

What to Do in a Meeting with a Politician

1. **KNOW** what you want to say ahead of time
 - Get your facts and points down pat by practicing your presentation.
 - Limit yourself to one topic because adding topics dilutes the effectiveness of your pitch.
 - Keep a positive, friendly tone. Confrontational attitudes will only hurt your cause.
2. **TAKE** as few people with you as you need to over the topic
 - One person per area that might be discussed.
 - Appoint a spokesperson and let him or her do the talking.
3. Keep it **BRIEF**.
 - Shorter presentations are more impactful and easier to remember.
 - Politicians have very tight schedules and, while it is your right to meet with them, it is their right to expect you to get to the point. They have other constituents besides you they need to meet with and other duties to fulfill.
4. **FINISH** strong
 - **Ask for action.** Be specific and pointed about what it is you want them to do. This is why you are there in the first place.
 - Thank them for their time and for listening to you.
 - Leave your contact info for future reference.
5. **FOLLOW UP** by sending a personalized thank you note. This:
 - Reminds them of the meeting
 - Reminds them of your issue and your ask
 - Keeps the issue fresh in their mind, and
 - Shows them you are a respectful organization worthy of respect in turn

Copyright 2007 by John O'Brien

Permission to use is hereby granted to any and all provided you acknowledge the source of your information and provide a link to my site: <http://www.johncobrien.com>.