

## FairTax Letters to the Editor tips

- Be methodical. Catch peoples' attention with your opening remark, state your premise, back it up with reasonable arguments and FairTax research, then wrap it up with a closing remark.
- Speak in a conversational tone. Write like you are talking to a friend.
- Be polite. Not many editors will print rants or raves but express dismay if it fits.
- Mention your Congressman being for or opposed to the FairTax. Their office will see your letter and it will increase its impact.
- Accentuate the positive. Mention the negatives of other tax systems only as a prelude to building your case for the positives of the FairTax.
- Humor works. Editors like something that makes them smile but don't make fun of anyone.
- Don't hammer the naysayers. The object is to bring people to the FairTax. We won't do it by making anyone feel small or stupid. Be gentle as you spread the word.
- Don't repeat the negatives. Instead of, "The FairTax is not..." say, "The FairTax is very..."
- Don't plagiarize, but don't hesitate to take a good idea from somewhere else and promote it. Mention your source when it's appropriate. Sometimes quoting the source lends credibility.
- Figure out the points you want to make and drive them home. Don't try to sell all the benefits of the FairTax at once. This is where "to learn more, visit FairTax.org" goes a long way.
- Make sure "FairTax.org" is in the letter along with 800-FairTax. It's vital that readers (and the editor!) can get more information if interested.
- Check the word count. Editors have limited space for letters. A letter too big, no matter how good, probably won't make it to print.
- If you mail or fax a letter, put a note in it saying you have an electronic copy so the editor will know it doesn't need to be retyped.
- If you send a letter to multiple publications, do it one at a time. An editor isn't too crazy about getting letters by way of two dozen "cc"s.
- Sign every letter with your name, city, and e-mail. Include your phone number so it's easy to verify that you really did write the letter. Many editors won't print anything without verification.
- Expect to be edited. Hope the editor is a kind person.