

Creating a Message

1. Clean-up your personal social media
2. Tell people closest to you that you plan on running
 - What do they think?
 - Take into consideration their concerns
 - Find people to help
3. Find your core message
 - Write down ideas
 - Run them through your team or trusted advisors
 - Make them simple
 - Listen - What do your constituents want?
 - What's happening in your district? Don't ignore things that you don't want to address. Find a way to address it.
- 4: Know who your friends are
 - Who can do what
 - Find constituents to work with you
 - Find the holes
 - Define roles
5. Create a Facebook page and/or any social media you feel comfortable with but be aware of where your constituents will be.
 - Have someone donate a website or create one
 - Don't create one for the sake of creating one
 - Have a tasteful, clear, well-done website professionally(donated) or don't have one at all.
 - Every point of contact with the public should be clear and adhere to your campaign goals and messages
6. Earned Media
 - Pretend you're watching the news: What would you like to see?
 - If you were watching your candidate, what would you want to hear?
 - How can your message be portrayed on local television? How does it work with other happenings in the district?
 - Take control of your message or another candidate's message will control your campaign

- For every event that you have with the public, send a press release with necessary information, including quotes. Help local journalists with their jobs and write what you want them to write or report on. (Examples of press releases can be found online. Make It very simple.)

7. Listen

- Make it a point to talk with as many potential constituents as possible.
- If you have the money, have a cookout or a listening tour where people can air their concerns

8. Have an exit strategy for every talking point

- Anticipate what your challenger's retort
- Don't engage in petty confrontations
- Stick to your core message
- Answer emails!
- Answer FB messages! Don't leave anyone hanging.
- You don't always have to agree but find something that you can agree on. Something very simple.
- Treat others how you would want to be treated. Respectfully.

9. Disseminate information

- Whether you won or not, what can be learned?
- Could things have been handled better?
- What issues surprised you?
- Plan-ahead
- Thank those who helped you
- Thank your constituents publicly {social media, email}