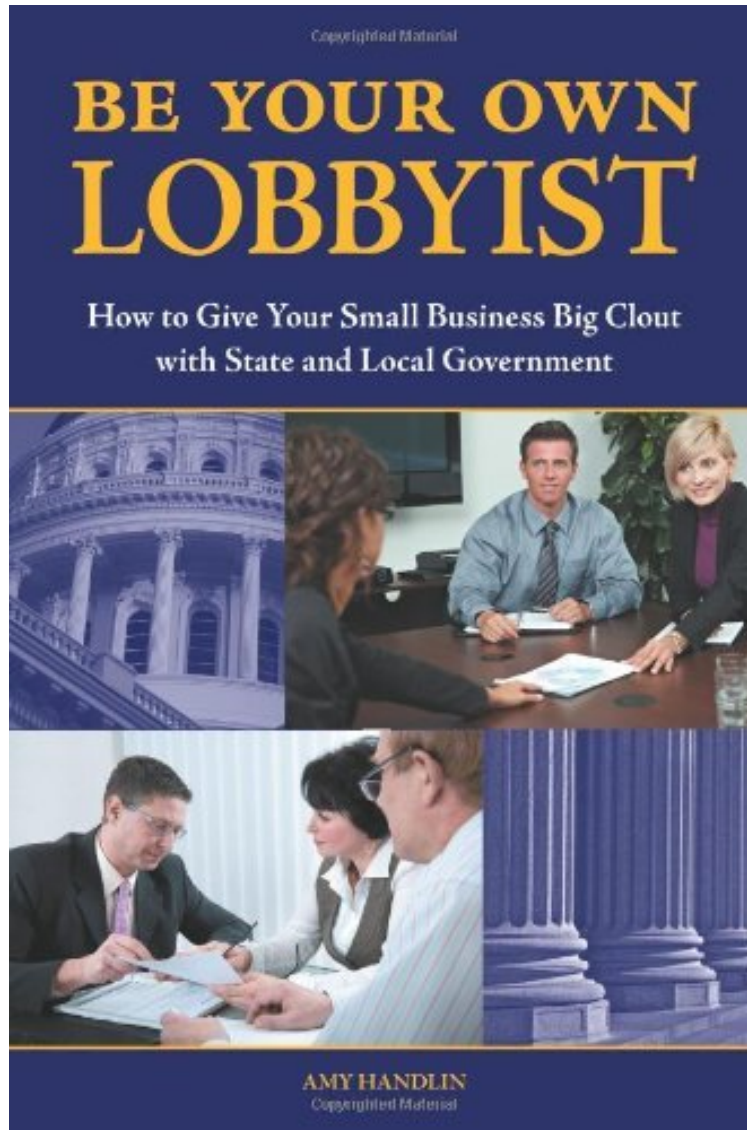


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Be Your Own Lobbyist: How to Give Your Small Business Big Clout with State and Local Government

Amy H. Handlin

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Amy H. Handlin : Be Your Own Lobbyist: How to Give Your Small Business Big Clout with State and Local Government before purchasing it in order to gage whether or not it would be worth my time, and all praised Be Your Own Lobbyist: How to Give Your Small Business Big Clout with State and Local Government:

This book is the businessperson's guide to influencing government decisions without incurring the cost of a professional lobbyist, at a time when those decisions are, increasingly, a key to survival. • Real-world advocacy examples • Tip sheets, including "How to Work a Public Meeting," "Setting Expectations for Your Lobbying Effort," and "Don't Waste Your Money" • "For Example" sidebars, such as "Time-Wasters and Turnoffs" and "The 5 Biggest Mistakes" • "You Try It" exercises • Model advocacy materials, including letters, emails, scripts, testimony, press releases, and more • Sample laws, policies, and forms • A "Learn the Language" glossary decoding some of the key jargon used in local and state government • Resource guides for small businesses seeking government contracts