

Dear Candidate,

While I am not now, nor have I ever been, a candidate like you; I am perhaps one of the few professional salesmen in our party and I have some suggestions for you to consider. Sales presentations and the cultural semantics involved are techniques with which I am somewhat acquainted. – What is a political campaign, if not a concentrated IPO and product launch rolled out together on a very abbreviated schedule?

Win or Lose, either way, your campaign (even if you see yourself as a “space-holder”) has broader impact than you may be aware. Our candidates are the only real voice, and official platform, the Party has to state our case to the voter. What you say, or fail to say, is important. Be persuasive, no matter your budget. Make your statements boldly, and hold your opponent accountable for their specific performance(s), or lack thereof. Other candidates will look to you now and in the future for examples to follow, or avoid. Our candidates become the 'defacto' leaders of our party. Not only for political policies and agenda, but this extends to setting the tone, style, and demeanor for other candidates and how they too, should prosecute their campaigns. Leaders, invariably LEAD, it's how they WIN!

Stand-Up, Represent US! Defend US!

We have to stop being so damned humble and polite. While we don't have to go 'Full Trump' we do have to start actually holding them accountable. We have to learn how to create some waves. Just having a difference of opinion with the opposition, while it's a start, doesn't cause any tension, angst, conflict, attention, or any earned media exposure. You need to COMPETE! Make your opponent know he has been in a fight. Win or Lose, either way you will have an affect in the state legislature up and down the aisle in the future. Have an Impact! In order to win in Idaho Politics, we have to compete with and ultimately conquer the Conservative Dragons. That means you have to actually hold them publically accountable for their performance, You must hold them accountable for their continued mismanagement of Idaho's assets and our futures.

If not you, WHO? – If not now, WHEN?

Most candidates will be running against an entrenched incumbent, you need to clearly identify the 'dragon' you are going to slay. What do you find so disgusting, reprehensible, and wrong that you want to fix? You have to become our Prosecutor, trying your incumbent in the court of this election. “J'accuse” has to become your theme. This will provide you with a much more aggressively competitive position, and it will set a tone for other candidates to emulate. The specific issues you select can then be developed into 'coat-tails' which can be shared and leveraged with other candidates to resonate and amplify both your messages. Your issues, if properly cast, can become the catalyst that draws the reluctant off the bench and convinces them that now is the time to run, or at least get out and help. Make them believe THIS IS THE RACE TO WIN!!! You have just a few months to recruit your army – get moving!

We will NEVER, ever, win any race in Idaho trying to be more Conservative than a Republican. Voters know where they can get the 'real' stuff and it ain't from a

Democrat. Talking about how “conservative,” you, or your policies are, simply reinforces their meme and brand; while it damages you, and our 'Democrat,' 'Progressive,' or 'Liberal' brand. We aren't the Conservatives – and the voter doesn't want us to be. They count on us to provide balance. Consider using the term "Practical" instead of conservative. Idahoan's that I know, think of themselves more as being pragmatic – simply "Does it work?" – than ideological.

The voter's logic starts with the practical axiom, “If it ain't broke – don't fix it.” As the challenger, you always have the responsibility to establish that there even is a problem, and then you have to plainly identify it. Opening speeches, comments, and sound-bytes all have to grab the voter's attention by highlighting your charges and accusations of your opponent's mismanagement or excesses. Take the lead. **If you are not driving the conversation, you are on the defensive and you are losing.** Always, make them answer YOUR charges! Never the other way 'round. Turn their questions into introductions to YOUR topics.

Remember your biggest obstacle really, is inertia. If you cannot establish that there is a problem, you are done. In every political discussion, someone is selling and someone is buying. You are simply one or the other! To Win, you have to SELL THE NEED. (Doubts? Watch the 1st 15 minutes of the “The Music Man”.) you have to establish that there even IS a problem and that it is IMPORTANT to the voter. To make those points you have to be aggressive and persistent in repeatedly finding ways to bring every conversation, every comment, and every opportunity to speak, back your issues; where you then demand changes with the authority of a preacher or a prophet.

As an example of a recent successful Democrat campaign, I suggest you take a look at Governor-Elect Phil Murphy's website (<http://www.murphy4nj.com>). You may find issues similar to those you see here in Idaho, and you may find phrasing that might be more effective.

I also offer you use of my "Campaign Toolbox" at <http://suttongrp.biz/campaign> Hopefully, you might find some useful items there. I would like to be helpful in whatever way I can in your upcoming campaign.

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