



What Makes A Good Action?

A good action is also a tactic. It moves the issue campaign forward.

Therefore, a good action...

- ✓ Is simple
- ✓ Is visible
- ✓ Is something you know people will do
- ✓ Is timed for effect
- ✓ Builds on past actions (shows escalation)
- ✓ Tests people's willingness to go further (more escalation)
- ✓ Unifies people
- ✓ Flows from the issue
- ✓ Targets the person with power to meet your demands
- ✓ Is creative and fun