

- TULLY BOX EXERCISE -

Fill out each box based on how you *expect* the the campaign to play out in terms of messaging. What do you hope voters will learn about your record, style, character and accomplishments? How about your opponent – what messages will differentiate you? For that matter, what will *he* say about himself? About you?

US ON US

US ON THEM

THEM ON US

THEM ON THEM