

Your Profile on the Southeastern Institute for Women in Politics' Website

*Your profile with SEWIP **cannot** be used as your campaign website.*

What we need to publish you on our site:

1) **A high resolution head shot:** Suggested Setting - Indoors with a neutral backdrop. Make sure you are **facing** a light source. If outdoors, use a building or simple landscape as a backdrop.

Tips for the head shot:

1. Use a professional photographer. Many people judge candidates simply by their appearance.
2. Send a good quality, high resolution (300 dpi) headshot in JPEG format. Primary use will be for the website or emessaging, however, it may be used for print at an event.
3. Dress professionally. Chose classic clothes, flattering colors and simple prints.
4. Do not over-do your make-up or hair.

2) **A short biography** (approx. 250 words) Include a link to your website, if available. (Tips listed below

3) **Your answers** to our questions: This final item is an **opportunity** for you to tell the world in a friendly way about yourself. This is a great place to show your ability and political understanding. We give you the option to answer up to 5 of the following 10 questions; you're free to choose which questions you feel will best show your personality.

Please answer 5 of the 10 following questions:

1. Why you – why now for this position?
2. What is your leadership style?
3. With so few women in elected office here in SC what do you foresee to be your greatest challenge once elected to public office?
4. Has there been a woman who you've admired in the political world and what is it about her that gives you courage to run the race?
5. How much money will you need to raise? If you were not running for office and had that amount of money where would you spend it?
6. Has political office been a life long goal/dream of yours?
7. Tell us something your friends would be surprised to learn about you?
8. South Carolina would be a better place if only....
9. What keeps you awake at night?
10. Your mother always said...

Tips for the bio and answers to the questions:

1. Write your bio in 3rd person, e.g., "She engaged the school board in change initiatives through her personal experience."

2. Make sure that it is free from typos and that all information is current and accurate.
3. Your bio should be in paragraph form - not a list or a resume.
4. Focus on including information about you that would apply to your role in the office for which you are running.
5. Avoid sharing useless information.
6. Your answers to the questions should be short and to the point.
7. Humor is appreciated.
8. Answer the question asked and avoid tangents.
9. Please think about your answers and what they say about you (what others might infer) before you send them to us to publish.

PLEASE NOTE: The information you provide will be published as is and people will read it.

We do understand that typos can be missed and information will change. Please contact us at any time if you would like to adjust the photo or content on your profile page on the Southeastern Institute's website. We'll also contact you as soon as your profile is published for your review.

Thank you and good luck!

Southeastern Institute for Women in Politics

Email: info@sselectswomen.com, Phone: 803.741.5644.