

So You Want to Run for Office?

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Synopsis

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Have you ever thought about running for public office? Do you want to know what it is like to be mayor, commissioner, governor, senator, or even the president? There is no playbook for running for office, at least one that you will find without hiring an expensive campaign manager.

So you want to run for office? What you should know if you want to run for office or manage a political campaign discusses the common questions about running for office and describes the good, bad, and ugly of political campaigning. It's the playbook of decades of political campaigns, both successful and unsuccessful. Combined together to answer questions that most people will not give you straight answers to or are afraid you will use against them. The book discusses many unknown factors about running for public office and gives insight on such subjects as:

- Why do you want to run?
- Are you able to run for office?
- What office should you run for?
- Vetting and background checks on you and your opponent.
- Does it cost money to run for office and how much?
- How do I raise money?
- What are the election laws and how do I find out about them?
- What is the "dirty side" of politics?
- Marketing: Signs vs. Mailers
- Social media and other marketing techniques.
- What do I need to do to get elected?
- What happens after the election?

All this and more is included in easy-to-listen breakdown of political campaigning that everyone who has any interest in politics should listen to and keep as a reference to America's decision makers.

Reader's comments

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