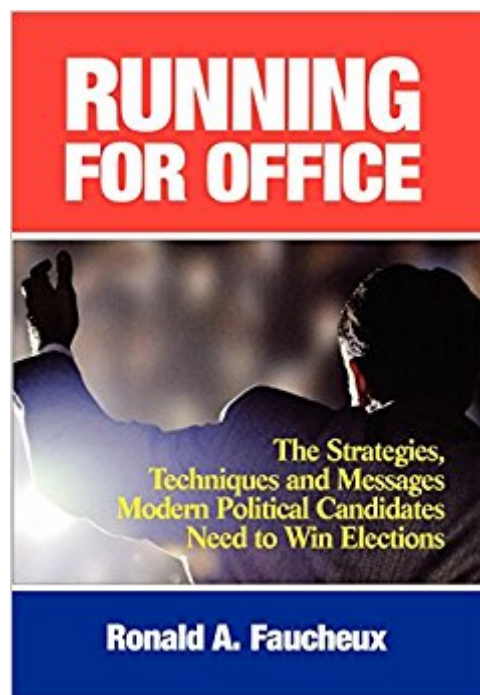




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Running For Office: The Strategies, Techniques And Messages Modern Political Candidates Need To Win Elections



Synopsis

This is your first and last stop for everything you need to know about winning the political game in the modern world of expensive, competitive campaigning.

Book Information

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Average Customer Review: 4.5 out of 5 stars 10 customer reviews

Best Sellers Rank: #271,215 in Books (See Top 100 in Books) #152 in Books > Law > Business > Reference #387 in Books > Politics & Social Sciences > Politics & Government > Elections & Political Process > Elections #401 in Books > Law > Law Practice

Customer Reviews

As a candidate, elected official, political consultant, media analyst, editor, lawyer and educator, Ron Faucheux gained a unique perspective on politics and is one of the world's top experts on campaign strategy and elections.

This book walks the prospective candidate, campaign manager or incumbent through the decision process and the effective execution of a local or statewide campaign. As noted by a number of other reviewers, the book is geared for the well financed and relatively conventional campaign. The book is one of the better ones of its type that I have read - well structured, sequential, and asking all the right questions that the candidate or prospective candidate needs to ask and answer during the process. The book is a quick read, and a valuable reference as well.

loved it, it really does an amazing job of going step by step through the process of a campaign. d

This is a must read for people like me.....who plan to fight a 30-year incumbent like me. Part of my preparation.

When I ran for office in 2004, I purchased four or five how-to-run-a-campaign books, and while they all included some unique insights (this one included), *RUNNING FOR OFFICE* was easily the least helpful of the bunch. The worst aspect of this book is that it presupposes that you're going to be running a big-money campaign as a Democrat or Republican, and that you have wealthy friends and/or political connections. If that is the case, then do you really need this - or any - book? I would not discourage a potential candidate from purchasing and reading this book, but it should not be your first or only choice. There are much better how-to-run-for-office books out there. Check my other reviews.

Ron Faucheux does an excellent job of laying out what you need to know when you are running for office. You can be assured that every word in this book comes from working on over 100 campaigns. This is a resource for the candidate, campaign manager, and staffer alike. All can use this book to help in the modern campaign. Topics include: a checklist for before you announce, strategy, message, fundraising, voter contact, using consultants, debating, and more. I think that every candidate and potential candidate should read this book early on. It gives valuable advice that helps in every step along the campaign trail. Along with *RUNNING FOR OFFICE*, I suggest buying *WINNING ELECTIONS* also by Faucheux. These two books complement each other and will guide you through election season.

The book provides a long set of lists for the potential and declared candidate. There is no mention of getting along with your political party.

Decision to run:

1. Do I want the job?
2. Do I know what I want to do with the job?
3. Can I take the time?

Etc.

25 first steps:

1. Make a final, irrevocable decision
2. Determine the rationale for your candidacy
3. Get your resume in order
- ...7. Raise seed money
8. Get professional help
- ...10. Take a poll

Etc.

Elements of Campaign strategy

1. Position strategies (the issues)
2. Message sequence strategy (prepared sequence with desired emotional path)
- Timing and intensity strategy (build intensity over time)
- Mobilization strategy (rely on word-of-mouth)
- Opportunity strategy (be opportunistic)

Crafting your message:

1. Do the demographics
2. Profile voters
3. Identify a winning coalition profile

Etc.

Art of attack:

Be believable, clear, logical, etc.

Estimating costs:

Raising money

- 1 Raising money
- 2 Raising money
- 3 Etc.

Spending money:

Hiring consultants

Buying media time

The perfect image

Slogans

Debates

And, Handy Tips for the Campaign Trail:

1. Don't let the bastards get you down
2. Always keep your cool
3. The goal is winning

Etc.

There isn't much use of anecdote. The book offers nothing but simple and direct advice.

I'm curious about this book, but I'm wondering why three of the four reviews were posted from San Diego, why two of those three were by the same person, and why two of those three (not by the same person) were posted on the same day. To post this review I have to give it some rating, so I'm giving it three stars which is the middle of the range, though I haven't read the book. I would just like to hear from more people who I can be confident HAVE actually read the book.

Faucheux does a great job laying out the fine points of campaign strategy, message making, fundraising and campaign tactics from the standpoint of candidates. I gave the book to two novice candidates running for local office and they both loved it. Includes plenty of tips about little things you need to know if you want to run.

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