

DATE		CAMPAIGN ISSUE		ITERATION #	
YOUR POSITION			CONTRAST		
Strengths	(Your Strengths: What you say about your candidate/issue)		Weaknesses	(What you say about your opponent/issue)	
	<i>Items that make your position special.</i>			<i>Weaknesses of your opponent/issue that provides contrast.</i>	
CONTRAST			THEIR POSITION		
Weaknesses	(What your opponent says about your candidate/your issue)		Strengths	(Their Strengths: What your opponent says about themselves/their issue)	
	<i>Weaknesses of your position that creates contrast.</i>			<i>Items that make your opponent’s position special.</i>	