

SO YOU WANT TO



A LOCAL ELECTION?

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Author Bio

Jeff Ward is a semi-sought after campaign manager/coach, a well-regarded 15-year journalist who's covered a slew of political campaigns, a radio show host/podcaster, and an author. He's the founder of Forward Communication, a company that helps candidates avoid the typical campaign pitfalls and boasts an 80 percent track record of getting major city mayors, county chairmen, sheriffs, state's attorneys, judges elected.

Jeff leveraged those experience into his recently released book, 'So You Want to Win a Local Election,' a step-by-step manual that's just like having a campaign manager in a box. SYWtWaLE covers everything from ensuring your spouse is onboard to effective messaging to how to get yard signs into frozen ground.

Jeff's political career kicked off as an 8-year opinion columnist for the then Chicago Sun-Times suburban newspapers and he continues to write at TheFirstWard.net. He was the driving force behind and 5-year co-host of the 'Ward & Jones' radio talk show out of Elgin, Illinois.



Jeff is currently working on The First Ward Report Podcast, striking fear into the hearts of misbehaving Illinois politicians everywhere (there's a never-ending supply of 'em), and working on his second book, 'The Diary of a Curmudgeon.'



'So You Want to Win a Local Election?' covers the entire campaign process from answering that all-important "Why are you running?" question to following up with supporters after the election.

And it does it in a way that first-time candidates can easily comprehend and execute. C'mon! Most novices don't have the resources to create separate data, social media, and fundraising teams.

Written in a direct, conversational style with a liberal application of humor, 'So You Want to Win a Local Election?' pulls it all together with "Real-world" examples that will make you laugh and put you miles ahead of the competition.

If you're thinking about running for city council on up to state senate, this is the only book you'll ever need!

