

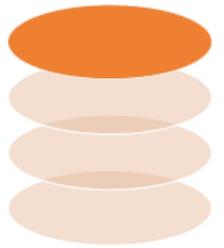
overall strategy

Before you decide what to say, you must figure out what you want people to *do*.

Define the problem:

What solution do you propose?

Who has the power to make your proposed solution happen?



overall strategy

What is the key decision-maker's position on your policy goal?

What allies must be mobilized to apply needed pressure?

What actions will you take to reach / influence your decision-maker?