



If Magnetic Marketing And Chuck Muth Can Get A Dead Pimp Elected— Imagine What It Can Do For You!

interview with CHUCK MUTH by DARCY JUAREZ

“When I’m training candidates now, I tell them, ‘If I can get a dead pimp elected, imagine what I could do for you!’”

Chuck Muth got into politics by accident. After moving to Las Vegas to work for a car rental company in the early 1990s, a vendor who serviced their company invited him to a local party meeting. He had no idea it would lead to a 30+ year career teaching candidates how to win elections.

Today, he is the founder of CampaignDoctor.com, an online training platform for political candidates and a nonprofit political education organization. But how he found his way into politics—and eventually onto Planet Dan—is an unexpected story of resourcefulness, reinvention, and relentless implementation.

In the early 1990s, Chuck was working for a car rental company in Las Vegas, harboring dreams of opening a business of his own. The problem?

Starting a car rental operation required capital he didn’t have.

That’s when inspiration struck—on a vacation in Hawaii of all places. He noticed a local company renting camcorders to tourists. Back in Vegas, the same kind of travelers were everywhere... and unlike cars, camcorders were affordable. Chuck realized this could be his way in.

He launched a camcorder rental service, delivering cameras to tourists eager to capture their time on the Strip or at the Grand Canyon. The business caught on quickly. But what he didn’t expect was what came next.

Tourists started coming back—not just to return the equipment but asking if Chuck could turn their raw footage into something memorable. That steady stream of requests pulled him into a new opportunity: video production.

As the business evolved, **so did the challenges.** Chuck knew how to operate the cameras, but he didn't know how to consistently attract paying clients. That sent him searching for marketing help.

He found it in the writings of Gary Halbert. Like so many others, what began as a curiosity about copywriting soon turned into a deeper dive into the world of direct response. And the more Chuck studied, the more names and strategies started pointing back to one person: Dan Kennedy.

And that's when everything changed.

It was nearly 20 years after Chuck first started learning about marketing, in 2011, when a friend in politics told him he should attend a Dan Kennedy seminar. Up until then, Chuck had been experimenting on his own. He'd read the Halbert letters, attended a few seminars, and tried applying what he could. He'd learned enough to be dangerous.

But it was during that three-day conference in Atlanta that everything finally came together.

All the puzzle pieces he'd been collecting over the years now fit into a clear picture. That was the day the light bulb turned on. This was the way you're supposed to market. This is how business and sales actually work. This is how you treat your customers.

It was a game changer.

At first, Chuck still doubted whether it really applied to him. Sitting in the audience, he thought, "That's for business... I'm in politics. This doesn't apply to me."

But the longer he sat there and the more often he heard Dan say, **"Your business isn't different" the more he started to see the truth.**

They really weren't different. He just had to learn how to apply what Dan was teaching to the business of politics. Dan was laying out a better way. A way where customers—or in Chuck's case, candidates and donors—come to you. Where they raise their hand, identify themselves as being interested, and

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then you focus your efforts on them... instead of cold calling, chasing, or knocking on doors.

Get them to raise their hand. Show that they're interested. And then give them what they're interested in. That's when everything changed.

For Chuck, it wasn't just about learning Dan's strategies—it was about putting them to the test in a field most people assume is immune to marketing.

Politics is an industry dominated by tradition, skepticism, and resistance to anything that feels "different." But Chuck proved that not only do the Magnetic Marketing principles apply, they often work better in politics than anywhere else, precisely because no one else is using them.

HERE ARE THE 5 MAGNETIC MARKETING PRINCIPLES THAT HAD THE BIGGEST IMPACT FOR CHUCK:

Outrageous Advertising: When Chuck saw how campaigns were marketing themselves, he knew there had to be a better way. The materials were generic, predictable, and easy to ignore. But Dan Kennedy had taught him something different: Outrageous is what gets noticed. And finally, Chuck had a candidate who was willing to try it.

"That client was Dennis Hoff. Dennis wasn't your typical candidate—he was a former reality TV personality who owned seven legal brothels in Nevada. I've always figured, if a four-page letter is good enough to get somebody to give you their money, why wouldn't a four-page letter be good enough to get somebody to give you their vote?"

"Instead of mailing the traditional four-color, glossy postcard voters throw away, we mailed a four-page letter on yellow legal pad paper. I knew they were

working when people would show up at his events with these yellow legal papers in their hands, saying, 'Dennis, Dennis, I want to ask you about what you have on page three here!'

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“Unfortunately, Dennis died 3 weeks before the election, but the ballots were already out, and it turns out he won. Nobody thought a pimp was ever going to win election to the legislature, let alone after they died. After that, in my trainings, I'd say, 'If I can get a dead pimp elected, imagine what I could do for you!'”

“Now, at that point, I didn't know if Dennis was a fluke or not. I mean, the guy had been on HBO, he owned brothels—there was name recognition. So, I wondered, would this stuff work for a more traditional candidate? I had another candidate for a primary race, Annie Black. I wanted to create direct mail that would cut through the clutter and be seen. So, I created the 'Anniegrams' which was her newsletter. They were made to look like old fashioned telegrams. There were two versions, one that went to Republican voters in her district and the other went to donors. She beat a three-term incumbent in the primary and went on to win the general election. No politician would think of doing something like this.”

[Example #1 in Magnetic Marketing in Action is the letter Chuck mailed that got Dennis Hoff elected. Example #2 is the Anniegram to donors, and Example #3 is the Anniegram to voters.]

Swipe and Deploy: “I got this idea from Magnetic Marketing member James Malinchak...I heard him talking about writing the book *Everything That Men*

Know About Women, and every page inside would be blank. So, I thought, why not do something like that? Dennis Hof used this idea...we went after his opponent with the book titled *The Complete Voter's Guide to Every Time Assemblyman James Oscarson Has Sided with Nevada's Taxpayers Over Carson City's Lobbyists*, and every page was blank. We mailed that book out to potential donors and voters. People would come to his rallies and ask to have a book (with no words) autographed by him!

“I've also swiped presentation ideas. I was on a cruise watching a knock off of *The Newlywed Game*, and I thought, *Why can't I do that for politics?* So, I created a version of *The Newlywed Game* for politics. The first one was around Valentine's Day. I was asked to speak at a Republican women's club. Normally, these groups have a speaker each month—they'll talk about politics or a particular issue—and I said, 'I can come and do a boring one-hour political speech, or we could have some fun.' And I pitched the idea of *Love and Politics*, and they loved it. And then more clubs would hear about this and ask me to come in.

“I kept seeing all these different possibilities just by looking at these through a different lens.”

The Message-Market-Media Triangle: “My daughter wanted to go on a three-week European tour with her student group. It was \$7,500 per person, and she wanted to know if she could go. I said, 'Absolutely, but I'm not paying for it.' She wanted to take her friend,



so she didn't go alone which meant they needed \$15,000. She had been going to the local chapter meeting with me for a few years now (and by local, I mean that we drive five hours from Las Vegas to San Diego in the morning for a two-hour meeting, have a daddy-daughter dinner, and drive 5 hours back the next morning because that's how valuable this was.) She knew many of the Magnetic Marketing principles, so when I said, 'Do you want to go out and wash 1,500 cars at \$10 each or do you want to get 15 sponsors at \$1,000 a piece?' she quickly answered, 'I want to do the sponsor thing, Dad.'

"So, she did a search to find what major corporations were already sponsoring youth organizations and youth programs (since they already had an affinity and we knew they had recently donated for a similar cause). She created her list of prospective donors. Then she thought of a theme to 'Shock and Awe' them with—she would fill a backpack (so it tied into

her travels and learning). And researching a little about her prospects, she figured out they were all 60 plus, and they were kids in the '60s and '70s. So, she went out and found the candies and snacks from their childhood that would be nostalgic to them: Animal Crackers, Cracker Jacks, Tootsie Rolls—you know, the candies they have fond memories of.

"Then she had to create her offer, which was: If you sponsor us, I will keep a daily diary; I'll write a book from our travels and send you an autographed copy. **We mailed out 30 backpacks, which probably cost \$25 each, and in less than 90 days, she raised \$17,000.** She went on her trip, kept her diary, and self-published her book when she returned.

"To this day, we still have donors who keep in touch and will say, 'I remember giving money to your daughter. How's she doing?' She found the right message to say to the right market in the right media

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and then didn't just send them a fundraising letter, she shocked and awed them and showed up like no one else showed up! I highly doubt your typical fundraising letter would have been anywhere near as successful."

Testimonials: "This is another big one I learned from Dan. In politics, candidates will have a list of endorsements—but that's just a long list of names that nobody knows. That's not very persuasive unless it happens to be the name of somebody the voter knows well.

"I want to put testimonials on a mail piece or a website—and I do it the way Dan taught me. I figure out where the candidate is weak. Let's say the pro-life people suspect that they aren't sufficiently pro-life. Well then we go out and get a testimonial from somebody who is a well-known pro-life leader, who says something good about the candidate. **The voter may not know the candidate, but they know that pro-life leader.**

"Same thing with gun rights or anything else. Testimonials done this way are critical to our success."

Make Them Laugh And Take Their Money: "I think this is one of Dan's most underrated books—*Make Them Laugh and Take Their Money*. It was a huge eye-opener for me. It was all about: tell them stories, make them laugh, show them a good time. **I realized I'm not giving a speech; I'm giving them a show.** And when you do that from the beginning, you are having a conversation with them instead of giving them a boring lecture on why you need this 10-point plan for education reform. Open up and get the audience on your side, immediately asking questions where they have to move around and participate. This is probably one of the most important things I have done in my career because now I'm comfortable

on stage. Today, I command the stage without any reservations, and I know my crowd has a good time. This is what I try and get my candidates to see.

"People will vote for people they like and who they believe are like them. You don't get that from a 10-point platform or facts and figures. But when you tell a funny story about how your camping trip went horribly wrong when you were a kid...and the tent fell down on your mom and dad in the middle of the night. That's the stuff that people can relate to, and they **may disagree with you on 9 out of 10 issues, but if they like you a lot, they will vote for you.** It's **not philosophical, and that's the hardest thing to** get my candidates to understand—most voters aren't philosophical. They aren't hard right or hard left. They are somewhere in the middle, and they will vote for people they like. So, tell your stories, have fun, show them a good time!

"I'll start a speech from the back of the room instead of the front. I do trivia to open up my presentations. I bring props and give away joke prizes—like early pregnancy tests to elderly ladies. I don't want them just listening—I want them laughing, engaged, leaning in. If they're laughing, they're relaxed. And if they're relaxed, they're more likely to trust you, donate, vote, whatever it is.

"Dan made it clear—you can be funny and persuasive at the same time. And once I understood that, it totally changed how I approached my presentations."

Chuck's Advice To Other Members: "You never stop learning. Read every email Dan sends, read your newsletter each month. What you read or heard 10 years ago, you might not have been ready for, and today you are. If this stuff can get a dead pimp elected—just think what it can do for you!"



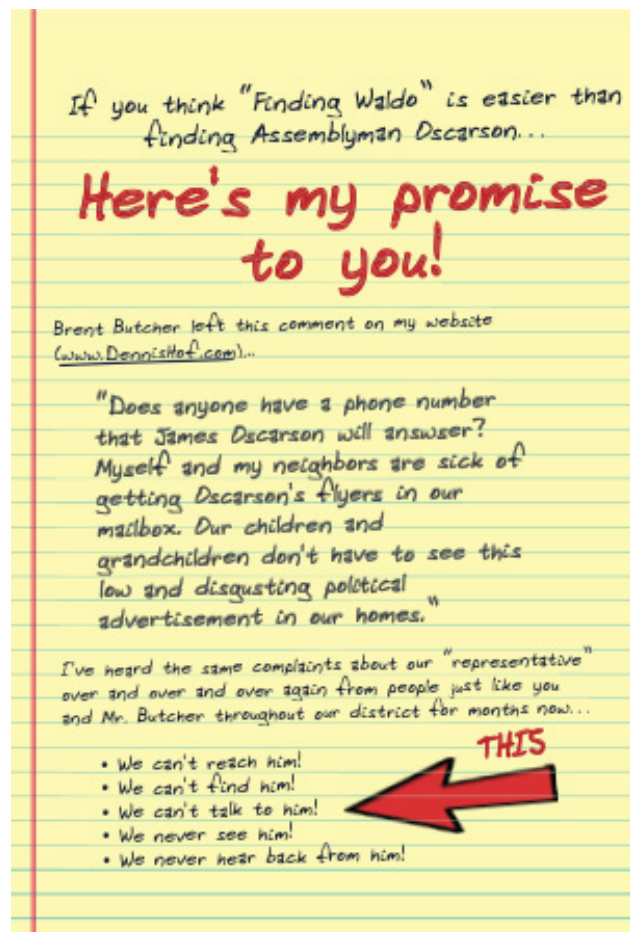
Magnetic Marketing In Action

How To Get A Dead Pimp Elected & More Magnetic Marketing Examples

by **DARCY JUAREZ**

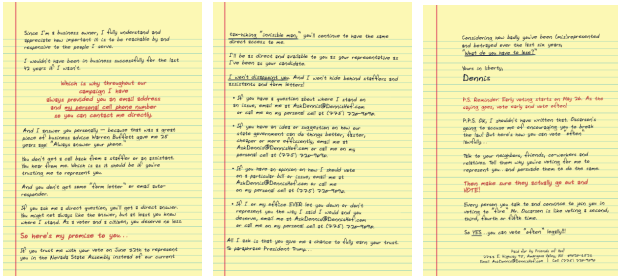
Each month, we bring you examples of how real entrepreneurs and businesses are using Magnetic Marketing tactics. **This month's examples come from our Member Spotlight Diamond Member Chuck Muth.**

Example 1: When finding a unique selling proposition for your business or your marketing campaign, one of the 17 places to look is where there is a gap in the marketplace. This four-page "handwritten" letter, part of the campaign that got a dead pimp from Nevada elected (read the full story in this month's member spotlight) is a great example of finding and exploiting that gap. It opens with the common complaint "we can't reach him" and goes on to point out that Dennis Hoff has been easily available throughout the campaign. He provides his personal email address and personal cell phone number—and while hesitant to do that, found that he wasn't overloaded with calls; **people just wanted to know that they *could* call him if they wanted to.** He then carries that positioning into his offer (elect me). There is also good use of the "Make Them Laugh and Take Their Money" form of humor (also expanded on in the spotlight) and the subject of Dan Kennedy's most underrated book by the same title. See if you can spot it in the letter.



You can view the entire letter online in [full-size](#) with this month's digital newsletter.

MAGNETIC MARKETING IN ACTION



While too many people are looking for “how do I say this in 140 characters or less,” or “how can I move people to action with my meme”...we shouldn't forget Dan's principle that the more you tell, the more you sell!

Example #2: This is the “AnnieGram” that was sent to donors. The #1 sin of marketing is to be boring. Anyone can send a letter in the mail, but your job is to make sure it gets delivered, opened, read, and responded to. Your job is to grab the reader's attention and have them want to pay attention and

period kicks in -- to set up, staff and maintain a “citizen lobbyist” operation that you can quickly and easily use to have your voice heard.

Will you help fund this critical project?

The amount of your donation is totally up to you. Only you, and you alone, can decide how important it is to **keep fighting Gov. Sisolak** and block the tax-and-spend gang in Carson City.

- If you can invest \$1,000 or \$500...GREAT
- If you can invest \$250 or \$100...GREAT
- If you can invest \$50 or \$25...GREAT
- If you can invest \$10, \$5 or even just \$1...GREAT

Every little bit helps! Whatever the amount, you'll feel good knowing you're supporting a “people's champion” who will **fight for you** against their tax hikes, as well as fight for cuts in non-essential government spending.

And that includes laying off non-essential government workers just as the governor has forced layoffs of what he thinks are non-essential private sector workers.

If we're supposed to be “all in this together,” government needs to suffer the same pain the government is causing you and me.

Agreed?

So please make your donation -- either personally or through your business -- quickly, easily and securely online by going to: www.electannieblack.com/donate. Or you can mail your check or money order to:

Friends of Annie Black
575 Los Altos Circle
Mesquite, NV 89027

Thank you for taking time to read this and I hope to add you as a soldier in “Annie's Army” as we fight against the heavy-handed, unconstitutional, dictatorial regime of Gov. Sisolak.

Happy New Year!

Assemblywoman Annie Black
Nevada State Assembly District 19
“Once you vote Black, you never look back.”

P.S. Your donation, no matter how big or how small, will be a valuable investment in keeping Nevada from becoming “another California.” But remember...

Because of the fundraising “blackout” period, I need to receive your gift before midnight, December 31, 2020.

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give your letter the time it needs. Which is why, instead of writing just a sales letter, Chuck used the theme of a telegram which arrived in the mailbox looking like nothing else there. Here are the key components he included:

- **Headline:** “Read This Only If Gov. Sisolak Makes Your Blood Boil”
- **Opening Lead:** He immediately names the villain that the donors were mad at. He describes their pain as they are feeling it.
- **The Hero Enters:** Annie to the rescue with her solution to their pain.
- **The Offer:** Set up, staff, and maintain a “citizen lobbyist” operation that you can quickly and easily use to have your voice heard—her offer is empowering them to take back control. She's making them the hero and giving them the weapon to fight with.

ANNIEGRAM

HEAD OFFICE, MESQUITE, NV
ASSEMBLYWOMAN ANNIE BLACK
NEVADA ASSEMBLY DISTRICT 19

CLASS OF SERVICE DESIRED

Day Message X

Day Letter

Night Message

Night Letter

Patrons should mark an X opposite the class of service desired, otherwise the message will be transmitted as a full-rate telegram

DATE SENT 12 • 20 • 20	TIME FILED 2 • 23 PM	PRIORITY: URGENT
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Send the following message, subject to standard terms & conditions which are hereby agreed to :

Read This Only if Gov. Sisolak Makes Your Blood Boil

We are now officially in the TENTH(!) month of the #SisolakShutdown.

Since last March, too many Nevadans have gotten the shaft by Gov. Steve Sisolak, weak-kneed local politicians, hordes of government bureaucrats and “compliance cops.”

And don't even get me started on the DETR Disaster in handling unemployment claims!

Sadly, many screwed-over Nevadans are unable to fight back -- or even “peacefully protest” - without risking fines, threats of business license revocation and political reinbution.

You need a voice. You need a champion. You need a fighter.

Someone on the “inside” who will make a sink, rock the boat, stir the pot, sound the horn, bang the gong, pound the drum and shout from the rafters. Someone who will speak up, speak out and speak loudly.

I want to be that person for you. I *AM* that person. And have been since I filed to run for the Nevada State Assembly just four days before Gov. Sisolak shut us down, put us out of work and tanked our economy.

Will you help me help you?

I need to raise money to build and grow a world-class communications network linking directly to citizens during the session -- social media, emails, newspaper ads, billboards, TV & radio.

You shouldn't be left in the dark when decisions are being made in Carson City that could directly harm you, your family, your job, your wallet and your very freedom!

There's strength in numbers. It's one thing when 10 people call or email legislators on a bill. It's another thing altogether when a 1,000 people speak up.

But unless you know exactly what's going on, who to contact and how...it's tough for the “little guy” to compete with the army of high-paid lobbyists and government employee unions that prowl the halls of the Legislature.

As a fiscal conservative, I'm proud to say I've already paid off all my campaign debt. But...

I still need to raise an additional \$20,000 between now and the end of the year - when the fundraising “blackout”



MAGNETIC MARKETING LETTER

ANNIEGRAM

Annie Black for Nevada Assembly District 19
575 Los Altos Circle | Mesquite, NV 89027

"We Know Chris Edwards is Bad, But Why Are You Better?"

Dear Assembly District 19 Republican,

Someone recently sent me this email...

"Annie, I get it. Assemblyman Edwards only seems to show up at election time, and has been silent as Gov. Sisolak has wrecked our economy. I also now know, thanks to your AnnieGrams, that he has a terrible voting record when it comes to taxes and spending.

"But before making my decision, I'd really like to know more about where you stand on issues. Could you please share some info in a future AnnieGram? Thank you."

For a lot of people, just knowing Chris Edwards has a dismal record of voting for bigger government and raising your taxes is reason enough to vote against him.

But why should you vote FOR me?

That's a fair and reasonable question.

So in this AnnieGram I thought I'd share with you my answers to the questionnaire I filled out recently for the Mesquite Republican Women...

1. Why are you running for State Assembly?

Because of the COVID-19 crisis, the 2021 Nevada Legislature is going to be facing some very difficult decisions. Just like in 2009, Democrats are going to want to raise taxes rather than cut spending.

My opponent has voted for huge budget increases, as well as multiple tax hikes, during his three sessions in Carson City. Taxpayers need a solid fiscal conservative representing them who - unlike our incumbent assemblyman - isn't afraid to say "no."

Overall, I'm running to be a true representative of limited-government, lower taxes, free markets and individual liberty. Mr. Edwards has dropped the ball on these over and over again despite "claiming" to be a conservative.

We need GOP legislators who will, as Ronald Reagan once famously said, "raise a banner of no pale pastels, but bold colors which make it unmistakably clear where we stand on all of the issues troubling the people."

Assemblyman Edwards is, and always has been, a pale rider. We can do better. We MUST do better. We need to trade him in for a newer, better model.

I guarantee I'll have a much more conservative voting record than he's had.

2. What is your strategy to effectively promote conservative positions within a likely Democrat-controlled Assembly?

When you're in the minority, it's not enough to simply vote against bad Democrat bills. You need to speak up and speak loudly. Silence is not golden.

You need to fight in the court of public opinion. You need to challenge the opposition. You need to engage the media. You need to change hearts and minds by explaining to voters why GOP policies are better and the right way to go.

That's the only way we're going to turn Nevada "red" again.

- **Urgency/Scarcity:** The letter is sent on 12/20, and she needs to raise \$20,000 by 12/31.
- **Clear Call-To-Action:** They clearly tell them what to do and how...and they include multiple medias to respond in—online or by mailing a check or money order.
- **P.S.'s:** Re-sell the important pieces for the reader who skips to the end.

The best offers aren't just about an exchange of money. They are inviting people to buy into a mission, to something bigger than themselves.

Example #3: This is the "AnnieGram" that Chuck Muth used for his candidate Annie Black. Instead of sending just a newsletter, they stayed on theme and turned their newsletter into a continuation of the telegram theme. The function of your newsletter isn't just to inform or even to sell. Its core purpose is to reinforce your positioning. To consistently remind readers who you are, what you stand for, why you are

different, and why being with you is the right choice. A newsletter is a media source you OWN.

But the real beauty in this example was their use of answering the objections BEFORE they are asked. In their case, it was the questions and objections in the voters' minds. Most political advertising is negative—"here's why my opponent is bad." Chuck provided both the reasons to vote for Annie AND against her opponent. As he said to me, "It's not just saying 'Pepsi sucks' but also 'Here's why Coke is better!'"

Go to the members portal and this month's digital newsletter and download the entire AnnieGram to study how he set up each question and answer. Are your FAQs structured this way? Are you answering the standard questions your prospect has PLUS the questions they might not have thought of? Are you not just saying why your competition is not the right choice but why you are the right choice AND why they shouldn't choose the competition?