

# Supply the NEED or Don't Play

The first requirement of any sales or marketing person, in a promotional campaign is to find the Prospect's NEED. What is the compelling issue(s) that will make the prospect voluntarily surrender their cash, time, and/or vote? Nirvana is the state where no one needs anything – we aren't there, yet. Since 1915 it has been the job, duty, and function of the marketing and promotional sectors to ensure we never get to that point, thereby fueling the Great American Consumer system with more unmet needs. Candidates too, function on that same continuum. Simply supply a NEED or don't play.

If you run as a steadfast loyal Liberal, Progressive, Democrat, you will be seen as a Party zealot and your campaign issues will only have traction with those who are Loyal, Liberal, Progressive, Democrats. (11 - 30% of the voters) But you will have the opportunity to proclaim the Liberal case while actively shaming your opponents and their supporters. This is the role of a missionary or a prophet. They have their place and their value, but they rarely win elections. The choice is yours – but chose intentionally.

Most of my neighbors actively, and patriotically, exercise their Right and obligation to vote regularly. We have very active participation rates here in Bonneville County. This means that there are probably not a vast number of 'new' voters to be brought to the polls, and further that we must work with who we have. You need to find those items on your Venn Diagram that are simultaneously on your voter's diagram while also being something your opponent opposed, or failed to support.

I have found most of my neighbors like to think of themselves as Good, Practical people. They, like us, want a better tomorrow for themselves and their kids. They just see a different path forward. And thanks to our allowing the opposition to define us, they have a frightening vision of our (your) intentions. You have to find the common ground you share with your voters. You might be able to make some inroads into the opposition's supporters if you leverage your campaign on "Practical" issues, and accusing your opposition of being trapped by dogmatic ideologies and Party politics.

People like and trust people that think, feel, and believe as they do. By acknowledging your shared goals with the voter about a better Idaho and Bonneville County and trying to find the best solutions you portray yourself not as the Wolf at their door, but as one of the Sheep. Remember Politicians make strange bedfellows. Instead of confronting their value-system head-on, leverage your shared dissatisfaction(s) with your opponent's actions and statements.

Find instances and issues your opponent supported that are not popular with the local base. Exploit those issues, asking "Was that Practical?" "Was that best for Bonneville County?" Prosecute your opponent for their failure(s) and betrayal of the voter. This puts the negative spotlight on your opponent and makes them spend their time defending their actions. Time they can't be spending attacking you. By this method you may be able to leverage some of their supporters to either not vote, or vote for you. Either way it's a win.

When you are in a confrontational discussion or conversation, acknowledge their position by simply saying, "I hear you." You haven't agreed to their statements or positions, but you have acknowledged what they said. Then you can respond as you choose.

When you are in a conversation that has no opportunity for a success, simply change lanes to a topic or approach that offers better traction for your position. Watch Trump, he is an expert at deflection, distraction, and dissemblment.

People vote to prove to themselves that they are actually better than they have performed or achieved. They are trying to affirm and insure their role as better parents, neighbors, church members, and citizens. Help them achieve their goal. Keep your message positive, save the negative points for your prosecution of your opposition's incompetence.

When confronted over hot-button issues like abortion or guns, acknowledge your personal position while acknowledging other's Right to have their opinions. But resist efforts to try to drag you into 'dogma dramas' that are not relevant to your race. Turn the question back on itself by accusing your opponent's use of "dog-whistles" like this to avoid discussing the real issues important to Bonneville County voters. Then pivot into a lane where you want to direct the conversation.

As I said at the beginning, **Supply the NEED or don't play.** But don't overdue it. Keep your platform broad and short. I suggest you consult the examples from the IDLCC brochure. Pick a main theme that will have broad traction and support it with maybe three supporting issues. (Like filling out an outline in school; single lines are lonely, pairs are contrived, but trios are Devine.) Shorter platforms mean less territory to defend in heavily contested districts. It also makes it easier to maintain your focus on your theme. Always, in every situation, bring the topic back to your theme and issues. If you allow your opponent to distract you with their agenda, you are done. In the end, it is the one who is asking the questions that drives the conversation. Always prosecute your opponent's performance as a failure to serve. Make them always be answering your inquiries. Even if you don't win in this conversation, they'll still hate to deal with you next time.

Always remember, the Republicans in Idaho have for the past 25 and more years controlled every house in our legislature, almost every state-wide office, most county commissioners, and the Governorships. Why then does Idaho continue to be one of the poorest States in the Union? They can solve any problems they choose. They have the power. They just choose not to.

**THAT IS THEIR ULTIMATE SIN!**