

Also keep in mind that those who care about your issue may not be the ones who can influence it. Influencers might be formal (elected or appointed to a role)—or informal, as in someone who has some power because of reputation or celebrity status.

If you've determined that your issue is "owned" by a particular person, you might talk with that person directly. But most likely you'll speak with the official's staff—or the staff of the staff.

Identifying VIPs is a key role for your partners, so get them involved. Their connections and yours add up to a whole lot of potential. You may not have time or be able to get to all the VIPs for your issue. The point is to identify at least one or two to whom you can pitch your solution. Turn the page to see the range of possibilities.

A is for accepting, which you want VIPs to be.  
B is for boost, which VIPs will give your cause.

1963

**Betty Friedan** publishes *The Feminine Mystique*, attacking the belief that homemaking and childbearing are the only ways for women to find satisfaction in their lives. She postulates that a system requiring women to find their identity solely as wives and mothers stunts them. The book, which grew out of a questionnaire Friedan sent her 1942 Smith College graduating class, galvanizes the women's movement.