

**5%** **EXTRA  
VOTES**

If you or your party  
looking for a  
poll strategist  
to fetch 5% extra votes...



election**adviser**.com

The difference of votes between the winner and immediate loser won't be more than 3 to 5% in most elections.

Whatever tasks you undertake to win the elections, your competitors also perform the same. Then, how do you get an edge over other parties and or contestants?

Here comes, [electionadviser.com](http://electionadviser.com), to ensure that you undertake certain strategic tasks that can't be immediately imitated by other parties and contestants!

**Listed here are our services to help you fetch 5% extra votes by steering you towards the right direction.**

# Our services!

## 1- Total transformation of the party

If you have a year time to go for elections, transforming the entire party structure and its functionality is the best strategy. It is only by digitalizing the data of all your party members and active workers, you can assign work to them and monitor their performance with few clicks on a dashboard. We take the full responsibility of total transformation of your party from bottom to top. Winning will be easy, if the party President and contestants get online control over all polling booth committees.

## 2- Political consulting

We collect exhaustive data direct from the voters of different geographic and demographic segments to analyse and

prepare winning strategy reports. It is based on these reports, we re-position the party or contestant, re-segment the voters and create new segments of voters. This is done to re-build the loyal voter base and devise strategies to bring neglected segments and indecisive voters into the party fold and or make the contestant favourable to them. We differentiate ourselves from others with our CONSTITUENCY BLUEPRINT against ordinary survey reports. This report alone will help you keep changing your strategies and campaign speech from one geographic area to the other and one demographic segment to the other.

### **3- Last minute game changing**

In some constituencies, the difference of votes between the winner and immediate

loser won't be more than a few hundreds of votes. We foresee and avoid such eventualities by filling this gap with last minute game changing strategies. These strategies work well if your competitor is giving a tough fight or you got the party ticket in the last minute.

#### 4- Manifesto creation and distribution

Routine manifestos target only the poor people, whereas, we also focus on the upper middle class, which comprises 25% of the total voter base. We also devise strategies to deliver the manifesto and make sure that all voters read or watch it for sure, which never happen usually.

#### 5- Handling anti-incumbency

We evaluate the achievements of the ruling party vis-a-vis its promises listed in

their previous manifesto and the perception of voters about it. We have great ideas on how to make use of this anti-incumbency report either to bring the opposition party into power or to re-elect the ruling party.

## **6- Constituency development**

If the contestant is sure about his candidature and constituency well before the election and wish to make that constituency a strong-hold forever, we help him in the constituency development and his image building. Our roadmap helps him win that constituency in all elections.

## **7- Constituency management**

We manage key constituencies of top level leaders who can't afford losing by training and managing the WAR ROOM TEAM.



**Srinivas Balla**, an election strategist and CEO of electionadviser.com, is a Graduate in Law from Andhra University and Post Graduate in Management from Indian Institute of Advanced Management.

Voicing against the retrogressive manifestos with freebies and gimmick offers, he got his revolutionary manifesto published in “India Today”, a fortnightly English magazine, in its 06th March 2009 issue. So far, many governments and departments have adopted the ideas of his proposed manifesto. Srinivas Balla had also conducted a massive nationwide survey in all the 543 Lok Sabha constituencies, only to take up the constituency level problems of the voters to the notice of high-commands of all major political parties. Political parties from across India avail his services!

Following is the list of **BOOKS** he has authored:

- 1- Strategic transformation of a political party
- 2- Strategic manifesto preparation and distribution
- 3- How to rule India?
- 4- Strategies that can get you back into power
- 5- Strategic management of elections.

## How dependable we are?

Since our major asset is our CEO's creative and strategic mind, we urge you to read his free book titled as

### HOW TO RULE INDIA? -

to know whether his strategies and ideas are credible and deliverable. You can read the digital version of this free book online on our website!



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