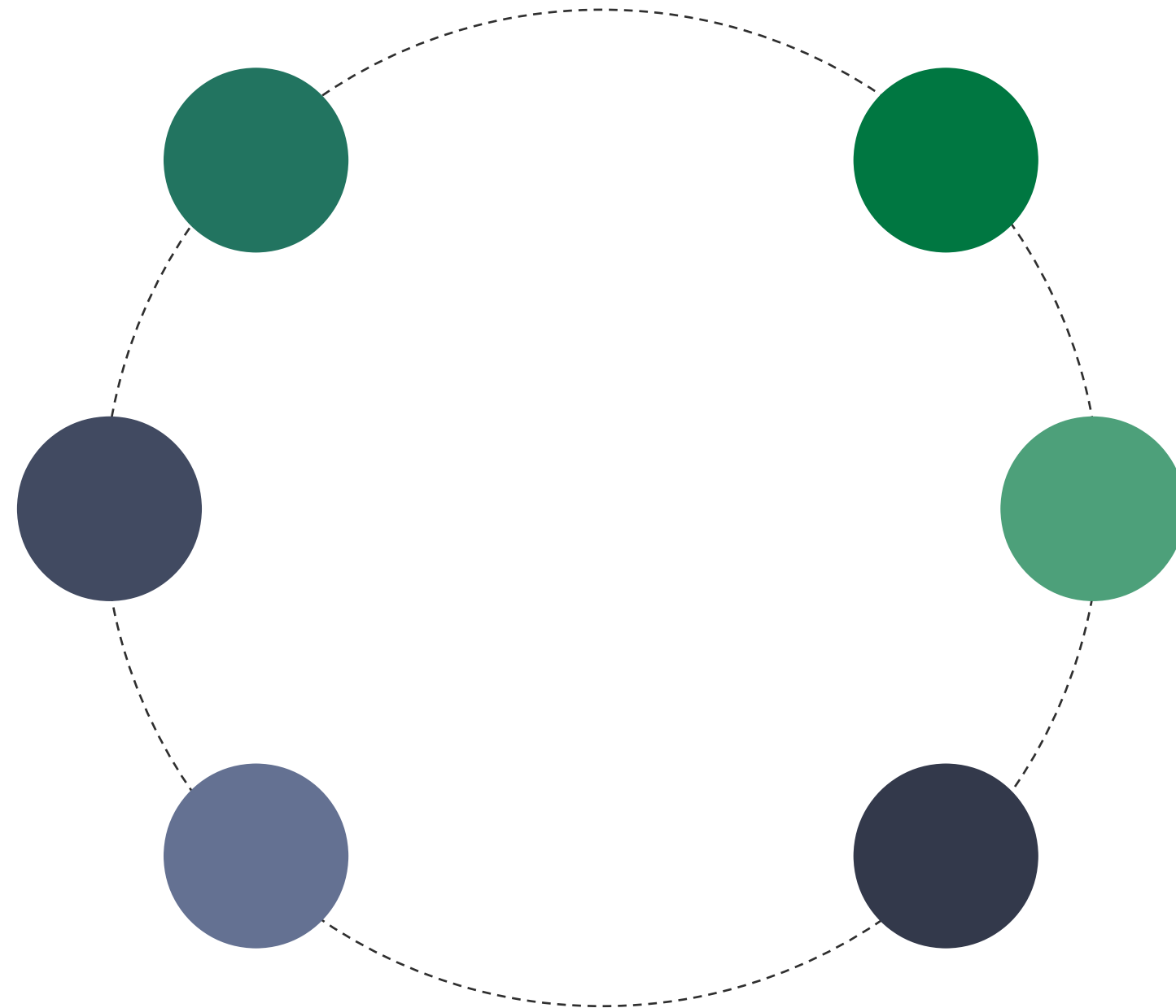
Not knowing what to say or how to say it - you're stuck!

★ **Comparing Yourself to Others**

Comparison is the thief of joy.

★ **Perfectionism**

Your story and voice don't have to be perfect.



★ **Lack of Support**

A lack of support from friends, family, or the community can cause isolation.

★ **Privacy**

When telling your story, you might want to protect certain details.

★ **Lack of opportunity**

How do you find the right places or people to share your story with?



Any Questions?

Because we've got answers!

#Absentia

YOU JUST HAVE TO

**WANT TO WORK WITH A
PATIENT WORTHY WRITER TO
HELP TELL/SHARE YOUR
STORY?**

**PLEASE REACH OUT AFTER
THIS PRESENTATION - I'D
LOVE TO TALK MORE!**



Contact

Get in touch

Jessica Lynn

**Content & Community Manager, Patient
Worthy (patientworthy.com)**

★ **Email Me**

jessica@patientworthy.com

★ **Social Media**

Twitter: [@patientworthy](https://twitter.com/patientworthy)

Instagram: [@patientworthy](https://www.instagram.com/patientworthy)