

# The Newcomer's Guide to Winning Local Elections

*Terry Amrhein*

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## The Newcomer's Guide to Winning Local Elections



by Terry A. Amrhein

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**Terry Amrhein : The Newcomer's Guide to Winning Local Elections** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Newcomer's Guide to Winning Local Elections:

0 of 0 people found the following review helpful. A must for first timers!By EMT StanfillThis is a handy little guide for those interested in local politics. I followed the guide and am running in the county commission election in May. Guess we'll see how well it works!0 of 0 people found the following review helpful. Good outsider's perspectiveBy Sam TracyThis book was written by an amateur, which sets it apart from many other books on campaigning, and gives it unique pros and cons.Pros: Good, informal tone throughout the book, which made it easy to read. Proves that an

unexperienced person can run for and win office, and gives tips for people who have no experience at all. Definitely focused on town elections, which is what I think of "local" as. Many other local books talk about state campaigns. Cons: Full of typos and grammatical errors, which were kind of annoying while reading. He is sometimes too focused on NY laws, which will not apply to most readers. Be sure to check your own state's laws. Assumes you are running with a party, rather than an Independent. A lot of advice is affected by that assumption. All in all, a good book and helpful to anyone. Just think of it as hearing from a fellow amateur, rather than a seasoned professional, and you can enjoy it and get a lot out of it. 1 of 1 people found the following review helpful. The Newcomer's Guide to Winning Local Elections By GSFT This was an interesting read for those who are interested in running a local election campaign. It had some good tips on door to door canvassing and for sign location in addition to other tips. It was written by a regular guy who served as his wife's campaign manager in a small town. She won after her third try, so the book proves that the "little guy", like most of us, can win if we work at it. No guts, no glory! An underlying theme is that the underdog can win against the establishment if they work as hard as a mule and as tirelessly as a small business owner. The Amrhein's obviously did so. Remember, the book was written by an amateur, not a paid professional, so don't expect detailed advice. It does, however, provide an interesting starting point with solid, easily readable advice for the local candidate. So go on, what are you waiting for? Run for that office you have been thinking about. We live in a democracy, so do it! :)

**WHAT THIS BOOK CONTAINS** This book contains practical information on how to win elections in cities, towns and villages. The book was developed for those who are running, or are considering running, for a local office. The book is loaded with useful practical suggestions for both the new comer and the experienced politician. The book includes: How to develop campaign strategies Information you must have for the campaign Ways to get nominated for office How to conduct Door to Door campaigning why is Door to Door so important how to effectively organize Door to Door campaign How to develop and use Road Signs The importance of Campaign Flyers how to develop campaign flyers ways to entice the voter to read the campaign literature Other effective and easy campaign strategies Methods for Campaign Financing for small town elections Management methods for the campaign and What to do during Election Day The book also contains a summary of the New York State Election Law pertaining to electing candidates to office. For over twenty five years, Terry Amrhein has been an engineer and project manager for the General Electric and Lockheed Martin Corporations. Becoming a campaign manager for his wife in a small town election was natural for Terry who has years of experience in organizing and developing all sorts of projects. After three campaigns, Terry helped his wife become the first "Newcomer" elected in their town in over twenty years. This book tells how he did it!

**About the Author** For over twenty five years, Terry Amrhein has been an engineer and project manager for the General Electric and Lockheed Martin Corporations. Becoming a campaign manager for his wife in a small town election was natural for Terry who has years of experience in organizing and developing all sorts of projects. After three campaigns, Terry helped his wife become the first "Newcomer" elected in their town in over twenty years. This book tells how he did it!