

Creating a Persuasive Message

Persuading swing voters to support your cause is tricky. When voters go to the polls, one fundamental question is asked with every vote—**do they want to keep or reject the status quo?**

If you are asking voters to change who’s in power, you are asking them to reject the status quo. You have to convince voters of two things.

1. **Why the status quo needs to change.**
2. **Why your change is worth the risk.**

So how do you do it? You create a two-part message.

The Bottom Line

When you create a message for your next campaign. First, talk about the problems with the status quo. Then, show voters you have a plan and why they should trust you.

2-Part Message

Part 1 – Show the problems with the status quo.

For many of your swing voters, they have voted for the status quo in the past. But most of us don’t like to admit we were wrong about a decision. This means you need to craft a message that helps voters not be wrong but allows them to update their opinion.

Part 2 – Explain why rejecting the status quo is worth the risk.

By providing three focus areas, you show you have a plan and give voters confidence that rejecting the status quo will be a safer bet.

Ideally, the first issue will be related to the failed promises of Part 1.

Formula

Pick a failed promise from the last campaign.

Show the failure in a vivid way that matches the voter’s experience.

Explain why the voter wasn’t wrong.

Have a plan with 2 or 3 parts

Sample Message

“In the last campaign, you heard a lot of promises about reducing crime and inflation.

“Here’s the problem—we are two years later, and things aren’t any better. Crime is higher than ever, and a box of cereal costs \$7.

“They tried their plan, and it didn’t work. You gave them a chance, and they let you down.”

When I’m elected, there are three things I’m going to do...

- 1.
- 2.
- 3.