

A group of business professionals in a meeting. A man in the center is smiling broadly, looking towards the right. He is wearing a dark suit and tie. To his left, a woman is partially visible, looking towards him. To his right, another woman is visible, looking forward. The background is bright and slightly blurred. The text is overlaid on a semi-transparent dark band across the middle of the image.

6 REASONS WHY POLITICIANS WON'T LISTEN TO YOU



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Problem	Solution
<p>1 Issue:</p> <p>You are not clear on your issue.</p>	<p>The U.S. Senate uses 76 issue codes. What is your issue? Can you explain it in one sentence? Is it healthcare, defense, energy, immigration, banking or something else?</p>
<p>2 Position:</p> <p>You don't have a strong position.</p>	<p>What is your position on the issue? Are you for something or are you against it? Are you trying to get something done or are you trying to stop something from happening? Take a position and stick to it.</p>
<p>3 Facts:</p> <p>You don't have all the facts.</p>	<p>Be honest. Give specific facts if you have them. Use newspaper sources, polls, think tanks, or any relevant independent source that shows you know what you are talking about. It's also a good idea to include facts from both sides because it will make your case more credible.</p>



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<p>4 Arguments:</p> <p>Your arguments are weak and unconvincing.</p>	<p>List the arguments that support your position. You only need 3–5. These are usually short simple statements that explain why this is important to you. The word “because” is almost in every sentence.</p>
<p>5 Story:</p> <p>You do not have a compelling empathetic story.</p>	<p>Most people overlook this but the better your personal story (how this issue, bill or law affects or harms you or someone you know), the more poignant and convincing your story will be. Your personal story is the most compelling part of your pitch.</p>
<p>6 Ask:</p> <p>You don't know what you want from your Representative.</p>	<p>This is pretty simple. The reason you are having the meeting in the first place is to ask the lawmaker for something, to either vote for or against a specific bill, to support your position, or to write a “Dear Colleague” letter to another member who can influence the vote.</p>



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Conclusion

If you lay out all six points in a 15 minute meeting with your lawmaker you will have achieved more than 90% of what most people do when they have a short meeting with their representative. And if the meeting goes well, they may even invite you back.

If you don't have these six points nailed down cold, at least you will know why Politicians won't listen to you.

TIP:

Use these six steps in a personal meeting, a letter or even a phone call with a Politician's staff. They work.

Bonus eBook

To learn more & **get free training**, get a free copy of my most recent book:

"SWAY: Inside Secrets The Top 1% Use To Influence Policy Change And Get What They Want And How You Can Too."

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