



Hook, Line, and Sinker

# What is Hook, Line, and Sinker?

- A simple model ensuring coverage of all key points when meeting with your lawmaker
- Will make your presentation strong and effective
- Makes your meeting personal, from a constituent who cares about the issue(s) - a great way to make an impact

# Before the Meeting

- Review your talking points.
- Review your “ask”:
  - Know the bill number/name
  - Be clear whether you are asking for them to vote “yes” or oppose the bill.
- Make sure you are familiar with your subject (the issue).

# The HOOK – “Who You Are”

- Briefly introduce yourself.
- Add unique elements to your presentation - make a connection with legislator.
- Remind legislator that you are a constituent and represent the greater community.

# The LINE – “Why You Care”

- Share your personal story, but be brief and relevant.
- Provide any other local stories that support your issue if there's time.
- Statistics – but keep them brief and relevant.
- Put a face on the issue.

# The SINKER – “What You Want”

- Stay on message!
- Make your request clear.
- Don't be afraid to ask for a definite commitment.
- Be sure to listen.
- Avoid being angry, defensive, or hostile.
- Remember to say THANK YOU!

# Altogether

- **HOOK** – Who you are (constituent, ACS CAN volunteer, Relayer, neighbor)
- **LINE** – Why you care
  - Your story
  - Facts & important statistics
- **SINKER**
  - Stay on message
  - Ask for commitment
  - Say Thanks!

# Tips for Success

- Practice
- 8-10 minute rule
- Be respectful and succinct
- Be yourself
- Do your homework
- Follow-up



**PRACTICE TIME!**