

# Psephology Today

Campaign Secrets, Hot Tips & How-to Strategies for Winning Candidates

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Psephology (see-fol-oh-gee) *noun* - The study of political elections



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## MARCH MADNESS!

Aside from St. Patrick’s Day, the arrival of spring and the college basketball championship tournament...what does March mean as far as politics is concerned?

Well, with any luck it could be the end of the beginning and the beginning of the end of the GOP presidential race.

That means there’s a good chance Romney, Santorum, Gingrich and Paul will stop sucking all the air out of the political world...just as YOUR campaign begins to warm up.

Bear in mind, there are now less than eight months to go before Election Day...and believe you me, while that might seem like an eternity today, it’ll be here before you know it. So don’t waste this time. Don’t risk saying next November 6 “If only I’d done more in March, we coulda won this thing.”

And unless you’re self-funding, the most important thing you should be doing right now is...fundraising. And then fundraising. And then fundraising. Remember, a dollar raised early (now) is worth ten raised late (October).

Just do it.

*Dr. Chuck Math*

Professor of Psephology  
(Homeschooled)

# “WHAT’S IT ALL ABOUT, ALPHIE?”

*By Jay Abraham*

Without purporting to be THE greatest social media maven in the cosmos--I'd like to offer up some universal truths that should serve each and every one of you as a set of ideals, distinctions, guidelines and ideological/purpose-driven standards for communicating, connecting, interacting with your fellow man and woman.

Be it via Google+, Twitter, Facebook, LinkedIn, and every other form of human contact, communication and direct verbal, written or visual interaction you and your business ever shares--consider **these** thoughts:.

By the way, this short-course primer is NOT specific. It's up to YOU, personally----to translate it specifically to your various applications. My intention today is to shift your paradigm, animate your thinking and teach you function over form, quality over quantity--and purpose over profit.

Buckle-up, 'cause I'm going to do this quickly and simply:

You may be too young to remember the movie, "What's It All about Alfie?"...But here's what the meaning of business life is ALL about in any/every form of positive impact you ever express--no matter the media form...

Show people authentic empathy for their situation, Make them know they have relevance. Recognize THEIR perspectives and situation, too! Always sell one thing: Authentic, purposeful leadership. Demonstrate truly, clearly that YOU genuinely feel what they are feeling. Show people you clearly understand their problems, challenges, frustrations, goals, hopes/dreams.

Don't give people information,. Render well-reasoned ideas/advice/perspectives they can believe in/trust. Help provide people with true focus. Focus is clarity. Clarity gives people power. Power gives people understanding. Understanding gives people confidence and

certainty. Certainty gives them the ability to trust.

Without trust people will never take meaningful action--or believe. So always, always give them viewpoints they can trust. (See Stephen M. R. Covey/Greg Link and their wonderful books on trust building). Since most people don't have total focus, when YOU help provide it to them--that leads to true/authentic "connectivity". Connectivity is the fuel that allows people to take the next step-forward.

You need to cultivate the ability to put into words what people want and don't want. Show them you understand them so well, you can clearly/crisply/dimensionally verbalize what's been gnawing at them so long.

Always sell a point of view -but selling does not mean manipulating, Machiavellian-like. It means strongly, passionately, emotionally advocating your beliefs, viewpoints, thinking.

THIS is a "biggie"... ALWAYS make YOU--the prospect, you the fan, you the follower, you the member of the community--THEY are who is REALLY important. You the vendor-- are NOT the center of their universe. Make them the center of yours and you'll have a raving...no, make that near-rabid fans for life!

Demonstrate real hopefulness for your marketplace.. the hope that they understand, the hope they have a better day, the hope that they gain benefit and value from what you are saying, writing, posting, tweeting etc.

Think--how can you have the most positive impact in those few moments or sentences when you are in their life, today? Remember too--no message, communication or interaction has any value to the other side-- UNLESS it has an impact.

People need to recognize your communication as a solution, elixir, to a problem, void,

uncertainty, gap they feel--emotionally, not merely rationally. Provide people with reassurance, motivation that you truly DO care about them, their life, their issues, their relevance.

You can communicate result-inducing ideas--or merely provide them with a better feeling about themselves and what they either are already doing--or should start doing.

Always question your purpose/intention for doing anything and everything communication-wise! Ask yourself--If I were on the receiving end of this communication--would I be positively impacted? Would I be eager to either anticipate the next communication--or better still, take the next step you are after from me?

Most people, when trying to communicate with another-- fall in love with their message, or themselves or their product/service. Try falling in love with the person your

communicating to/with, instead--not romantic love, but appreciative, empathic, respectful love for who/what/where/why they are where they are in their lives/business.

Your goal here is to interact with people in a meaningful way that enhances their lives **because** you--and your message were in it. Every time you communicate/connect--make people better off because of what you did, said, shared. Better off can mean happier, more stress-free, laughing Etc.

A mistaken belief in communication is to ask, "What do I have to do or say to get people to buy into my proposition?" WRONG QUESTION TO ASK!

The right question is merely... "**What value, contribution, benefit, or fulfillment do I have to give them?**"

*(The Abraham Group 645 Paseo De La Playa #307 Redondo Beach, California)*

### **Why Do So Many Business Executives Make Bad Candidates?**

*By Whit Ayres*

1.) **Business executives cannot make the transition from hiring people to asking to be hired.** Moreover, the other people they are asking are usually less knowledgeable, less accomplished and certainly less wealthy than they are.

2.) **Business executives believe you buy knowledge rather than acquire it.** When business executives need accounting knowledge, they hire an accountant. But political candidates need to acquire knowledge themselves rather than rely on others to supply it for them. During a debate, a candidate can't call for a lifeline.

3.) **Business executives are arrogant.** Many top business executives think they know more about media, advertising, polling and every other aspect of running a campaign than specialists in their fields.

*(Excerpted from original column published in Campaign & Elections Magazine)*





# Muth's TRUTHS

Dr. Chuck Muth,

## Preaching to the Choir

Time and time again I see conservative candidates come before conservative audiences and groups and talk about what they "believe" - which is always pretty much what most of the people in the audience believe. In other words, they're preaching to the choir.

These folks don't need to be "sold" on the notion of lower taxes, reduced spending, gun rights, school choice, free markets and limited government. They already KNOW about that.

What they don't know is:

1. Why you are running
2. What your experience or background is that qualifies you for the seat you're running for
3. Who your opponent is (primary and/or general)
4. What's wrong with your opponent
5. Why you can win (real facts/real figures; don't blow smoke up their skirts)
6. How you're going to fund your campaign

Tell 'em that...and they'll be interested.

## You Ain't a Big Shot Yet

While attending the annual CPAC conference in Washington in February, I was given campaign literature by two GOP candidates running for Congress - one in South Carolina and one in...well, I don't know. His campaign flyer doesn't say.

Fail.

Nor do the campaign flyers from either campaign tell prospective voters how they can contact the CANDIDATE DIRECTLY. Both simply provide the campaigns website address...however, in going to the website to find the candidate's individual email address so I could contact them DIRECTLY... nothing.

Both websites told me how I could "connect" with the candidate using social media, such as Twitter, Facebook and YouTube. But the email address provided was a generic "info@...." address.

"Surrogates are the ones who should do the attacking while the candidate focuses on looking worthy of the office he or she is running for." - *Shane D'Aprille*

Look, if I want to contact the candidate, I want to contact the candidate. Directly. Not go through a staffer or, worse, some unpaid volunteer.

Guys, once you get elected and become a big-time congress-

critter, THEN you can start ducking and hiding from your constituents. But until that time, if you really want the job, maybe you should seriously consider making yourself, you know, DIRECTLY ACCESSIBLE to the voters whose vote you want?

There will be plenty of time to become a prima donna once you get to Capitol Hill.

## Stand Out from the Crowd

Given a choice, voters, like all people, would rather be happy than sad. So lighten up. And while you're at it, try to break out of the cookie-cutter political advertising that violates the #1 "Don't" in

advertising: Don't be boring.

So first, close your eyes and think about your typical 30-second political ad. Then go to: [www.MarkOxnerforCongress.com](http://www.MarkOxnerforCongress.com)

That's a LOUSY domain name, but the campaign video there is priceless. And you know they hit a raw nerve when the liberal Huffington Post called it "bizarre" and Facebook banned it!

### **Basic Campaign Website Content**

Here are some words to the wise about campaign websites from Colin Delany of "Technology Bytes."

*"Ask yourself these basic questions: If I wanted to learn about a specific candidate, could I find his or her website easily? Once I got there, how hard is it to sign up for email updates? How about finding information on how to volunteer? How to donate money? If visitors can't locate what they're looking for within a few seconds, they're likely to leave - it's that simple."*

So how's your campaign website measure up?

### **No Online-Only Campaigns**

More and more inexperienced candidates are telling themselves that rather than do the hard work of going out and raising money so they can afford traditional voter contact mail, they're gonna rely on email, websites, blogs, Twitter, Facebook and text-messaging because those communications are far less expensive.

Big mistake.

You can augment traditional "snail mail" with electronic mail, but it would be foolish to think you can completely replace traditional voter contact mail with electronic mail...even in this day and age. Here, Ben Mitchell of Republican direct mail firm Political Ink will prove it...

*"A few months ago our business received a direct mail solicitation from Google. They were trying to get us to advertise using adwords. Personally, I think that pretty much sums it up. If Google thinks a good way to attract customers and get people's attention is through direct mail,*

*then surely it's still the case for political campaigns."*

'Nuff said.

### **What Women Want (to Wear)**

"You may discount the importance of appearance," writes Christine Jahnke, president of Positive Communications, "but audiences do not. There is no escaping the reality that women seeking to contribute to the dialogue are scrutinized, especially on camera.

"The best thing for women to wear on TV is a well-tailored, stylish suit in a flattering solid color," Jahnke continues. "Darker jewel tones like turquoise, ruby and emerald hold up under the lights, but pick a color that flatters your skin tone. Choose dull-finished jewelry like pearls or beads.

"Use foundation, powder and a matte finish lipstick," Jahnke concludes. "Avoid white, shiny and patterned fabrics. Lastly, expensive watches and rings can send the wrong signal."

### **The Power of Personal Postcards: What Conservatives Can Learn from Harry Reid**

Y'all probably know who **Sen. Harry Reid** (*D-Nevada*) is. And while he and I – and most likely, you and he – have very little in common politically or philosophically, he didn't become Senate Majority Leader for nothing...and we can all learn an important lesson from him. Here's the story:

Last month I was in Washington, DC, for the annual CPAC conference – the oldest, largest and grandest of conservative get-togethers in the country (you should go next year!). And on the way home, as luck/fate would have it, my connecting flight out of Phoenix put me in the seat immediately behind and just across the aisle from Sen. Reid towards the front of the plane.

Now, in the 20+ years that I've been doing politics here in Nevada, I've never met the Senator personally. But being respectful of his time and privacy, I waited until after our flight landed in Las Vegas to tap him on the shoulder

## But I Don't Like Spam!

*“It seems like IPs change their spam filter rules daily, but there are a few things it is always good to avoid: large images, large fonts and variable font colors. You should also avoid using more than ten links, and steer clear of complicated coding. All are plausible reasons for your email to be blocked by the IP or to head straight to a recipients’ junk folder.”*

*- Carol Lustig of Media One*

and introduce myself. The brief exchange was both cordial and professional. We shared a laugh at the expense of a certain politician who neither of us much cares for...and that was it.

Or at least I thought it was.

A couple days later an envelope of the type a wedding invitation normally comes in arrived with a “United States Senate” return address. In it was a hand-written 3x5 card from Sen. Reid. Here’s the text:

*“Thank you for your introduction yesterday on the flight from D.C. Even tho we disagree on some political issues, I have always admired your speaking as you feel. Many only say what is non-controversial & wind up saying nothing. This is not you! It is good you care enough to stay involved in the political process. Sincerely, Harry.”*

Now, I have to tell you...that’s impressive.

No matter how much you may disagree with the man; that the Senate Majority Leader of the United States Senate – arguably the most powerful Democrat in the country today, including the President – would take the time to send a handwritten note to a lowly political rival is both extremely thoughtful...and exceptionally smart politically.

Will this card change my beliefs or opposition to Sen. Reid’s agenda and philosophy? No. But on the other hand, it’s MUCH HARDER to be

“mean” to someone who has been so kind to you. And THIS is why campaigns are MUCH more about psychology & marketing than politics.

**SIDENOTE:** *If you haven’t yet read “Influence” by Prof. Robert Cialdini, go get it!*

So take a lesson from Sen. Reid. Buy yourself a stack of these types of cards from your local drug store, stationary store or WalMart.

Better yet, have a box of them – with matching envelopes – printed up with just your name at the top and your return address imprinted on the envelopes. And use a soft, earth-tone color, not an astro-bright color. You want to project a classy, professional image.

Then start writing and mailing. Every person you meet, try to get their mailing address. Ask for a business card. Potential donor. Potential voter. Potential volunteer. Member of the media. Community leader. Party boss. And ESPECIALLY...political rivals.

Trust me, if you look hard enough you can always find *something* positive to say about just about everyone. Seriously, if Sen. Reid could find a way to say something positive to an active and extremely vocal 20-year opponent after a 3-minute exchange in the aisle of an airplane...you can, too.



## THE OBAMA-APPROVED METHOD FOR BOOSTING OPT-INS

by Ryan Diess, Managing Editor, *DigitalMarketer.com*

Have you ever been to a website where you were greeted by a short-form welcome page, offering you the chance to "sign up" and "stay informed" by entering your email address (but you also had the option to say "No Thanks" and go straight to the main page)?

This is what we call a "Splash Squeeze Page." If you've ever wondered why companies use splash squeeze pages, it's because they get a TON more opt-ins than a traditional subscription bar stuck in the upper right-hand corner of the home page. In fact, even the White House's website ([www.WhiteHouse.gov](http://www.WhiteHouse.gov)) uses one.

The president's marketing savvy staffers have been testing squeeze pages since the day he took office. We can only guess how massive his list is by now.

You'll want to program your splash-squeeze page to appear only to first-time visitors. You don't want this to appear every time a user returns to your page. Clearly, that would annoy the crap out of them.

Some usability experts argue that splash-squeeze pages are too aggressive and pushy. Personally, I don't find them too aggressive or pushy at all, and neither does the White House.

# Are You Talking Yourself Right Out of Donations?

By Chuck Muth

I went to one of the worst sales presentations ever last month. And there are **CRITICAL** lessons to be learned for candidates and anyone else with anything at all to sell, so let's get to it.

Set the stage: I have three kids - 12, 10 and 5. As such, my "hobby" is traveling. Anywhere within an 8-10 hour drive is fair game. Give us a zoo, aquarium, amusement park, children's museum, science center, sports arena, beach...we're there.

And since we homeschool, we can go to all the busy tourist-type places, like Disney, when all the other kids are in "real" school... meaning the lines are shorter and, often, the prices are cheaper.

Our annual vacation, since the kids came along, has been two weeks at a family campground in August (before that it was four days of eating and drinking in New Orleans in December!).

For other trips - Motel 6, Best Western, Quality Inn...wherever I can get the cheapest price without staying in a high-crime neighborhood. We're on the go...go...go...when we travel. And all I'm looking for is a bed and hot shower for the end of the day.

So when I got the tele-marketing call offering me two free roundtrip airfares to anywhere in the lower 48 (hello, Orlando/Disney World!) or a one week stay in a luxury resort just to attend a sales presentation for a vacation club ("Not a time share!"), I bit.

When we arrived at the restaurant where the presentation was being conducted, we were confronted with a three-man tag team: The Salesman, The Manager and The Owner. The Salesman starts off by asking me to fill out a

one-page questionnaire. After the basic name, rank and serial number, the first question asked: "How do you like to vacation?"

Answer: Camping.

The rest of the questionnaire was 100% vacation time-share oriented. Well, we don't have a time-share, we don't do time-shares and we don't want time-shares. It's not our thing. So even though the vacation program they were selling wasn't "time-shares," the whole thing was an alternative to time-shares for time-share people who didn't like time-shares.

In other words, the telemarketing firm did a lousy job of "qualifying" us on the phone. Which is **Lesson #1** for candidates: Rather than waste your precious time talking to everybody, make sure you're talking to potential donors who you actually have a chance to get a donation from.

Just because somebody wrote a big check to a local charity doesn't mean he or she is going to write a big check to your campaign. Sure they have the "capacity" to write a big check, but for many major donors, political donations just aren't their thing.

Sure, some major donors write checks to both - but you should know that **before** spinning your wheels and aggravating yourself by asking people to donate to your campaign who are highly unlikely to donate to your campaign. Hunt where the ducks are. Pick the low-hanging fruit first.

Onward...

In the initial presentation I learned more about The Salesman than The Salesman learned about me because he did all the

talking...and the talking wasn't, like in "Jeopardy," in the form of a question.

I now know where he's from, how many kids he has, how many times he's been married, how HE likes to vacation, what kind of food he likes, where he lives, how long he's lived there, etc., etc., etc. What he basically got from me is that I'm in politics. (He doesn't like Obama; learned that, too.)

Anyway, when the presentation was over, I explained to The Salesman why his timeshare-program-that-isn't-a-timeshare program wasn't right for us. All of the benefits of the program simply weren't benefits we were interested in.

Fine and dandy. Time to bring in The Manager.

Right off the bat the guy asks me if I know so-and-so. I replied that the name didn't ring a bell. The Manager then goes on to inform me that he helped so-and-so get elected mayor of a small city in up-state New York many years ago.

A Democrat. Through his union!

Oh, yeah, baby...that's the way to win over my heart! You know me. I love unions the way other people love hemorrhoids.

The Manager then proceeded to reaffirm all of the benefits of his vacation program - that I already explained I had no use for or interest in - but instead of paying \$15,000 for it, if I bought tonight...only \$12,000!

Um, no. If I live in the Brazilian rain forest and have no use for or interest in a pair of snow skis, offering me a pair of \$500 snow skis for \$50 is still no sale.

So **Lesson #2** for candidates: If your donor prospect has no use for



or interest in your brand of politics - even though he has the capacity to write a big check and has written big checks to certain candidates in the past - asking for a \$100 check after being turned down for a \$500 check is still gonna result in you walking out the door with an empty pocket.

Now, I'm not saying you should take the first "no" for a prospect's final answer. Many a solicitation that started off with a "no" ends up with a "yes." But that's only if the prospect has both the "capacity" and the "affinity" for what you're offering.

If you're a conservative candidate who can't stand Big Labor and you're trying to get a lifelong AFSCME member to donate to your campaign - even though he has the "capacity" to write a \$500 check and has written \$500 checks to liberal political candidates in the past - you're barking up the wrong tree.

Anyway, The Manager, not surprisingly, had no more luck parting me with my money than The Salesman did - despite spending a lot of time talking about himself and the benefits of his program that I had no interest in whatsoever.

Bring in the big gun.

"They tell me you guys like camping," The Owner says. "Well, let me tell you about another less-expensive vacation program we have that includes camping."

OK, now you have my attention.

But here's the problem. The "camping" he was talking about was generally for luxury RV resorts. We have a tent we bought at Costco. We don't have an RV.

"However," The Owner countered, "many of these RV resorts have cabins. And the cabins we're talking about aren't rustic

cabins without plumbing or a flush toilet. These are high-end condo-type cabins - fully furnished with every amenity you can think off. Here's a picture (shown on his laptop power-point)."

"Look," I said cheerfully to my wife, "it's the same kind of cabin they were building at that Yogi Bear park we stayed at a few years ago in Maryland. Those things were beautiful."

Hello, Mr. Owner? That's called a "buying signal."

**SIDENOTE:** Our family currently goes to a family campground in San Diego every year for two weeks and stay in a tent. But it's a full-service resort campground and it ain't cheap in the summer. It'll cost me in the neighborhood of \$500 a week for the privilege of sleeping on an air mattress with no bathroom (except for the communal one down the path).

Anyway, The Owner notes that with this other, less expensive vacation club, I could stay in a luxury family resort in a fully-equipped luxury cabin for \$199-\$299 a week, even during peak season. And the cost of this alternative vacation club was \$695, not \$12,000.

HELLO!

You mean I can vacation in a luxury family campground in a fully-equipped luxury cabin with our own toilet and shower for less than it now costs me to sleep in a tent? Even if my 5-year-old son would rather stay in the tent (it's a guy thing) I'll guarantee you my wife and two daughters would rather have their own private toilet and hot shower. So let's talk more about that, shall we?

We shall not.

I swear to gosh, The Owner just plowed right past the luxury cabins

and spoke for the next 15-20 minutes, non-stop, about everything else included in his program. Discount airfare (not interested). Discount rental cars (not interested). Discount restaurants (not interested.) Discount luxury hotels (not interested). Discount budget hotels (not interested). Discount trips to Italy (not interested). Discount cruises (not interested). Discount time-shares (NOT INTERESTED!).

"So how's this program sound to you?"

"Not interested."

The guy talked himself right out of a sale.

**Lesson #3** for candidates. When a potential donor (or voter!) gives you a buying signal in the form of expressing interest in a particular aspect of your campaign, TALK ABOUT THAT ASPECT of your campaign. Talk about what interests the potential donor, not what interests you.

For example, if you're a conservative candidate talking about your campaign, and say the potential donor mentions guns...start talking about guns! Don't talk about abortion. Don't talk about taxes. Don't talk about education reform. Don't talk about immigration. Don't talk about welfare.

Talk about guns!

Actually...better yet...stop TALKING about guns and start ASKING the potential donor about guns. Let him or her do the talking; you do the listening.

If you do, there's a darned good chance the potential donor (or voter!) will tell you EXACTLY what you need to do to get a contribution.

And that's all I have to say about that.



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