

A lobbyist represents the special interests of a particular group, organization, or business. It is the lobbyist's job to present information to lawmakers and to persuade them to make changes in the laws. Below are some of the steps you would take to become an effective lobbyist.

1. **Find an issue or cause that you really believe in.** If you are going to change the world—even a small piece of it—you need to really care about what you are doing.
2. **Get to know your issue.** Research your issue. Learn all the facts about it that you can. Find out what laws exist and what the effects and costs of changes to the laws would be. You also need to be prepared to address possible counter-arguments to your cause.
3. **Get to know your legislator and the legislative process.** Find the right person or people who make the decisions about your issue. Introduce yourself through letters, phone calls, or e-mail. Learn the timetable or schedule for introducing changes to the law.
4. **Make your position known.** Write letters and e-mails, send editorials to the local newspaper, make telephone calls, and attend appropriate meetings. Tell everyone who will listen about your cause and why lawmakers should change the laws to support it.
5. **Be brief, be persistent, and be polite.** When you get the opportunity to speak to people who make the decisions, get right to the point. You may need to speak to more than one person more than one time, but keep at it. Above all, be polite even if you are talking to someone who disagrees with you. Thank lawmakers and other listeners for their time.