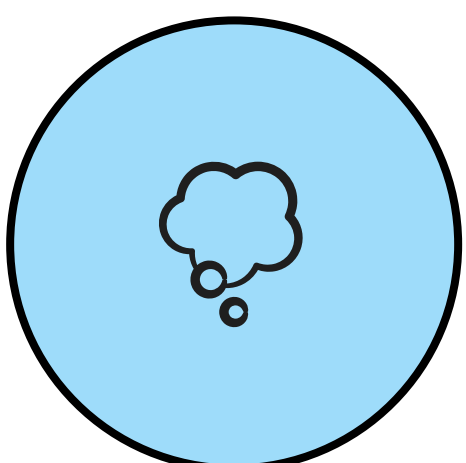




SAYS



THINKS

THEY ATTACK
THEIR
OPPONENTS
RECORD

THEY USE
POSITIVE
LANGUAGE
AND
IMAGERY

SHORT-
TERM AND
LONG
TERM
GOALS

THEY TALK
ABOUT
THEIR
PLANS FOR
THE FUTURE

VALUES
AND
BELIEFS

FEARS
AND
CONCERN



POLITICAL
JUGGERNAUTS

THEY MIGHT
HOLD TOWN
HALL
MEETINGSTO
HEAR FROM
VOTES

THEY
BELIEVE
THAT THEY
CAN MAKE
DIFFERENCE

THEY
PROMISE TO
MAKE THE
COUNTRY
REAT AGAIN

THEY RAISE
MONEY
FROM
WEALTHY
DOORS

THEY ARE
EAGER TO
GET
STARTED
AND MAKE
THEIR MARK

THEY ARE
NOT SURE
WHAT THE
FUTURE
HOLDS



DOES



FEELS