

## 5 Insider Tips

- Never go "off message" to our unified request.
- Staff are critically important -- develop them as advocates and information resources within offices.
- Never play with your phone in front of staff/Members.
- Friends need to be appreciated. Enemies can be softened by constituents. (Do not "write off" any meetings.)
- This is not about a single exchange or vote. We are building relationships that sustain us through a complicated and ongoing process.

The Parts of an Effective Hill Meeting:  
Hook, Line, & Sinker

**Hook:**

Introduction (2 min.)  
(geography, geography,  
geography)

**Line:**

Statistic or story (8 min.)  
(conversation, not lecture)

**Sinker:**

Our unified ask (5 min.)  
(1/2 of House; 2/3 of Senate  
required for success)

## Why 5 Follow-Up?

- Serious / Professional
- Competition for Attention
- Name Repetition
- Issue Repetition
- EMail or Letter or Phone Call?