

POLITICAL CAMPAIGN MESSAGING ANALYSIS REPORT

ANALYZED WEBSITE: <https://www.gates4ag.com/>

AUDIT SCORE

7/10

Criteria	Score
Clear Voter Problem	2/2
Simple Plan (Priorities)	1/2
Voter vs. Candidate Focus	1/2
Emotional Connection	2/2
Clear Call to Action	1/2

Key Messaging Problems

01 Lack of a "Step-by-Step" Plan

While the site lists many "Issues," it lacks a simple 3-step plan showing voters how he will solve the state's problems. Currently, it feels like a list of complaints rather than a clear roadmap.

02 Form Overload Above the Fold

The primary real estate features an "Endorse Form" before clearly explaining the "Guide" (Michael) or the "Solution." This asks for a commitment before building the narrative.

03 Complex Sub-Headers

Phrases like "Combating Fraud, Waste, and Mismanagement" or "Defending Title IX" are politically charged but lack the punchy simplicity of a high-conversion StoryBrand narrative.

Recommended Improvements

Implement a Process Plan

Create a simple 3-step visualization: 1. Enforce the Law, 2. Protect Local Control, 3. Restore Safety. This gives the voter a mental handle on his strategy.

Move the Form Down

The "Hero" section should focus on the primary message. Move the endorsement form lower or behind a button to allow the "Voter Problem" to resonate first.

Use "Survival" Based Headlines

Replace "Michael On The Issues" with more urgent, voter-focused benefits like "Your Right to Live Without Fear" or "Protecting Your Family from Sacramento Overreach."

Improved Messaging Examples

IMPROVED HEADLINE EXAMPLE

"Fed up with lawlessness? Michael Gates will crack down on crime and take our state back from selfish politicians."

IMPROVED CALL TO ACTION EXAMPLE

"Stand with Michael: Join the Fight for a Safer California."