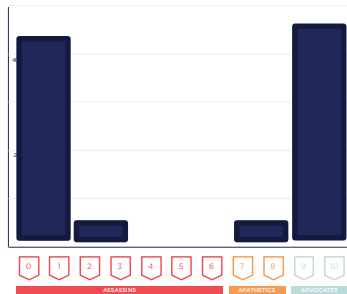


TIPSHEET: THE 8 ADVOCACY STRATEGIES

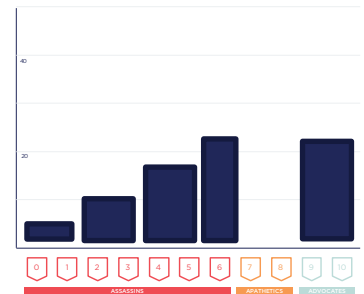
Once you gain some intelligence on your overall advocacy score, it's useful to take it further and understand the shape of the data

There are 8 core shapes and each require unique strategies to address

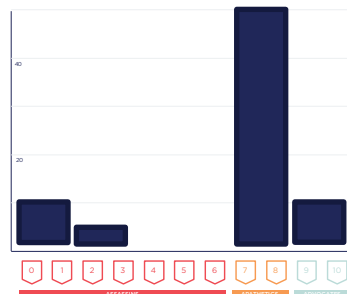
1 LOVE ME, HATE ME



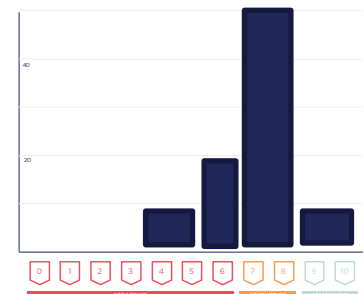
5 NO FENCE SITTERS



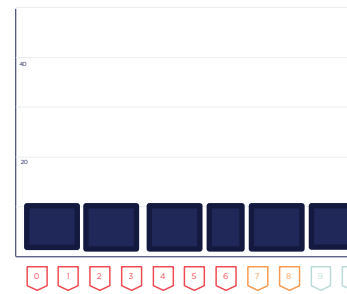
2 EASY SWITCHERS



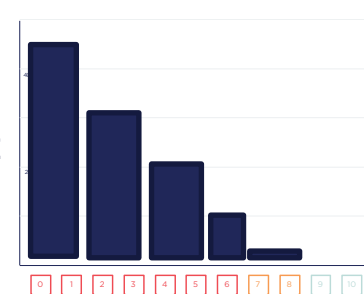
6 AVERAGE LEVERAGE



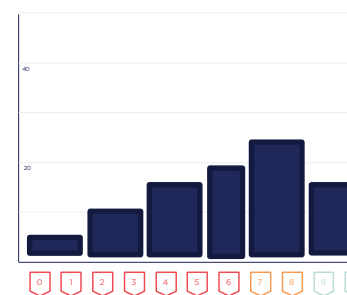
3 FLATLINE



7 ROAD TO NOWHERE



4 BEING AVERAGE



8 NAILING IT

