

## **How to Determine EXACTLY How Many Votes You Need to Win**

The number one question most candidates are asked by donors is: Why are you running? Let's hope your answer is because you want to DO something, not BE somebody.

But the second most-asked question is: How many votes do you need to win?

I'm amazed at how many candidates have no idea how to answer that question. For those who do venture a guess, the answer is usually some rounded-off number they plucked from the sky. "Oh, around 20,000 votes." God help 'em if someone ever asks how they came up with their figure. Most often, it's just an uneducated guess ... at best.

This does not earn you points or the confidence of potential donors and supporters.

However, let's say if someone asks how many votes you need to win, and you answer - with no hesitation and genuine confidence - "19,272!"

Well, bust my buttons! That immediately tells the other party that you've done some serious homework - and will almost guarantee the amazed follow-up question, "How'd you come up with that figure?"

Here's how...

But first, a disclaimer. The way to determine how many votes you need to win is based on historical voting patterns and generally similar election conditions. You can use the following formula as a pretty accurate guide for most races, but you also MUST be aware of special circumstances in your particular race which might affect the outcome and/or change the figures.

A perfect example was the 1994 congressional races. Had conservative voter turnout followed historical voting patterns, Democrats would have remained the majority party in the U.S. House of Representatives. But, for various reasons - Hillary's attempt to nationalize the health care system, the 1993 Clinton tax increase, gays in the military, the Contract with America, etc. - turnout FAR exceeded expectations. Thus, some GOP wins in