

How to Lobby

- Start where they are -- not where you are
- There are no permanent friends and no permanent enemies
- Do your homework
- Build a bond, not a gap
- Listen carefully
- Be a partner
- Stay focused
- Rome wasn't built in a day
- Be positive
- Stay committed

Persuasion

- Know precisely what you are trying to accomplish
- Put yourself in the other person's shoes
- Recognize that other people frequently have prejudices and points of view that they never reveal
- Remember you are trying to win them over, not win the debate
- Know when to stop

