

## Winning Edge #68 – The Gas Station Pitch



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

Every candidate needs a short gas station pitch: the 60–90 second version of why you're running.

It's the answer you give at a gas station, a coffee shop, or the church lobby when someone asks, "So why are you running?"

The challenge is there's not much time. Do you talk about issues? Yourself? Them? Do you ask a question?

Here's a simple formula that keeps your pitch friendly and conversational.

### The Gas Station Pitch

1. Say your name and the office you're running for.
2. Name one problem you're running to fix.
3. Ask an open-ended question.

For example:

*"Hi, I'm John Smith, running for State Representative. I'm running to fix the roads here; they've become a real problem the last couple of years. What's the one issue you'd like to see fixed at the Capitol?"*

The goal here is to be remembered.

Most people make a quick gut decision about whether they like you. Being friendly helps, but it's not enough. When they talk about you later, you don't want them to just say, *"I just liked him."*

You want them to say:

*"He seemed nice, and I liked what he said about fixing the roads."*

By naming one specific problem you want to fix, you give people a reason for *why* they liked you.

The pitch worked if someone remembers you an hour later.

If they can't finish the sentence, "*He's the candidate who wants to fix \_\_\_\_*," your pitch isn't ready.

As you're running for office, spend time on your Gas Station Pitch. Pick one issue with broad appeal. Practice saying it clearly, and end with a question.