

# Will You Slay My DRAGON?

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Too many Democrat candidates think a campaign is like doing a job application, since that is how most of us got the jobs we currently hold. But that is a totally false assumption. Your opposition doesn't use that approach except to validate their Party loyalty and fealty. The voters couldn't care less about your professional degrees, awards, or promotions. Their eyes will simply glaze over if you try to sell yourself that way. It either is seen as irrelevant and boring, or it will be seen as you bragging about your privileges over them. Either way you lose!

What I am trying to say is that "resume" ain't gonna work. You cannot prove yourself to be the best qualified person for the job because that isn't what the voter is looking for. And you cannot prove yourself to be the best "Good-Old-Boy" either, the voters already know who they are -- and they aren't Democrats. And if you resort to trying to show the voters just how Conservative you are, they know you are either lying or simply stupid because, again, they already know where to get the real thing.

There is an old salesman's acronym called **WIIFM**. "**W**hat's **I**n **I**t **F**or **M**e?" It's simply the most important question that must be answered in any sales situation – and politics is the purist of sales situations ever. You have to tell the prospect, or voter, what voting for you is going to do for THEM; before you or your proposition is even heard. Everything else is abstract and academic until the situation is perceived as being substantially relevant to your prospect. Until you can show them how your issue will affect their wealth, comfort, or security, either positively or negatively; you have nothing to say.

Since it is much easier to define and describe potential threats, our opposition has resorted to using that technique almost exclusively in their voter messaging. And they have made it work! For some reason we think that since they have used that weapon, they must have a patent on it or something. They don't! We can and should use the same techniques because they work.

The voter is looking for: "Who will slay my dragon!" Show them that you at least see their Dragon, or show them Dragons they weren't aware of that are endangering them and their kids. You don't need to have all the answers, just be the guy who sees what they are afraid of and offer to do battle for them. Remember to always keep it focused on the damage the other guys are willing to do, or is ready to allow to happen, if the voter doesn't enlist your help.

"What's In It For Me?" Always answer that question. Make sure your voter knows that you are here to Slay their Dragon. Campaigning doesn't have anything more to do with your credentials than that. Defining the Dragon you will slay for them is the **ONLY** credential that counts.

**Be our Warrior!**