

The Gas Station Pitch

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 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, they don't want to say, "*I just liked him.*"

They want 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 that 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.

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 Rep. I'm running to fix the roads here, they've become a real problem the last couple of years. What's the one thing you'd like to see fixed at the Capitol?”

The Pitch Template

Your name and the office you're running for.

One problem you're running to fix.

One open-ended question about their concerns.