Here’s Why I’m Awesome
Women in Politics Self Assessment

You are qualified to run for office -- so own it! Identify your strengths and know what you bring to the table that makes you the right woman for the job. Colorado State Representative Faith Winter takes us through how to create your “plate” and own your political prowess.

- **Realize Your Qualifications:** Hewlett Packard found that men apply for a job when they meet 60% of the qualifications, while women only apply if they meet 100% of them. Create your political “plate” to figure out what you bring to the table by identifying the aspects of your life make up these four categories.
  - Your Experience and Background: Are you a mom? Do you work multiple jobs? Are you engaged in your community?
  - Your Skills: What are you good at? What gives you an upper hand?
  - Passions/Issues: What lights the fire in your belly? What is motivating you to run for office and get involved?
  - What Sets You Apart: What makes you memorable? How do you want voters to feel about you? Your voters will remember how you made them feel, not what statistics you can memorize

- **Own Your Politics:** What kind of politician do you want to be? Most politicians craft their approach according to the political alignment of their area. Are you the Elizabeth Warren or Sarah Palin of your district? What will make you likeable as not only a candidate, but also as a person?

- **Know Your Community:** Think about who you are representing. Consider age, ethnicity, urban/suburban/rural areas, LGBTQ community, income, and popular concerns of your constituents. People vote by their conscience, district, and then their party -- consider how you will fit in as their representation.

- **Is it a Perfect Fit?:** You want the people in your community who are facing struggles to be inspired by you, and you have to want to go out and fight for them every single day. If this isn’t the case, consider a move. Even going 10 miles down the road can make a difference. Is it a match made in heaven? Great! Re-watch the VRL web clinic Getting Ready to Run--Power Mapping, and get out there!

www.VoteRunLead.org