



# How to Succeed in Lobbying...20 Easy Steps

1. KNOW THY LEGISLATOR.
2. Listen to your legislator.
3. Keep your legislator aware of issues.
4. Be persistent.
5. Understand the legislative process.
6. Cultivate friends in key staff positions.
7. Remember the sphere of influence strategy.
8. Build grass root support.
9. Know your subject matter.
10. Document your position.
11. Be brief, succinct, and sincere.
12. Be considerate.
13. Ask for your legislator's support or response.
14. Gain media support.
15. Follow through on commitments.
16. Remember, "timing is of the essence."
17. Recognize legislators for their efforts.
18. Support your legislator at election time.
19. Do not threaten or burn bridges.
20. Keep a positive attitude.

**REMEMBER, YOUR LEGISLATOR REPRESENTS YOU!**