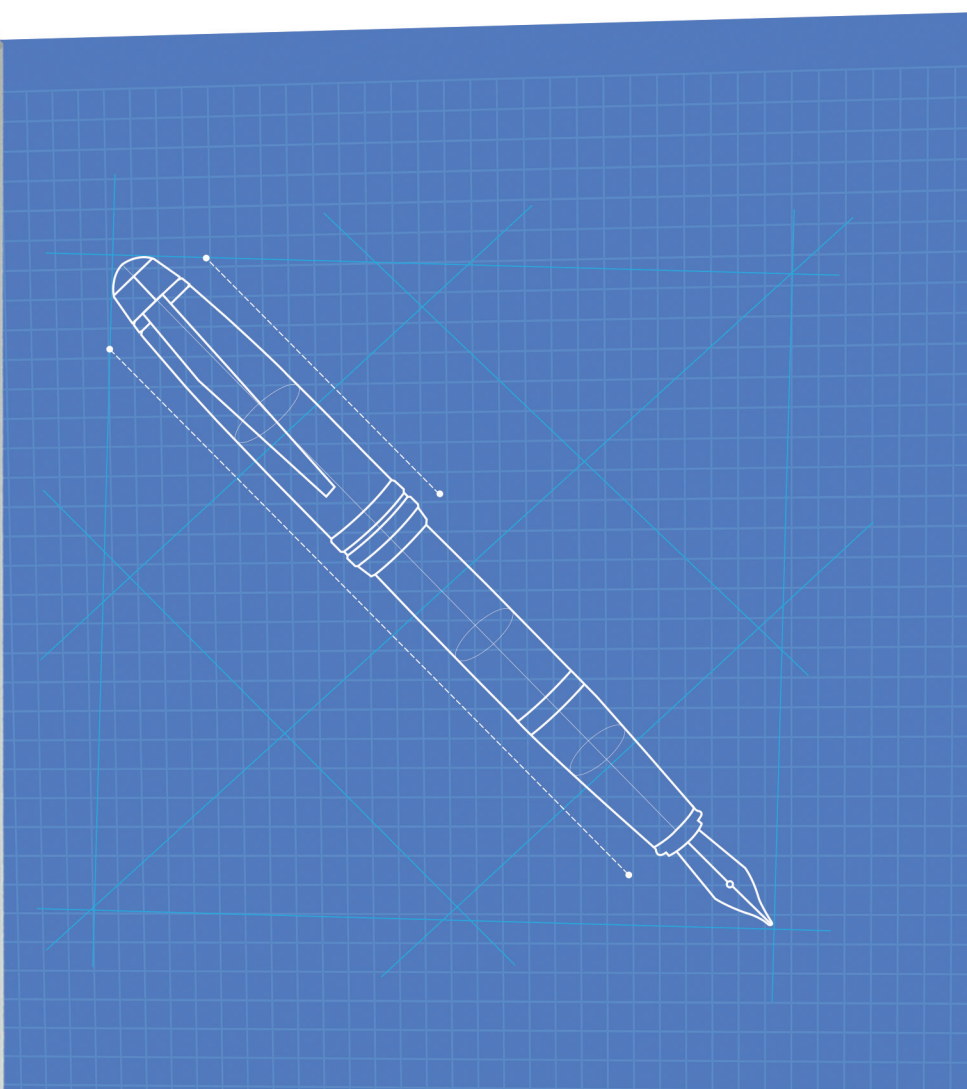
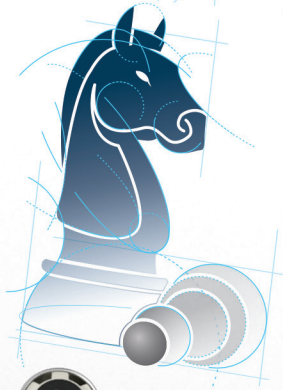




HOW TO

HIRE A TRUSTED
**POLITICAL
CONSULTANT**



Whether you're an experienced campaigner or a first-time candidate, the first steps after you've decided to run for office can be daunting.

You'll need help, but who do you hire? How many people? Should they be paid or volunteers? Should they be on retainer, full time or part time?

We suggest you start by hiring an experienced and trusted political consultant who can help you hit the ground running and take you all the way across the finish line on Election Day.

THERE ARE SOME IMPORTANT DO'S AND DON'TS TO REMEMBER WHEN HIRING A CONSULTING FIRM.

Don't: Hire a one-trick pony.

TV alone won't win your race. Neither will phones or mail or mobile or grassroots. It's a combination of these proven voter contact methods and new ideas and mediums that will ensure your message is heard and your voters get to the polls on Election Day.

DO: HIRE A CONSULTING FIRM THAT UNDERSTANDS THE BIG PICTURE.

Campaigns are like puzzles. Every piece has to fit with another and work together to answer the ultimate question, "How do I win?"

A winning campaign will have TV ads that work with their mail; mail, phones, and collateral materials that deliver the message as well as their volunteers do; and a presence where voters are today – their smartphones, tablets and devices.

The common thread through all mediums? A powerful and concise message that creatively cuts through the clutter, turns voters' minds and turns your voters out on Election Day.

Don't: Hire the cheapest consulting firm you can find.

It's a lot like hiring a contractor for your bathroom remodel. Often you'll pay for what you get, and the cheapest option isn't always the best choice.

You want and need a shower that actually works, right? Otherwise you're just throwing money down the drain.

DO: HIRE A CONSULTANT WHO WILL WORK WITH YOUR BUDGET.

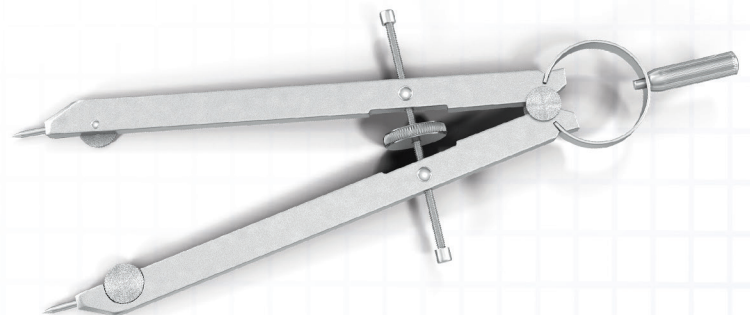
Every campaign operates within a budget. Some of the most expensive races in history have been a waste of money. It's not just about how much your campaign has; it's how and where you spend it that makes the difference.

An experienced and trusted consultant will look at your budget and target your dollars where they need to be spent – a personalized plan that looks at your race, your market, and your options.

There's no one-size-fits-all in campaigning.

Don't: Hire a consultant big on talk.

Anyone can talk about winning campaigns. The proof is in the vote count.



DO: HIRE A PARTNER BIG ON EXPERIENCE.

Experience is often the deal breaker on Election Day. It's the institutional knowledge of what works and what doesn't that can prove invaluable to your campaign.

You need a consulting firm that has experience at all levels – local, state, federal and presidential. There are lessons learned with each race, and that experience can be applied to your campaign, helping you craft a plan for victory that defines who you are, what you stand for, and how you're different from your opponent.

No, you may not be running for president or governor any time soon, but that doesn't mean you can't think and act like you are, applying the tricks of the trade to your race.

DO: HIRE A TEAM THAT IS BALANCED.

No matter how many times your name has been on the ballot, surround yourself with a team that is well-rounded and experienced at all levels of campaigns, including state, local, and federal races.

Your team also needs experience in both primary and general elections. Each has their own nuances, from who to target to what message needs to be delivered.

Even geography plays a role. A team who understands both the local dynamics as well as the national can provide you with the best advice on how to win your race by marrying the two.

Chemistry on a team is important, so be sure to hire team players. You don't need any firm or individual consultant jockeying to be "the one." You need a TEAM that functions as one with the singular goal of ensuring your victory on Election Day.

BOTTOM LINE: YOU DON'T HAVE TO HAM-AND-EGG A CAMPAIGN TOGETHER.

An experienced consultant worth their weight will treat your campaign like filet mignon, no matter what office you seek or the size of your budget.



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