



CANDIDATE MASTER CLASS™

Most Candidates Lose Because Nobody Taught Them How to Win.
We're Here to Change That.

10
Chapters

85+
Video Lessons

100%
Winning Strategy

WHAT YOU'LL LEARN

Strategy & Foundation

Build on solid ground or don't bother building.

- Know exactly why you're running and whether the timing is right
- Use voter data and your win number to drive every decision
- Research the rules, the district, and your opponent before you announce
- Set goals, manage your time, and build a campaign calendar that works

Brand & Message

If you can't define yourself, your opponent will.

- Shape your image, biography, and core values into a cohesive brand
- Build messaging that resonates and deliver it through every channel
- Show up confidently in speeches, interviews, and on camera
- Run your paid and social media like a pro, not an afterthought

Team & Money

Nobody wins alone, and nobody wins broke.

- Know when to lean on volunteers and when to bring in paid help
- Build the right team structure for the size of your race
- Create a budget, understand finance rules, and identify your donors
- Make compelling fundraising asks, both one-on-one and at scale

Voters & GOTV

The votes are there. Do you know how to get them?

- Learn the approach that turns voter conversations into committed support
- Handle difficult conversations without losing votes or your composure
- Execute your GOTV plan across mail, early voting, and Election Day
- Finish the campaign strong; when fatigue and pressure are at their peak

Every race has a winner. Make sure it's you
Enroll Today

