

*Terlyn Figaro*  
COMMUNICATIONS GROUP

Political  
Campaign  
Training and  
Consulting  
Solutions

# Why?



Most local and state-level candidates, including incumbents and first-time candidates, often do not have the budget to hire high-profile national political consultants. With a low budget and a high demand for proven expertise, most candidates feel defeated before attempting to run for office to win.

Because Tezlyn Figaro Communications Group understands the increasing demand for proven expertise, we train the candidate and the campaign team to manage campaigns more effectively. In turn, our 'do it yourself' training tools will reduce the need to drain your budget by paying for expensive monthly political consulting costs.

# What?

Each campaign is different, some campaigns may need extensive training for first-time candidates and or staff, or a more experienced campaign team may only need to train or retrain on one specific subject matter.



# Training Model

## **CUSTOMIZED TRAINING**

To receive the maximum benefit, we create customized training aligned with your campaign goals. Your custom live interactive virtual training includes:

- A SWOT analysis (strengths, weaknesses, opportunities, and threats) one on one consultation.
- We align your customized training session with the results of your SWOT analysis and your campaign goals. We understand the pain of being forced to sit through training sessions that may not be relevant to your campaign needs; we offer customized subject matter sessions available one hour at a time to meet your campaign needs.
- Your customized training is private and will not be available for viewing at any time for anyone outside of your campaign team.

## **ON-DEMAND RECORDING REPLAY TRAINING**

Although, this training is not customized for your specific campaign, your campaign will benefit significantly from Tezlyn's expertise covering a wide range of topics.

- You will be granted the access link to watch previously recorded live interactive group training sessions at your convenience.
- Please note, you will not have access to watch previous custom training for campaigns; the replay option covers general subject topics that are not aligned with a specific campaign.

# Subject Matter Expert Training Sessions

Branding

Budgeting

Campaign  
Staff  
Management

Crisis  
Management

Coalition  
Building  
Earned Media

Elevator Pitch  
Ethics

GOTV

Grassroots  
Organizing

Interview  
Coaching

Media  
Training  
Messaging

# Subject Matter Expert Training Sessions

Polling

Program  
Development

Public  
Relations

Racial Justice

Skelton's in  
your closet

Speech  
Writing  
Development  
Techniques

Time  
Management

Voter  
Targeting

Don't see  
your desired  
subject?  
Contact us

# Who is the Trainer?



As Founder of the award-winning Tezlyn Figaro Communications Group, Tezlyn Figaro M.Ed. provides counsel to some of the nation's most influential political, social, and cultural leaders in America. Tezlyn offers over 20 years of achievements in political consulting, human resources, high profile crisis management, federal, state, and local campaign experience, public relations, media training, and strategic communications.

Tezlyn is the host of the Straight Shot, No Chaser podcast on Charlamagne Tha God's Black Effect Podcast Network on iHeart Radio. Tezlyn is seen weekly in over 55 million homes as a political contributor for The Black News Channel (BNC). She is also seen on various national outlets such as MSNBC, Revolt Television, and National Fox News.

As a gifted orator, Tezlyn shares an independent and nonpartisan political analysis, allowing her to connect with a diverse audience without compromising her calling and authenticity.

Tezlyn prides herself on holding a Masters in Adult Education to ensure that your training solution meets the adult education academic standards.

It is important to note that our training sessions are independent of Tezlyn's personal political commentary positions. We leave our personal politics out of your training session and solely focus on your campaign goals.



Before you run for office, run to  
Tezlyn Figaro Communications Group  
to schedule your needs assessment.