



Rules of Messaging

- ✓ **Clear/Memorable:** simple to understand and say – short enough for voters to remember

- ✓ **Concise:** communicated in one paragraph and summarized in a slogan

- ✓ **Connected:** relevant to persuadable voters' concerns and emotions and the political environment

- ✓ **Compelling/Persuasive:** Will cause voters to cast a vote for you because they have a personal reason

- ✓ **Contrasting:** It sums up why you should be elected and why your opponent should not be elected

- ✓ **Credible:** It is something the voters can believe

- ✓ **Consistent:** It is stressed **repetitively** in all mediums