

# Professional Lobbyist John Clayton Describes the Political Lobbying Process

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*John Clayton, a lobbyist, on the role of the lobbyist*

ATLANTA, GA, USA, June 26, 2014 /EINPresswire.com/ -- [John Clayton, a lobbyist](#), has been involved in Georgia politics at the highest levels for many years. He began soon after graduating from the Georgia State University School of Law with the Georgia House Appropriations Office.

After leaving government to serve as the Deputy Finance Director to former Governor Roy Barnes' reelection campaign, [John Clayton, a lobbyist](#), returned to the House to get involved in the 2002 election campaign of Terry Coleman. John Clayton, a lobbyist, played an important role in the election of Terry Coleman as Speaker of the Georgia State House of Representatives.

During his career [John Clayton, a lobbyist](#), has worked in both Democrat and Republican Party politics at the state level, and as a lobbyist has been an advocate for private sector clients.

During his career John Clayton, a lobbyist, has learned that many people are not really clear about what it is that a lobbyist does. In many cases, he tells such people, lobbyists serve as an unofficial extension of a congressional office staff. There are hundreds of bills and amendments introduced during each legislative session, so it is impossible for legislators to gauge the potential effects that each one may have on affected groups or individuals. Lobbyists assist lawmakers' staffs by communicating complicated issues and by knowing how to break an issue down into relatively small and simple parts. The goal is to make the learning process of the Member and/or congressional staff person easier, but to still provide them with accurate and timely information. John Clayton, a lobbyist, tells people that in that sense, lobbyists perform a valuable service not only to their client but to the staff and Members of Congress as well.&#8232;

The success of any lobbyist such as John Clayton, a lobbyist, is based solely on his or her reputation and credibility. You are only as good as your last piece of advice or information, so anything that doesn't work Giving is quickly noted and long remembered. John Clayton, a lobbyist, is skilled enough to avoid any serious pitfalls. He knows that lobbyists are given only one chance to make a mistake and lose the credibility that is necessary for success.

John Clayton, a lobbyist, tells people that lobbyists help their clients in many ways. For example, a hypothetical congressman may represent half a million constituents, along with the interests of

dozens of towns and cities, several counties, and hundreds of businesses. Lobbyists want to do everything possible to make sure their needs are known to that hypothetical congressman, so they'll need an office and staff that advances their needs. A lobbyist works to make sure the client's needs stay high on the agenda and makes sure others don't get a competitive advantage. Not having Washington representation can leave a client at a serious disadvantage.

Clients may seek a direct appropriation to fund a specific need. Lobbyists like John Clayton, a lobbyist, often assist the congressional offices with information that must be submitted to the appropriate congressional committee or federal agency for funding approval.

John Clayton, a lobbyist, on the role of the lobbyist.

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