

Winning Edge #37 – Feel, Felt, Found Technique

This is Trevor Bragdon with Commonwealth Partners' *The Winning Edge*: Tips to help conservatives persuade and win.



A few weeks ago, I gave a talk to legislators about handling unscripted questions. Afterward, a campaign veteran, Dave Owen, approached me and said, “You should tell them about Feel, Felt, Found.”

He explained a technique he’d used throughout his career and taught to candidates. It’s a classic sales approach for connecting with people, regardless of the topic.

Feel, Felt, Found involves acknowledging someone’s concern, explaining that you and others have felt the same, and sharing the solutions you’ve found to fix the issue.

For example, if a voter talked about rising crime, you could respond:

Feel: *“I understand how you **feel** about the crime here—it’s affecting the safety and quality of life for all of us.”*

Felt: *“Many families I’ve spoken with have **felt** the same—frustrated, worried about their kids, their homes, and feeling unsafe in their own neighborhoods.”*

Found: *“Here’s the good news: we can fix this. I’ve studied other areas that have reduced crime and **found** it comes down to two things—first, locking up repeat offenders who commit most crimes. Second, we need to enforce all laws, because when small crimes go unchecked, they lead to bigger problems.”*

The Feel, Felt, Found technique works by combining proven persuasive elements: showing empathy, providing social proof, and reframing the conversation from concerns to specific actions you’ll take to solve it.

The technique also works when you don’t have a direct solution to the problem but want to show you understand and agree.

Here’s an example for when a voter mentions inflation and rising costs:

Feel: *“I know how you **feel**—it’s crazy how much two bags of groceries, monthly electric bills, and just about everything else cost these days.”*

Felt: *“I’ve **felt** the same way, and every voter I’ve talked with has felt the same. They’re working hard, but every month, food costs more, while their paychecks stay the same.”*

Found: *“While state-level solutions to inflation are limited, I’ve **found** there are things we can do to help. First, we can bring down electric bills by expanding energy production here in PA. And second, we can lower the cost of doing business to put more money back in workers’ pockets.”*

Next time you’re on the campaign trail, remember to use the Feel, Felt, Found technique. Acknowledge how they **feel**, explain that you and others have **felt** the same, and end with the solutions you’ve **found** to address the problem.