

# Ten Easy Ways to Use Political Auto Calls

*Enhance Your Campaign, Win Your Election!*

By Scott A. Pullins, Esq.

1. **Introductory Calls** - This automated telephone call, to all voters in your targeted universe, has a dual purpose: alert voters about the campaign and its goals, and urge them to make a small commitment, such as agreeing to read your campaign literature, attending a campaign event, or viewing your campaign website.
2. **Voter Identification Calls** - This call draws out the voter's perspectives on issues - critical information in narrowing the group we will continue to contact. By eliminating your opponents and setting aside strong supporters for future communications, we are able to pinpoint persuadable or undecided voters.
3. **Rapid Response Calls** - There are times when a campaign can be caught off-guard by an opponent's attack, it's too late to change your mail or television, and you need to reach out to voters fast. Our automated phone calls can be activated in just a few minutes, to deliver your message to where it's needed most, directly to voters.
4. **Yard Sign Locations** - We can show you how easily, and cheaply, that we can use automated calls to obtain a multitude of yard sign locations for your campaign.
5. **Tracking Polls** - Concerned with how your message is playing? We can show you how to cheaply track your efforts with automated phone calls.
6. **Third Party Advocacy Calls** - Have you just received a notable local or national endorsement? We can significantly enhance that endorsement by recording an automated phone call in your endorser's voice.
7. **Get Out the Vote Calls** - Mobilize your base to get every possible supporter to the polls.
8. **Election Day Reminder Calls** - Remind your supporters that haven't vote yet that there is still time to do so.
9. **Event Reminder Calls** - Remind your supporters to attend that election night victory party.
10. **Thank You Calls** - Win or lose, don't forget to let everyone know that you appreciate their vote.

For more information on how you can use political automated calls to enhance your campaign, please contact Scott or Kathy Pullins.

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