

THE NEW GOP PLAN

A grass-root plan to prosperity

March 17, 2013 - REVISION

ABOUT THE AUTHOR:

Giuseppe Gori has been the Leader of the Family Coalition Party of Ontario for ten years (1997-2008).

Giuseppe worked with the party since 1980, occupying various planning, policy and candidate positions with the party, before becoming the Leader of the Party.

[The party "Leader" position in Canada is different from its US meaning(e.g.: Party leader or Majority/minority leaders in Congress): The party Leader in Canada corresponds to the position of Candidate for the Presidency and party leader at the same time. Had the Family Coalition Party won in either the 2003 or 2007 elections, Giuseppe would have been the Premier of Ontario.]

As party Leader Giuseppe approved or personally selected 83 candidates for the 2007 Ontario Provincial election. He was also responsible for preparing them with a "unified message" in view of media interviews, official signs and literature and candidate debates.

The debacle of conservatism in Canada, which started in the early '70's with Pierre Elliot Trudeau, gives Giuseppe an "early bird" view of what is happening and could continue to happen in the US.

Giuseppe is currently the president of The Self Government Foundation.

For a full résumé, go to www.MrGori.com

CONTENTS

ABOUT THE AUTHOR:	1
CONTENTS.....	2
PLANNING THE PLAN.....	4
A TAKEOVER OF IDEAS.....	5
THE OBJECTIVES	6
SHORT TERM ACHIEVABLE OBJECTIVES:.....	6
MID TERM OBJECTIVES:	6
LONG TERM OBJECTIVES:.....	6
PREMISES:	7
THE WORK:.....	8
KEY ELEMENTS:	9
WHY LESS GOVERNMENT:	9
MORE GOVERNMENT MEANS MORE MISERY.....	10
WE ARE THE COMPASSIONATE PARTY	13
WE ARE ON THE SIDE OF THE PEOPLE	13
CLARIFYING OUR LANGUAGE:.....	16
A TOUCH OF REALITY	16
TWO PERCEPTIONS OF POLITICS.....	18
THE LANGUAGE	19
Economy:.....	20
The Environment:	25
Abortion:	26
Gun Control	27
Government growth	28

PROMOTING IDEALISTIC GOALS:..... 30

 EXAMPLES OF SPECIFIC GOALS 31

 COORDINATING OUR MESSAGE: 36

 How to coordinate 36

 The work starts at the grass roots 37

 The role of talk radio 37

 The importance of television 38

 Media interviews: 38

 Facebook and the new media 39

 Local GOP meetings 39

Final thoughts 40

PLANNING THE PLAN

People in "the GOP establishment" may be afraid that the politically un-experienced tea-partiers will blow our opportunities to elect Republicans in the next elections. However, in my opinion, they will be happy to follow and support anyone who gains enough credibility and popularity, and looks like a winning card in 2014 and in 2016.

Such people do exist: Dr. Ben Carson, Rand Paul and Jim De Mint, are examples.

However, although we have many talented conservatives, who is really the leader of the GOP? Where is the plan? Who communicates the plan to the rest of us? These are fair questions, but let's go in order.

As conservatives, we do not believe in centralization, thus our plan has to be de-centralized. That is, it has to appeal to many people who then will start following the plan from the grass roots.

Ultimately the people who will act are those who want a better, more conservative alternative.

There are many of us. We **are** the GOP. We need to show up at the right places, use the right communication tools, use our influence, be ready to serve in the party positions through which we think we can implement the plan.

Every person working for a candidate campaign, with proper leadership, will volunteer to do what he does best and is willing to do. If he is a responsible person and a source of good ideas, he will be asked to fill some position with higher responsibility.

"We need a takeover of ideas."

A TAKEOVER OF IDEAS

The takeover of ideas and it starts at the grass root level.

Let's talk about ideas.

We **are** the GOP. What should our "party plan" be?

1. It has to reconcile ideology and long term goals with short term pragmatic steps and politically achievable objectives.
2. It has to be unifying and appealing, not only to conservatives, but to "would be conservatives" (I. e.: it has to educate uninformed people).

Most importantly, political philosophy and activity addresses people and changes their perception of reality: what they think they know, what they think government should "do", and **who** they think is on their side. The left is successfully using a "constructed reality" to lock people into their philosophy. The right must use reality (the truth) to shake some of these people away from their "trance".

3. The plan has to be revolutionary: it has to change the perception people have of government and of the two governing parties. The plan will produce results, by changing the way people think. This is accomplished by a "vision": idealistic goals.

"We can all agree on small steps towards big goals."

THE OBJECTIVES

SHORT TERM ACHIEVABLE OBJECTIVES:

A victory in the next mid-term election, by achieving

-a total conservative turn out at the polls, and

-winning over a percentage of the people who voted for the left in the past.

A victory in the next presidential election by continuing to energize conservatives and win previously left-leaning voters.

The discovery of the truth in the Fast & Furious, Benghazi and, arming revolutionary groups connected to our enemies, killing US citizens without trial and similar matters where the government has been withholding evidence or presenting false evidence.

"We can all agree on small steps towards big goals."

MID TERM OBJECTIVES:

A real reduction in government size and regulation.

Elimination of baseline budgeting. Call a spade a spade.

A single tax for ALL government revenue, such as the Fair Tax

LONG TERM OBJECTIVES:

Total Government Outsourcing.

Government ran according to the philosophy of Optimalism (See Optimalism references). That is government ran not by "lawyers trained to win", but by common sense people who know how to represent the people's interest, take responsible decisions, in the economy, in support of life and family, in support of freedom from government, in support of the Constitution, private property and the creation of wealth.

PREMISES:

We cannot afford even the appearance of promoting division within the conservative movement.

We must find the commonalities which make the plan appealing to all: conservatives, entrenched Republicans, libertarians, lovers of the country, lovers of human life, lovers of freedom and church-going people (who too often vote with the left).

We must find a way to appeal to more people without compromising on our "radical" objectives: returning to Constitutional, limited government and a free, self-governing people.

We should oppose those steps proposed by the establishment that bring us further from our final goals. We can do this mostly through the new media, through meetings, participation and intervention in GOP meetings, advertising and a host of other ways: the "always changing" avenues of political grass-root work. There are ways to present our ideas that "make sense" to grass root people. We must be appealing in this too, by presenting common sense alternatives. The way Dr. Carson presented his alternatives at the now famous prayer breakfast is an example of how to do it. When the presentation is non-confrontational and the alternatives are appealing, they get covered by the conservative media and more likely become assimilated by other conservatives (and even non-conservatives).

We can agree to short term objectives (the politically feasible steps proposed by the pragmatists) if and only if these step lead towards the idealistic goals presented by the "right wing radicals" (including myself, tea partiers, libertarians, etc.) who dare to think and advance radical, reforming ideas.

"We can all agree on small steps towards big goals."

THE WORK:

We can do all of the above by:

1. Clarifying our **language**.
2. Promoting idealistic **goals**.
3. Coordinating our **message** with tea partiers, the various advertizing campaigns and the spokesmen for the GOP.

This plan does not specifically address "running a campaign". There are many experts in this field, such as the people at the **Leadership Institute** in Washington, DC and we should draw from experienced people as much as possible. I have followed courses at LI (and presented one) and recommend other conservatives to do the same. They are very helpful.

We can run campaigns using both the experience of the past and new ideas. That is, the foundation of running a campaign does not change, but the details continuously change with technology, fundraising opportunities and the people running the campaign (i.e.: their ideas).

KEY ELEMENTS:

There are really only **two key elements** that must pervade our *language*, our *goals* and our *message*. They must be understood and internalized. They must be felt. They must be explained. They must be advertized. They must be part of our goals: "**Why Less Government**" and "**We Are the Compassionate Party**".

Historical perspective:

Compassion is the main reason Bill Clinton was elected. I am not too far from reality if I say that compassion is the main reason why any candidate gets elected. People ultimately vote for who they "feel" is on the compassionate side. People unconsciously fear for themselves and their family and, in case of some unforeseeable catastrophe, feel they will need a "helping hand".

Some people argue that Romney presented a "harsh future" where people had to control their spending, and some people might have to "do without", while Obama was politically shrewd enough to portray himself as a "Santa" and portray the future a little brighter. Just such an "impression" on "low information voters" might have determined the result of the 2012 election.

I am not recommending "going with the flow" and using the Clinton line as a ploy to fool voters.

We should however be ready to explain **why** our policies are compassionate and the Democratic policies are disastrous for the poor, the very people they purport to help.

WHY LESS GOVERNMENT:

This is the most critical element. The right has been somewhat successful at portraying itself in favor of "less government" but has been terrible at explaining **why**.

Explaining why is critical because most liberals are brain washed with the idea that "**more government is good**" and that "government can fix problems".

A hundred years ago, when government, regulations and taxes were a small percentage (about one twentieth) of what they are today, good people were easily persuaded that government could "do" something about the problem at hand. At that time you could have argued, apart from a constitutionality issues, that another government program was "affordable".

We have to admit that, at that time, only government could have taken initiatives that improved the safety in the work place, recognized civil rights and improved the country's infrastructure.

That "**more government is good**" attitude has been passed on from one generation to another until the sixties, when the government exceeded its optimum size (as explained in the next section). At that point our Return on Investment in Government inverted. More government started affecting negatively government expansion projects, social programs, and the standard of living of Americans.

Government after government in the last four decades reacted to this perceived (but not understood) "malaise" by creating more laws and government programs, accompanied by more taxes, deficit financing and a higher debt, which compounded the problem with each administration.

However, even after so many years, the attitude of the majority of the people has not yet changed. The response to problems, in their mind, is still more government.

The key to returning to sane budgeting and optimum government size is a reversal of this attitude.

Obviously many conservatives today understand what the problem is (i.e.: too much government), but the ability to understand **why** is essential for explaining this to others. We need to regain a few more "thinking" people to "reality" so that they will stop voting against their own interests and vote instead for their freedoms and prosperity.

MORE GOVERNMENT MEANS MORE MISERY

More government means more misery for the poor, the middle class and everyone else. Smaller government means **lower** taxes, **more** government revenues, more money for social programs and better conditions for all.

Most commentators do not "really" believe that lowering taxes (or removing government departments, or government programs) generates a better economy **and** higher government revenues **and** better social programs.

I continuously hear most commentators, even "right wing" media talking heads, using the language of the left, such as: "Obama is asking for a balanced approach between cutting expenses and raising revenues."

Conservatives should not even repeat such statements disconnected from economic reality.

In Obama's fantasy world, raising tax rates raises revenues. In the real world the opposite is true: Once the size of government is over the optimum point, higher tax rates reduce government revenues (this fact has been shown in the past, currently in California, and even in liberal studies). A reduction in government revenues and further taxation/regulation worsens the conditions of all. The first to suffer are the poor, the old (on a fixed pension) and the handicapped.

Not only this is true about taxation (as shown by the Laffer curve), but it is also true as far as all of society's resources: especially human resources, accumulated debt, government "investments", etc. (See the critical section of the STING curve, below). Technically, we need less government because we

are way over the optimum point in the STING curve: our Return On Investment in government is negative.

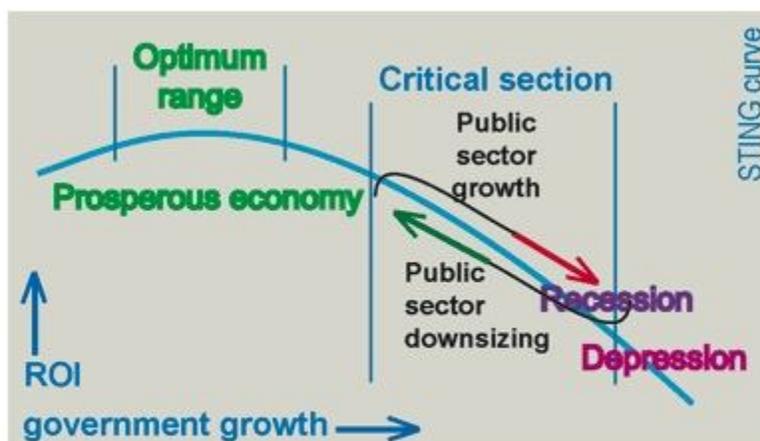


Diagram 1: The critical section of the STING curve

The graph above shows that when governments become bigger than their optimum size, adding more government programs will reduce revenue: The resources, including people and money, required by government to deliver those programs are taken from the productive people in society. When fewer people produce wealth, the GDP is lower, unemployment increases, the tax base shrinks, and government revenue decreases. Eventually common sense prevails and an "austerity" government is elected. Unfortunately, as soon as a recession is averted, people tend to ask for more "programs". Thus economies tend to fluctuate in the critical section of the curve, without ever returning to the optimum range.

It is fundamental for conservatives to understand **why** (at this point in history) more government programs, more taxes, more centralization, more regulation, etc., i.e.: "more government" directly implies (actually determines or creates) a lower standard of living for the poor. We must study the ROI curve of "investment in government". We must have it clear in our mind. We must be able to show that after the optimum point, more investment in government **lowers** the condition of the poor. We must be convinced of this, so that we can explain it to our friends and family members who vote liberals because they feel "compassion".

We must understand and explain **what** "creation of wealth" means, **who** creates wealth and **how** wealth is created.

We must understand **where the money government spends comes from** and the price we pay for (lower standard of living for the poor).

We must understand why competition improves products and services **and** reduces costs.

As people become more familiar with the basics of economics, then they will also understand why budget deficits and debt must be avoided.

When resources are allowed to go where they are needed (that is without government "control") the nation prospers. Consequently the unemployment rate is low, and government services are well financed.

There is a role for government, within the Constitution and we exercise it through the votes of our elected representatives. But an ever increasing unaffordable government is immoral, as it hurts especially the poor.

If the government size is kept at its optimum, the GDP can double and essential government programs can be improved. The economic outlook for America can improve ten times fold, because of the exponential effects of wealth creation.

The new prosperity will increase the number of jobs, increase salaries, increase personal freedoms, increase government revenues, decrease the government debt **and** allow for exceptionally good government programs for the needy.

We must maintain a positive outlook and share it with our "less informed" friends.

Do GOP leaders really understand the above? If so, why then we have not seen a proposal for real government cuts? Even the latest GOP plan calls for an **increase** in government spending in the next ten years. **This is not a step towards a conservative goal, but away from it.**

We understand that the current Congress is split and a common decision is not easy. However, even from a bargaining point of view, the GOP should start by proposing serious cuts (e.g. a 2% **real** cut across the board plus the elimination of a few government departments) to possibly then compromise, for example, to a 1% **real** cut and the elimination of the TSA. This would be a step towards a conservative long-term objective.

WE ARE THE COMPASSIONATE PARTY

Even though the GOP has been the party on the side of the poor, of civil rights and "social justice" until the sixties, mostly because of the fundamental Christianity of the people, the perception of the GOP has since changed.

With the economic malaise affecting families in more radical ways, people asked for government solutions. The GOP generally reacted with austerity measures (reduction of taxes and/or reduction of expenses), while the Democratic party reacted with more government. Hence the impression formed and stabilized in the minds of the less informed that the Democratic party is "for the people". After three generations, this perception is today so entrenched into liberal thinking that many decent people support and even run for the Democratic party in good conscience.

These are the "good people" we need to recover. Some of them see the light as they mature and get informed, but the process is slow.

This process of re-education is critical. We must do everything possible to make people aware of the true nature of liberalism and the pitfalls of too much government.

WE ARE ON THE SIDE OF THE PEOPLE

We (conservatives) value people. More free people create more national wealth. The notions of "overpopulation" and "limited pie" are communist scare tactics. We can take care of the current and future population, by managing our resources honestly; by being stewards of the environment. We can take care of more than a million legal immigrants per year, if they too subscribe to an ethical and responsible behavior.

We put people first. We trust the choices people make for themselves. We want people take their own decisions and run their life as they think is moral and right. Democrats want to regulate people in every aspect of their life. Eventually socialism makes everyone "outlaws". A centralized government does not know about your family needs, your goals, your struggles, your life. We want you to be taking over those responsibilities.

We treat the people as M.L.K. said: Not by the color of their skin, but by the content of their character. Thus we do not need politically correct advertizing, targeted to Hispanics, blacks, women, or special interest groups. We can show by example our attitude of true equality derived, in many of us, from our Christian convictions. However, we can point out the inconsistencies of Democrats and the cases of "Reverse discrimination".

Real charity is driven by love and is personal: "What do I do for my neighbor".

It is not true that if something is good, then government must do it. First, we are individually responsible to help our neighbor and society. We can also do the same trough our associations and churches. Everyone pitches in, as it is an American tradition, when people are in need.

If government continues to grow by doing more "good things" than necessary, then there are less resources for the essential government programs: the "safety net" (as shown in point 1).

We have always been the party who is on the side of the underprivileged, who voted to stop slavery, to promote and enforce civil rights.

Let's not be afraid to expose the immorality of Democratic policies and the lack of compassion of their leaders:

Committing the next generation to pay for our debt is immoral and not compassionate towards our children.

Devaluing the dollar by printing money (overspending) is immoral and hurts the people who are dependent on government assistance, on a salary, on a fixed pension.

Refusing to limit the growth of government spending is immoral. The democratic policies of "kicking the buck down the road" are increasing the severity of the economic crash that inevitably is going to happen after the current administration has been voted out of power. The economic crush will hurt all, but especially the less affluent.

It is immoral for Congress and the President to pass laws that exclude themselves, such as the health care legislation, the proposed anti-gun legislation and almost every law recently passed by Executive order. The GOP must pledge to follow the equality principles of our Declaration of Independence and basic common ethical principles.

Obama's vote against the "Born Alive Protection Act" was immoral and not compassionate. This is one of the few times Obama did not vote "present". This vote reflected his immoral, utilitarian outlook on life, seen as an expendable resource of "relative" value.

Authorizing the Fast & Furious to arm drug dealers was immoral and resulted in Americans and Mexicans getting killed. He seems to have forgotten those families.

Allowing Americans to be killed in Benghazi was immoral. The Commander in Chief certainly had no compassion when he let them die without help, taking off to a fundraising event without giving any direction to the military.

Lying about the causes of the Benghazi attack for political gain, was immoral. Where was his compassion when he lied to the families as the corpses of those American heroes were unloaded from the transport airplanes?

It is immoral (and illegal) for the federal government to release hundreds of criminals from prison (who happen to be illegal immigrants as well) just because they did not receive the expected rate of increase this year. Where is the compassion towards the victims these criminals will attack in the next few weeks

and months? How can these people go to sleep knowing that they could have deported these people instead of releasing them in the US and endangering the public?

Killing innocent people (not the terrorists) with drones is immoral. Where is his compassion towards the civilian casualties caused by those attacks? Shouldn't Obama return his Nobel Peace Prize?

Giving special grants to "friendly" corporations who in turn use part of this money to support his party is immoral and has all the characteristics of corruption.

And so on, and on...

CLARIFYING OUR LANGUAGE:

"It is a matter of choice between destruction of the country and prosperity for all."

A TOUCH OF REALITY

The US economy is very resilient and it will recover. However, let me briefly point out how serious the situation is.

We need to state the truths that low information voters are not hearing from the regular media.

According to the government's own forecast we will continue to have high unemployment. In reality the work force will shrink to the point of collapse of the economy.

According to the government's own forecast "energy costs will necessarily go up". Socialist (centralist) policies do not have the ability to forecast human ingenuity. In addition, the government imposed environmental restrictions do not allow the exploration and use of our own gas and natural gas supplies, putting many industries on "stall".

The reality is even worse than their forecasts. Their immigration and healthcare policies are stifling small business in many ways (I have to forego examples here). If you are a conservative, or a business person or an investor, or a retired person you should know.

We have not even started to feel the effect of public healthcare, which (in light of the Canadian experience) will mushroom to half of the total government expenses.

Most people who voted for Obama and confirmed him the second time are convinced that he is "on their side" and against the forces (government, big business) who keep them poor.

They do not realize that **"he is government"** (philosophically and in practice).

They do not realize and he is saying the opposite of what they believe.

They do not realize that he does the opposite of what he says.

His posturing and speeches are essentially irrelevant, and have been so since he started campaigning for the job. However, the media, including conservative media, still "analyzes" his speeches as if they could find some substance in them. There is no content, no substance and no truth there. Conservatives **should refuse to report or analyze his words**, but comment instead on his actions. We must make people aware that the content of his speeches is disconnected from any reality.

Many people have serious perception problems of who Obama is, what he says, what he does, what is his background and what are his objectives. Misconceptions have been engrained in the minds of many sectors of society in the US and especially abroad by the "Obama media".

The Obama administration is not as much of a socialist (yet) as a **centralist** administration (I am trying to avoid using the F word): Their ideas are:

- controlling big business by bailouts, such as AIG, GM, Chrysler, etc.;
- controlling the money supply by inflation and distributing "new , fresh money" to their friends in the bureaucracy and to those who contribute back to the party;
- controlling the free market by "investing" in government bureaucracy (their idea of creating jobs) and in selected industry sectors, such as Solyndra and a host of other companies;
- controlling the people by more invasive policies, such as universal health care (which will soon be the only "affordable" option), which itself is nationalizing 20% of the economy and is going to soon cost way more than even conservatives can imagine.

Their only solution is "control", until there is nothing left that moves independently and free.

These are tremendous transformations for the worse, in the direction of loss of freedom and centralization of the economy in a way that only some of the harshest communist regimes exemplify.

We pray for the poor, the marginalized and the oppressed. Many people do not realize that many of us already fit in that category and very soon all but a privileged few will be part of that category.

All of the above to say (with few details) that the US situation went from "on the brink of collapse" in the previous administrations to "overboard" with the current administration.

Restoring freedom and prosperity will require radical transformation from the grass roots and many years of "undoing".

Gone are the days in which the strength of its economy allowed the US to win the world war against Nazism and Fascism, go to the Moon, save the world from the nuclear threat from communist Russia and educate its young people at the same time... and then have money to spare.

With the "spare change" resulting from wealth creation in a free market Americans were able to create a national infrastructure and create that prosperity that allowed one person (in those times called the "bread winner") to maintain his family and extended family with one salary and have "family time" to spare.

Enter the era of "low information" and "low education" voters (the US is far behind in education results with respect to other nations).

Enter the current era when the US will have to re-discover its soul, its Constitutional routes, and face probably two generations of re-education.

Our hope is that many more people will understand socialism for what it is: A philosophy that reaches the soul of man, limiting his ingenuity, destroying his moral rectitude, inhibiting his innate conscience.

On the way to socialism, centralization destroys the country as we know it.

I will not insist on explaining how serious the situation is, as most conservatives have some understanding of it.

Key questions are:

Can we internalize the seriousness of the situation and express it to others with language that provides positive alternatives without scaring the listeners?

Can we reach those low information voters who cheer for politicians as if they were soap opera characters, who know only those few names presented to them by the media and who chose whom to vote for on the basis of their looks?

TWO PERCEPTIONS OF POLITICS

There are two perceptions of politics in the mind of the people:

1. What is the right thing to do? What will keep America free and safe? How can we spur the potential of the individual and of the country?
2. What's in it for me? How can we win? What can this candidate do for me, for our business, for our district?

Do not go and ask people what is their perception. Many will not admit to perception #2, but they will vote accordingly: You only need to ask them how they voted.

This is a difference between informed, honest voters and voters who have relegated their responsibilities (including charity) to the government and expect government to solve their normal life problems.

THE LANGUAGE

We all need to become "communicators". Each one of us has his own personality. We do not need to become a Rush Limbaugh or a Sean Hannity or a Mark Levine, but we all have our own "network", the people we know and the people we come in contact with.

The language we use has to be **based on reality**. It has to be **simple, understandable, selected** and **essential**. If you already know what I am talking about, then see the simple catch phrases I included with the examples below.

In many cases our language has to be tailored for the listener. There is a difference between talking to a fellow conservative, when you can assume a common ground, and when talking to a hostile interviewer, when you need to be very careful about what **not** to say.

There is a difference between **contents** and **presentation**. You should not compromise on content. You cannot say what you do not believe. But you can certainly use words and an attitude that is not going to hurt you or hurt the conservative movement.

Internal party struggles are seldom about principles or objectives, but often about trivial differences in a few words spoken one way instead of another way: for example, saying "legitimate rape" instead of just "rape". I am sure that the candidate who spoke those words can explain exactly what he thought, but he said one word out of place that was used (and interpreted) by media and opponents against him and the party.

Language makes a difference!

There are many known ways to respond to media and avoid saying things that are damaging to the campaign.

One of the most important things is to learn "what **not** to say", that is how to avoid being quoted with a partial quotation that unfriendly media can use against you. Be prepared. Repeat your message unaltered. Do not improvise. Recognize what the media "wants you to say" and say instead what you want the media to write (or show).

This plan cannot get into the details of all those techniques. Following a course on this subject is highly recommended.

However, it is not enough to avoid pitfalls. We need to coordinate our language as well, so that eventually the low information voters will "get the message" consistently, from at least two sources.

In the following paragraphs I will give actual examples of current issues to show the type of language that should be used and propagated.

Economy:

The prevailing perception is: "Democrats are on the side of the poor, while Republicans are for the privileged few."

The reality is the opposite. We need to change this perception. We need to communicate what is **"truly right and just"**.

DEMOCRATIC SPENDING "CUTS" are really AUTOMATIC SPENDING INCREASES

We need to clarify what a "spending cut" is and use the language of the people, not the language of Washington DC (DC Language). A reduction in the rate of increase is not a spending cut.

For example, conservatives should be outraged that the so called "sequester" proposed by both parties in Congress is going to **raise** government spending in 2013. In "DC language" this is presented to the people as a "spending cut", because it increases spending by less than what the baseline increase would have been.

The sequester should be called what it is: an automatic spending increase (for all government departments except for the Department of Defense). We should **not** refer to it as the "across the board \$85 Billion spending cut", but as the **"across the board \$128 Billion spending increase"** (3% of the automatic baseline increase).

In fact, it is correct for Obama and the left to paint a "scary" scenario exactly caused by this across the board spending **increase**. It continues government growth and **will** have serious detrimental economic effects.

Ironically, the market may react favorably, as it is less of an increase than what was expected. Just as in the case of the "Stimulus" some leftists say that it wasn't successful because we should have spent **more**, now they are preparing the public mood by saying that the coming economic hard times are because of "cuts" wanted by the GOP.

The GOP response should be clear: "We agree that such a continuous baseline increase is disastrous for the country. Let's stop this nonsense and return to common sense budgeting. We propose a real budget decrease... etc."

After all, no matter what the GOP proposes, it will be attacked by the left/media. So, we might as well go for what the country really needs: **a smaller government**.

It seems obvious, but it is worth repeating: Conservatives should ask for real cuts and a plan to balance the budget **and** pay off the debt.

Instead, I hear the GOP Senate leader talking about the implications of the phantom sequester "cuts" and I hear a host of other conservative/GOP people talking about where these "cuts" should be applied.

Even Karl Rowe, while explaining in the O'Reilly show how, after the "sequester", the government is going to spend 3% more this year than last year, continued to use the language of the left and called these "budget cuts". What do you think the average listener is going to remember? Increases or cuts?

Our language must be clear: these are **increases** and will lead us to ruin. We cannot send a deceptive message to the less informed.

We must explain to the people **why they are being hurt by the current and continuing government growth**.

Catch questions:

"Do you think is right for government to automatically grow by 6% when the economy grew only 1%?"

"If what they call 'cuts' are 'lower than expected increases', why would anyone be laid off?"

"If spending more money when you are in financial difficulty is not a good solution for you, why is it good for the government?"

"Where did the 'stimulus' money go?"

"When the government does not balance its budget, who is paying for the difference?"

Catch phrases:

"Conservatives want to reduce government to improve the economy, increase government revenues to provide better social programs."

"The so-called progressives want to provide better social programs, but do not know how to create the conditions for a prosperous society which allow those programs to be funded."

THE DISCONNECTION BETWEEN WASHINGTON SPENDING AND REALITY

Can you imagine a small business that could not keep its employees if it didn't sell this year 8% more than last year? What kind of planning would that be? How could the business have survived through the years? How would they survive periods of low sales, recessions or depressions?

But the Federal government planning is so unbelievably disconnected from reality that a decrease in the rate of increase can create chaos!

It is immoral for a government to continue spending in all government departments at a rate which is double or triple the real growth rate of the economy.

It is immoral to continue such rate of government spending increases even when the economy is contracting and private sector employees are suffering.

It is immoral also because that money comes from the same people who have been already hurt by over-regulation and over-taxation and by government attacks on the private sector.

Incidentally, it is immoral for politicians and bureaucrats to increase their salary independently from the economic output of the country: Their salaries should be tied to the performance of the nation (e.g.: The GDP).

Regarding the language used to describe these "cuts", not only they should be named for what they are "spending increases", but **real cuts** should be proposed by using language such as:

"The current administration, just as previous administrations, is proposing to continue increasing government automatically, after many years of increases that have brought the government size way over the optimum point. Any government increase at this time has a negative effect (a negative ROI). It brings more unemployment, it lowers the ability of government to fulfill its social programs and maintain its obligations. The situation is out of hand. Contrary to public perception, a reduction of government at this point would increase the economic output and allow government to increase revenues and fulfill its social obligations. Reducing spending and government size would stir the country towards prosperity. Maintaining the current trend and automatic increases in government is leading us to bankruptcy. Any claims to the opposite are pure propaganda and ideological scare tactics of those who want America to fall into a socialist country. Our standard of living is being destroyed by an oversized government. It is time to reduce its size to the optimum point. It is time for drastic measures that will allow industry to create jobs, increase salaries, increase the GDP, increase government revenue, improve government programs and bring prosperity, security and family life back to America."

The scare tactics of the left are actually a correct forecasts of their own policies. Their own economic forecasts predict high energy prices, high unemployment, increased government control, etc. They know exactly the path to economic collapse and consequent centralized dictatorship. Up to now they have been successful in imposing their plan to the American people under the guise of "more government help". It is time for the American people to be told the truth.

Catch questions:

"If a business could not survive without an increase every year, how could it withstand a recession?"

"Do you think it is moral for politicians to increase their own salary? Or should their salary be tied to the GDP?"

"If that is such a good program, why politicians excluded themselves from it?"

Catch phrases:

"It is immoral for a government to continue spending at a rate which is double or triple the real growth rate of the economy. "

RAISING TAX RATES IMPOVERISHES GOVERNMENT

Es mentioned earlier, most commentators tend to use the language of the left, the language of the union movement of the early twentieth century, or the language of the civil rights movement of the sixties.

They do not make a concerted effort to use language that reflects today's economic reality.

They may intuitively understand that "other people's money" will eventually end, they may agree that a reduction of spending is needed, and they may be "right on" in their heart. But their language does not follow their beliefs.

For example, immediately after explaining the necessity for lower government expenses (and rightly so), some commentators may say:

"The Obama proposal (of raising tax rates on the rich) will only raise \$xx money from the rich over the next yy number of years and that is clearly not enough to make a dent in the debt".

Noooooooooo! How can you say that? "Raise money" by increasing taxes? How can you contradict the laws of economics and use the language of the pre-war era? Did you not hear of the Laffer curve? Did you not understand that we are overwhelmed by government, which leaves fewer and fewer resources to the private sector for wealth creation and consequently higher government revenue?

The correct language (for the current era of negative ROI) should have been:

"The Obama proposal (of raising tax rates on the more affluent) will lower government revenues and further slow down the economy over the next yy number of years. The government will have to add to the debt, the unemployment will raise... etc."

Got it? In the example, "The Obama proposal" will not raise **more** money for the government, but **less**. Will not **lower** the debt, but **increase** it. These concepts need to be well understood by conservative leaders and conservative commentators before the general public can get a grasp of reality.

Why do we fall in using the same words of the talking points prepared by the left? I see this over and over again in all of the media. We need to change this.

Every time you hear "raising tax rates" you must identify this action, in your mind, as equivalent to "impoverishing government" decreasing government assistance to the needy and further handicapping lower income people who are dependent on a job, a pension or government assistance. This thought has to be formed in your mind as a knee-jerk reaction, so that if you have the occasion to comment or rebut a Democrat, you will use the correct language immediately and "stun" the audience with the truth they have not heard before.

Make sure you understand the difference between the tax rate we pay and the total amount of taxes levied (i.e.: government revenues). Look at the Laffer curve and the STING curve. Our government is well

over the optimum point in the curve, on the descending phase of ROI. Tax rate increases produce lower government revenues. Conversely, lower tax rates will bring in higher revenues.

Although some economist argue that there is a lag between government action and the market response to this action, this is possibly true when you "invert" the course of action. In reality all governments in the last 40 years have increased spending, thus the effect of government actions in the usual direction, such as tax rates increases, spending increases, public sector job increases, have an immediate effect on business people (job creators, investors and "money movers") the moment they are announced.

You can immediately expose people who want to raise tax rates and say that they are bankrupting government programs. As you are on the side of the people, you would lower tax rates (give people a break) mainly to allow the private sector to produce more wealth and share this wealth through more job openings and higher salaries for the people who are dependent on a job. The economic prosperity achieved by an expanded and more productive private sector would also raise government revenues and thus government programs could be improved (i.e.: **We are on the side of the poor**).

In the same way, whenever you hear "raising revenues" you can immediately **agree** on this objective. We can raise revenues by lowering tax rates, reducing government size, regulation, intervention, centralization, etc. and let the private sector use these resources (human, funds, material) to create wealth, increase the GDP, increase the tax base and increase government revenues.

In conclusion, remember:

Increase tax rates? Immoral: You are starving the poor, increasing unemployment, etc.

"Increase revenues?" We agree, thus let's lower tax rates and reduce government, so that more people can be creating wealth and pay their "fair share" of taxes.

Catch questions:

"If this government is on the side of the poor, why there are now more poor people, less jobs available and more lines for free food?"

"Who do you think can improve the job market, a business person or a community organizer?"

"Do you like when politicians show compassion, but do the opposite?"

"Who do you trust, someone who knows how to talk, or someone who knows how to make things happen?"

"If the government could create jobs, why do we still have unemployment?"

Catch phrases:

"For every government job created, at least two jobs are destroyed in the private sector."

"Economic prosperity is created by the private sector."

"We need to stop increasing the public sector at the expense of the very people who pay their salary."

"Investment government was good, when we had too few regulations. Now we have reached the opposite: increasing government produces a negative effect on the economy."

"A faltering economy hurts us all. It reduces government revenue and its ability to carry out even its basic social programs."

"Real compassion is offering a job to a person, not offering dependency from government".

TRYING IS NOT ENOUGH

In talking to "low information voters", you must further simplify your language:

For example: **"Obama may be trying to do his best, but the problem is that he does not know much about the economy. What he did actually worsened the condition of the poor: more people are on welfare, there are less job positions, more people unemployed, more people on food stamps... Conservatives are concerned about the jobless and people on welfare. They would improve the economy, create jobs and improve the condition of working families..."**

"Those educated, highly paid people who agree with raising tax rates (usually government employees, including some economists) are gambling. They live in a privileged environment. Of course they don't want to rock the boat. They do not want people to know that reducing government would increase wealth for all. They hope that by the time their department is closed down they will have moved or retired."

The Environment:

CLIMATE CHANGE VS GLOBAL WARMING

"Climate change" is the latest terminology introduced by the left, as "Global warming" caused by mankind proved to be a "constructed reality". But the statement that CO₂ causes temperature changes is also extremely exaggerated, to say the least.

People who worry about climate changes are barking at the wrong tree. Even if human habits could be drastically changed, this would have no measurable effect on climate.

Let's worry instead about pollution caused by other types of human activity, which incidentally have considerably improved over the last forty years, thanks to the concern of all of us.

Technical explanation

Greenhouse gasses are 2% of the Earth's atmosphere. 3.62% of these are CO₂ (that's 0.0724% of the atmosphere). If we assume that 3.4% of this amount is caused by human activity, this is 0.00246% of the volume of the atmosphere. That's less than one quarter of one one/hundredth of one percent. The rest of the CO₂ (99.9975%) is caused by other natural sources.

If indeed the climate would be subject to change because of human activity by an almost immeasurable amount, let's say one one/hundredth of a degree per year because of human activity, then variations in the natural causes of CO₂ (the 99.9975%) would cause fluctuations of temperature over 40,000 times greater, that is variations of 406 degrees per year!

Since that is far from what we experience (by at least three orders of magnitude), then it means that the effects of human emissions of CO₂ on temperature are irrelevant.

Catch questions:

"Do you believe in global cooling (feared in the 70's) or global warming?"

"Do you trust those environmentalists who are receiving grants to prove what their government agency wants to prove?"

Catch phrases:

"The idea that people can change the global climate in any way is preposterous. Other natural factors, mostly the Sun, are responsible for much greater variations in climate"

"We have made significant progress in environmental protection in the past 40 years. Let's continue without creating another political ideology or a religion out of a good practice (environmental stewardship)"

Abortion:

We can agree on the basics: Life begins at conception. It is a fact.

The Declaration of Independence was written for all human beings.

Let's work on State legislatures to introduce the life-saving measures they can, a step at a time.

The common long term objective is saving all lives, because all lives, including those conceived by rape, have the same human rights. All "unwanted" babies can be saved and given for adoption.

About the cases of cancer of the uterus and ectopic pregnancies? These are not elective abortions, but necessary medical procedures. The doctors should intervene with the intent of saving both lives. They will do their best, but sometimes one or both lives will be lost.

Nothing more needs to be said. No "details" or "personal statements", or "exceptions".

Catch questions:

"It is the government job to protect the life of its citizens. When do you think human life begins?"

"If human life does not begin at conception, is the 'foetus' not human, or not alive?"

"Would you use the same concept with stealing? (I personally would not do it, but I would not impose my morals on others)?"

Catch phrases:

"A foetus has 46 chromosomes, thus it is human. It grows, thus it is alive. That makes it a human life".

"You should talk to some of the people who survived abortion and were conceived in rape. Do you think they are pro abortion?"

"There are no exceptions. Every innocent human life must be preserved, when medically possible."

Gun Control

Undoubtedly our position on this issue is on the side of the Constitution. But what are our answers to gun control issues?

The studies have been done and the John Lott book "more guns, less crime" summarizes the facts.

Our answers should be two-fold:

- Protecting the constitutional right of the citizens to protect themselves, and
- Protecting the citizens by controlling the government's ability to own guns.

Let me illustrate the second point: The federal government has been involved, without authorization from the people, into smuggling arms to the Mexico drug cartel (Fast & Furious), and into Syria (Benghazi). It has given fighter jets and tanks to Egypt. It has bought millions of ammunition (Department of Homeland Security) and has initiated the creation of a "civilian army" under the direction of another of the Obama czars (Department of Health). Nearly everyone of its agencies arms its personnel with weapons normally unavailable to US citizens.

Yes indeed, in this sense **we are for gun control**: We want laws that would disarm the US government, apart from its constitutional role: The defense of US citizens through its military and police departments.

Catch questions:

"If the left is for less guns, why are they buying more? Are these guns not going to appear in our streets eventually?"

"Why has this government allowed guns to be sold to the Mexican drug cartel? (This guns have already killed many Mexican citizens and US border patrol guards.)"

"Why is the current government arming Egypt, a nation now governed by Sharia law and supporting terrorists?"

Catch phrases:

"The two most dangerous places on earth are the mother's womb and gun-free zones."

"Yes, I am for gun control. We need to stop the distribution of guns and ammunition to the civilian Government agencies, which may end up on our streets or be used against US citizens."

Government growth

Apart from the "natural" tendency of government to grow (as I explained elsewhere in my books), governments grow because of the perception that "more government is good".

Many people have come to accept the syllogism that "If something is good, then government must do it". Similarly, many people have come to accept the syllogism that "If there is a problem, then government must solve it".

For example, there may be a discussion in the media about the ability of kids to learn at a very early age. The "conservative" will react by thinking that he needs to double his effort to spend time with his children and help them in their thought process. If he is single, he may think of helping a family member, or writing a book for young kids, etc.

The "progressive" will react by thinking that because early development is important, then government must change its education system and include younger kids in public schools.

The first attitude **produces** wealth (a true investment in the future) by personal initiative. The second attitude **consumes** wealth created by someone else to do what families can do by themselves.

By analyzing the "progressive" attitude we find two serious problems which derive from the previous observation:

1. It has unintended consequences and no "back button" . If any program that is put in place by government fails, it has no direct consequence on the people who proposed it, the bureaucracy who regulated it, or the politicians who decided to implement it. Because of this reason, usually many years will pass before the indirect negative consequences will be evident enough for some new government to repeal the program. In most cases government programs are never repealed.

2. It goes against the principle of subsidiarity. This simply states that government should **not** do what individuals, associations, churches, corporations and lower levels of government can do. When governments fail to adhere to this principle, then you may have duplication, increased costs, low efficiency and, in the worst scenario, dictatorship.

We need to show people that there is a limited, constitutional role for government and that more government has unintended consequences, which can be summarized by saying that more government **reduces** its ability to do what it is supposed to do and eventually robs individual freedom.

Catch questions:

"Can you tell me where the money is coming from (for that initiative/program)?"

"Will this initiative produce wealth or consume the wealth produced by someone else?"

"I agree. That initiative seems to be good. What are you (personally) doing about it?"

Catch phrases:

"Governments can only spend money excised from those who are working in the free market"
(even the taxes paid by bureaucrats, out of their gross salary, ultimately come from people working in the free market)

"Governments have no money of their own. Your children and mine will pay for this program"

Many more examples could be written in almost every area of policy. If interested, we can expand this section.

PROMOTING IDEALISTIC GOALS:

There are many goals, produced by tea party and libertarian activists, which can stop socialism in its tracks and return America to its prosperous free markets.

The Fair Tax proposal is possibly the most significant item. For it to immediately work, it should be implemented at the same time as government is drastically reduced and all other forms of taxation are removed.

Can we achieve all this in one shot? Probably not. But we need to continuously strive towards the goal by removing legislation, simplifying legislation and passing short and readable new legislation to replace with one page, in some cases, thousands of pages of legislation.

For example, the Fair Tax could be implemented at the federal level only, without initially trying to change government expenditures, with the Fair Tax revenue exactly replacing the revenues currently raised by income taxes.

We could then allow the people working with the IRS to go and find a more productive occupation in the private sector.

After people and business find a new level of productivity, as they will not have to deal with the IRS and the related administration expenses, we would obtain increased prosperity and government revenue.

At this point the States could follow and eliminate their income taxes, property taxes and other taxes.

The elimination of these taxes would be compensated by either an increase in the Fair Tax rate or a reduction of State and local governments, or both. In this way the total level of taxation would actually decrease.

Government departments can be reduced and eliminated, allowing the private sector to use more human and tangible resources, starting the process which will bring America back to freedom, prosperity, excellence in world leadership and excellence in taking care of the poor and the old.

EXAMPLES OF SPECIFIC GOALS

Talking about taxes, the following is a list of reforms in point-form, taken from my economic approach to government. Most of these points have to do with introducing efficiency in (self) government:

One tax:

We need a (limited) government. The money for running the government comes, ultimately, from the people, no matter what type of tax the people pay.

The problem: Currently, we transfer money from the people to governments in about 150 ways: taxes on income, businesses, real estate, sales, licenses, fees, etc. This implies hundreds of government offices to collect these taxes and fees, thousands of government employees, hundreds of accountants and hundreds of litigation lawyers. It also implies time for judges when disputes are brought to justice. On the side of the people, it implies hundreds of hours spent by people and businesses in filling forms and money to pay accountants and lawyers...

The proposed reform: We should have only ONE sales tax, such as the "Fair Tax", to collect revenues for all levels of government. Everything people do (that is valuable) can be classified as either a product or a service, to which a sales tax will apply.

Results of the proposed reform: No regulations. No IRS. No accountants. No tax forms. No saving of receipts for deductions, No interpretation of thousands of pages of legislation, etc.

Just one simple way to transfer money from the people to the government in the simplest possible way.

More importantly, this would prevent politicians from using the tax code as a means for shaping society according to one or the other political ideology.

TGO:

Total Government Outsourcing (TGO) - See: www.TotalGovernmentOutsourcing.com

The problem: When the US Constitution was written, it was understood that government would need human resources for a federal government, in addition to State governments: The President, Congress, a Supreme Court, Ambassadors, etc. However it was assumed that the representatives of the people were not only capable of taking decisions (on behalf of the people), but that they were also able to also accomplish the programs the people wanted. That is "decision making" was assumed to be equivalent to "ability to carry out" the decision: George Washington, as a general, was able to be the commander in chief.

This worked relatively well at the beginning, but when government programs grew in size, variety, specialization and complication, governments have proven to be incompetent, inefficient and incapable.

The proposed reform: We need to allow the peoples' representatives to take decisions on behalf of the people, but allow competent, efficient, innovative and experienced people to carry out the actual programs.

This is accomplished through TGO: All positions at all levels of governments (except those that are elected and explicitly mentioned in the Constitution) should be outsourced to the private sector.

Results of the proposed reform: There would be an infusion of over 20 Million people in the wealth producing free market. Considering the exponential effect of wealth creation, this would result in doubling the Gross Domestic Product. The efficiency, innovation, competition, adaptability and other merits of the free market will reduce the cost of government, while at the same time they would increase wealth production. As a consequence, government revenues would increase and the availability and quality of social programs would improve.

The private sector would deal as usual with unionized workers, wages and benefits: No more disparity of contracts, salaries, benefits, pensions, etc. which we currently experience between the private and the public sector.

The private companies carrying out government programs, under competitive pressure, will be running only those programs that are constitutional and authorized by law.

Finally, because of competition and the private sector requirement for efficiency, the number and size of current government departments, agencies, boards, etc. will be reduced to their optimum size, thus in the long term reducing the percentage of GDP required for running government programs.

Law Simplification

The law must be simple and understandable.

The problem: No person can use as a defense his ignorance of the law. But no one today "knows" the law, which consists of hundreds of thousands of overlapping, unreadable Bills. Each Bill consisting of thousands of pages of legislation, often referring to other complex Bills.

The proposed reform: Our representatives should only pass Bills replacing or refining a previous area of the law, specifically dealing with one subject. The whole US Constitution has less than 5,000 words. Each of the first ten Amendments (which became part of the law as the "Bill of Rights") is only one paragraph long.

No new Bill should be allowed to become law unless it deals with one subject and is personally written by a representative in one page and consists of less than 500 words.

All of the previous laws should be nullified, apart from the Constitution, and new Bills, each dealing with each specific area in the law should be passed. If another Bill deals with the same general subject, then the old Bill must be replaced.

Results of the proposed reform: No more "pork" legislation. No more unreadable legislation. No more regulations written by bureaucrats who know very little about the subject. All laws categorized by subject, in chronological, alphabetical or any other order. Less opportunity for corruption.

Financing of Government

The problem: Politicians do not seem to be able to avoid deficit financing and debt. Their inability to produce reliable budgets and economic projections is a factor that limits the productivity of the nation and is a cause of inflation. The constant increase in the accrued debt, falling on the shoulders of the next generations, is an immoral practice.

The proposed reform: Governments should be financed, through the One Tax, as a percentage of GDP. That is, politicians will only be able to use that amount ("the budget", based on the previous year's GDP) for all government programs. For example, if the One Tax is 23% and it is applied to all product or service sales, this roughly translates to a total revenue, for all government levels, of 23% of GDP. This budget figure is split (according to the will of the people expressed through their State Governors) in Federal (e.g.: 8%) and State/Local (e.g.: 15%).

No other appropriations shall be allowed for the year, except in the case of enemy forces invading the territory of any State, in which case the State Governors can revise their earlier decision.

Results of the proposed reform: The budget of all levels of government will be related to the prosperity of the nation. Governments will be well funded, but even so, politicians will have a limited amount of money at their disposal.

Funding programs by percentages

The problem: Governments seem unaware of the cost of money and where the money comes from. They continue to spend as if money was unlimited. When other alternatives are exhausted, they print, or create more money, thus causing inflation, which is another tax on people depending on jobs, fixed salaries or pensions.

The proposed reform: The representatives of the people shall allocate money to specific programs, such as defense, policing, communication networks, social programs, etc. only by percentage of the budget. For example, they may have political discussions about raising a particular social program from 2.4% to 3.4%. However, they will also have to agree to lower one or more other programs by the required 1%.

Results of the proposed reform: The total expenses for the year will be the same as the revenue (automatically balanced budgets). Also, when politicians are forced to use percentages (instead of real figures) and forced to reduce one program to increase another, they will be less able to "campaign" while in office. More importantly, deficit financing and debt are avoided.

Optimum Government Size

The problem: Governments draw resources from the free market. Economic Optimism shows that when the size of government is over a certain optimum point, any further investment in government is counter-productive and lowers the standard of living of all.

In most industrialized countries, this optimum point was reached in the early 1960's.

Today's governments operate "on the brink of collapse", in the critical range of the STING curve (See Economic Optimism), somewhere close to falling into a recession. As soon as the economic conditions improve, politicians and bureaucrats re-start increasing governments. As a result today's free market is forced to operate at about half of its potential.

When governments are too big, increases in taxation reduce government revenues and bankrupt government programs.

The proposed reform: The "Total Investment in Government" (roughly the government size) should be maintained close to its optimum point. This can be accomplished by optimizing the One Tax percentage (or percentage of GDP dedicated to governments).

Results of the proposed reform: When governments are limited to their optimum level, the free market is able to maximize wealth creation. As a result, government revenues are also maximized and government programs remain well funded.

Expectation of Ethical conduct

The problem: Government representatives are subject to corruption. Unfortunately we continuously witness behaviors and speeches that are conducive to their re-election, but are deprived of any content and are loaded with false statements.

The proposed reform: The representatives of the people must be above reproach. Any person accusing a representative of a felony which results to be unfounded, or frivolous shall be severely prosecuted. However, any accusation towards a representative which a Sheriff or a Judge finds not to be frivolous, shall automatically initiate impeachment proceedings.

Results of the proposed reform: More honest representatives and a more transparent government.

For a comprehensive list and explanation, please read my books on Economic Optimism.

There are many more common sense proposals presented by other prominent people and grass root people. We should examine these and, if they match conservative objectives, include them in the plan.

COORDINATING OUR MESSAGE:

The media are experts in destroying credibility. The left media is in a continuous search of ways to destroy the credibility of GOP candidates and conservative leaders.

The number one method they use is finding inconsistencies between what people say. Hence the importance of this section.

They may be inconsistencies between what one person has said in the past and what he/she is saying today. More often they are inconsistencies between two members of the same organization.

Such inconsistencies essentially destroy the credibility of the person and the organization. The person sounds "light headed": Either they do not seem to know, or they are intentionally misleading the public.

A quote by a local politician may reach the ear of the national media.

Once somebody's credibility has been destroyed by the national media, there are little hopes for this person to "come back" nationally, although they may maintain the respect and trust of the people they personally know.

How to coordinate

Most people are afraid: afraid of speaking in front of a group; afraid of change; afraid of doing something because of possible criticism; afraid of saying or writing something for the fear of being wrong.

Many have paid the price for saying or doing something wrong. It is an exercise in balance which people acquire with experience and wisdom.

For this reason, most people stay away from those who make mistakes, do not know what they are talking about, and do the wrong things.

We do not need to be afraid, but we need to rely on others for them to discover our talents.

This is true in any voluntary organization. We need to make ourselves available. If we make sensible proposals, we will be asked to contribute more fully.

Once in positions of responsibility, it is our turn to "discover" and invite people with wisdom, experience, self restraint and talent.

That's how a strong organization is built, within a few years. That's how an existing organization can be strengthened within a few months.

Why is this not happening? Because we are missing the **language**, the **message** and the **objectives**.

You can call it lack of clear leadership. This is the gap I hope this plan will fill.

Once the new GOP plan is propagated (whatever that plan will be), people will feel the passion of contributing because they share the objectives, because they are compassionate, they love their country and they want this message to go out to their families and friends.

This plan cannot be complicated. As much as possible we need to stay away from the issues of the day and from complications.

We need to concentrate (by now you know) on the two key elements "**Why less government**" and "**We are the compassionate party**" using consistent language, coordinating our message and keeping in mind our goals.

It will be clear for grass root people **what** they are volunteering for, they will be more likely to help and they will know how.

"We can all agree on small steps towards big goals."

The work starts at the grass roots

We all know that the left media will overlook the many inconsistencies of the left. So it is up to us, the grass root, to bring these inconsistencies to the attention of our media.

One way to achieve this, is to record the speeches of our local opposition candidates and send the recording to the local radio station. If possible, we should point out what the main inconsistencies are, or follow up with a simple comment for the media to quote.

Inform also your local conservative candidates. They need to know that they are supported and they need to be given simple, clear information about specific issues.

Small talk is ok, but as far as issues you need to be simple, short and crystal clear.

Provide them with "logic ammunition" that they can use when debating a particular issue. Do not "unload" on them. They probably already know.

The role of talk radio

Conservative radio shows give us a means to implement this plan by introducing and spreading our language, message and goals, mostly to the "already converted". This is very important, for the very reasons explained: overall consistency. In a sense, this is voluntary party discipline. The same message, repeated with the same words, so that we can all bring the same message in the environments where we are confronted with low information voters. The reason is not for us to become "brain washed", but for the listeners to hear the same message twice. That is usually when the person thinks: "Oh, I already knew that".

For example: ***"Higher taxes impoverish government. We (the compassionate party) cannot allow the poor to be fooled into believing that what the Democrats say: That their handling of the economy, will improve the condition of the poor and the needy. The opposite is true."***

We should call radio shows when they use the language of the left. We should point that out and explain how we would say it in our (correct) language.

The importance of television

Television shows like the Sean Hannity show, apart from covering what the other media intentionally does not, serves another purpose: It extends our message to TV viewers, typically busy working people who do not have a high level of political awareness and are satisfied with short bursts of information between commercials.

This is the connection conservatives have to the liberal world, a "constructed reality" in which the entertainment provided by television occupies a predominant part, a world on its own, modeled around the metrosexual inhabitants of large cities. These are often people with no time during the day, possibly influenced by colleagues, often working for government. Their time in front of the TV is the only time they may hear about political and economic problems facing the nation.

Even a five minute "curiosity peek" at the Fox News Channel may represent over 50% of their monthly political education.

If such a television show, with say 50 Million viewers achieved a "conversion rate" of 1% in 4 years, this may represent the difference between winning or losing an election in several States.

Media interviews:

Responses to media questions can be very important, as they are recorded and can be repeated ad libitum by any interest groups.

As mentioned before, there are techniques aimed at staying focused on the party message (which I used to teach to our Ontario candidates). Stay on the subject and repeat a prepared response. Do not invent answers on the spot. If you do not know something, say so. "I will have to come back to you with an answer to that question".

It is much preferable to be caught "ignorant" on one particular area than being quoted with a wrong answer.

Facebook and the new media

You can reach a lot of people on Facebook or Twitter. This is one way for us to repeat a consistent message mostly to the converted. Engaging in long arguments with a person with an opposing view will waste a lot of our time and will not win the argument. Use these media to reinforce our message.

However, we cannot rely on Facebook for "real" campaign work. If we did, we would give the left a way to shut-down this means of communication just at the right time when it is more damaging to the conservative movement.

There are several alternatives to Facebook. Several web sites, including the Patriot Action Network, the TeaPartyCommunity, etc. They may not reach as many people, but usually their members have several advantages: They think, they are active, they propagate the message and they are reliable.

Use Twitter to communicate "up" to known radio hosts and other people on the big media.

In some cases your friends and relatives are reading your posts, even if they remain silent. Remember that they need to hear the same information from another source, before they may face reality.

This is why we should make an effort to repeat our message on the web in many ways: though blogs, communities, Email, etc.

Local GOP meetings

I said this before, but it is worth repeating: Participate, become active, intervene, share your thoughts with others, meet with others, volunteer, etc., always using the proper language, communicating a consistent message and reminding people of our radical, achievable goals.

During election campaigns, ask for signs, volunteer, make phone calls, learn about candidates and help the candidates that best reflect your views. If you have the time, study the campaign manual and volunteer for a position of more responsibility.

You do not need to "take over" a position. You will be asked to cover that position because you are the most informed, the wisest, the best person for the job. You do not want it any other way.

Just as the destruction of a person quickly propagates through different channels to the majority of the people, so **a positive message** will eventually reach the voters. It may take ten times longer, but with persistent, consistent work, it will. We will win elections because of our work.

Final thoughts

Always say the truth, you will not need to load your memory with details.

Our work is an example to the younger generation who has to "discover" those pieces of information we lived through and are obvious to us. Do not assume that your sons and daughters know what you know. Even this "in house" transfer of information takes time and effort. But it is rewarding.

Every young person wants to save the world. Let's help them do it.