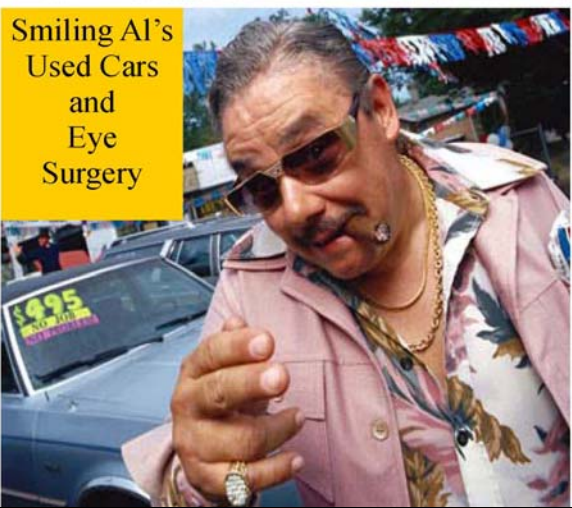


Coalition Building

How to keep from being bled to death
by friends and co-opted by your
enemies

This stuff is empowering

- **IF** it is put to work
- If you take this to heart, it will change you from prey to predator
 - Shelley family vs. DHS
 - Got the kids out of harms way
 - 3 investigators fired, helped my attorney become judge, got Wes Lane as DA
- This stuff works on nearly every issue



Smiling Al's
Used Cars
and
Eye
Surgery

Oklahoma is the only state in America that allows eye surgery to be performed by people who have not completed medical school.

It is a vital matter of public safety to change this law before someone loses their eyesight.

We have asked the candidates in your area to take a position on this issue.

The results of this survey are on the other side ...

Presentation Objectives

- Learn what you can expect from coalition efforts
- See what subtle dangers exist
- Make the most of what the movement has to offer

What Coalitions Won't Do

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- It will not fund your project
- Having one does not solve your problems
- Sometimes coalitions make problems worse

Conventional Wisdom

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Q. What type of results does this achieve?

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A. Mediocre, Status Quo

Conventional Wisdom

- It's what "normal" people do

Q. What type of results does this achieve?

A. Mediocre, Status Quo

It will never result in change



TRADITION

*Just because you have always done
it that way doesn't mean it isn't
incredibly stupid*

If you want change

Look at what most groups have been doing
for years . . .

AND DON'T DO IT

Some Book Recommendations

Thick Face, Black Heart

Chin-Ning Chu

Psycho-Cybernetics

Maxwell Maltz

Winning Through Intimidation

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Robert Ringer



The Nature of the Participants

“LIKE MINDED GROUPS”

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- And they seem to love. . .



Meetings:

None of us
are as dumb
as all of us

What can you get from them?

- Might have access to a staff member, legislator, or media
- Might have a list
- Might have an ezine
- Might have a newsletter
- Creation of coalition might be a news event if they are known

What else can you get?

- Their enemies
- Their scandals
- Their agenda
- Their dirty laundry
- Herpes

Avoid the Pitfalls

- Approach 1-on-1
 - Keep them from doing things the wrong way
 - Keep them from making serious policy errors
 - Might find out that they are more loyal to a politician or Party than you might think

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Dumb Ideas they Have
“Trick Plays”

Dumb Ideas they **WE** Have “Trick Plays”

- We get too damn clever
- Our goal is to gain power
- Initiative and Referendum
- Constitutional Amendment

Liberal Groups

SPRING FASHION TIPS: Be Self-Righteously Stylish!

DIRECT ACTION! MONTHLY

NEW SLOGANS
Tons of things that rhyme with "One, two, three, four..."

TIPS TO BOOST MORALE
How to stave off the onset of the cold, hard realization that you're wrong.

SHUT IT DOWN!

How pissing off a whole city will help your cause

GET WHOMPED!

I got my ass beat by the police. You can too!



MEANRMUSTARD.NET

www.StrangeCosmos.com



Published by the Society
for the Promotion of
Annoyance to Everyone

The Dilemma

On one hand there are areas of agreement

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On the other hand, they won't support your
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On one hand there are areas of agreement

On the other hand, they won't support your candidates

If they oppose your candidates you can't take power

Oklahoma City June 2010

- MAPs 3
- Police/Firefighters Unions Opposed
 - Why? No money for them
- C4L also opposed it
 - Why? It was a tax increase

Developing Formal Coalitions with Left Leaning Groups

What do you want?

- Media will notice our cause and write stories about it

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- Confuse your members

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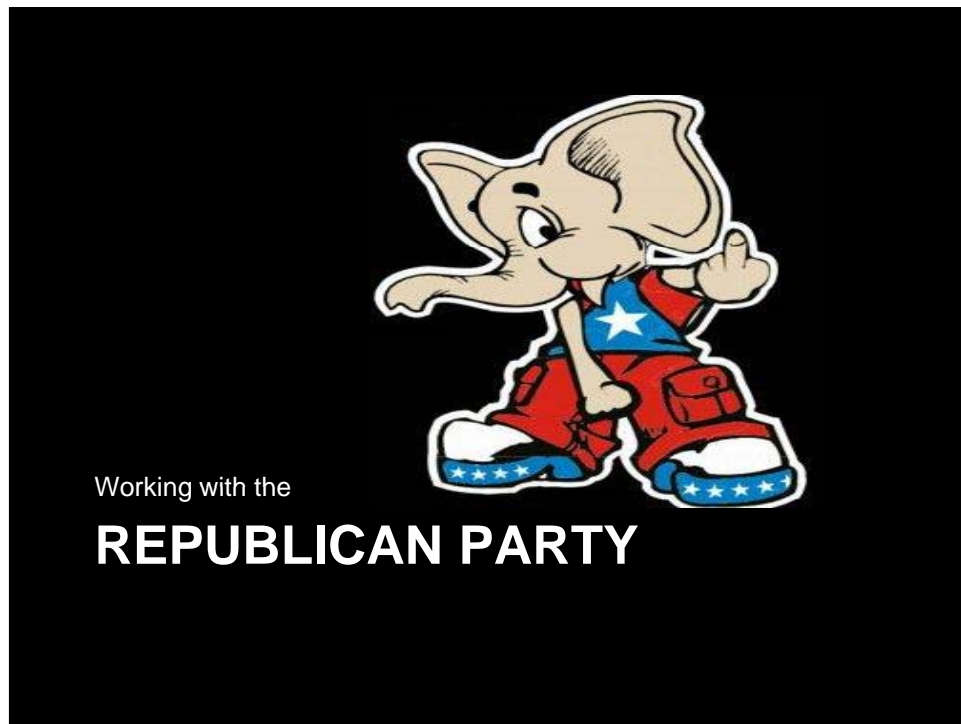
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- However, could be a way to throw off your enemies or YOU to be lead astray



Establishment Party Members

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- More loyal to Party and incumbents than you
- To many of the members, belonging to the GOP is a statement of social class, not ideology

Ideological Party Members

- Joined GOP because of a candidate or issue
- If they get into leadership, they often become members of Establishment

Decreasing Relevance of GOP

- Fundraising dominated by PAC's
- Expertise and lists provided by consultants
- Activists provided by groups

What can you get?

- Additional pressure point
- Create fear of losing primary
- Keep them from going wrong way on issue
 - Once other party grabs onto an issue, makes it tougher for our side to be rational

Now that I've told you why
coalitions are bad . . .



Why do coalition work?

- Gets you introduced to other parts of the conservative movement
- There are some people you can not reach
- We are not the only game in town

Not to be confused with
“more cow bell”

What can a coalition do?

BELL COW THEORY



- On some issues there is a natural leader – the Bell Cow
- Examples:
 - Union Issues – Right to Work Committee
 - Gun Issue – I’m calling Dudley
- Your job as Bell Cow on the Audit the Fed project is to get the word out

Why go to meetings?

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- Find out who else is out there
- Get their contact information
- See how they are received by other groups
- See how they present themselves



*"Yes, I think I have good people skills.
What kind of idiot question is that?"*

Success in Coalitions Requires Planning

Success in Coalitions

- Figure out what you want them to do and bring them the plan
- Do this one-on-one
- When they do it, give them public credit

People ARE Policy

- You “hire” people by putting them in leadership
- Volunteers are much harder to fire
- Don’t rush, don’t get lazy
- Don’t let the perfect get in the way of the good
- Don’t empower “yesbut” people

The Shelley Family and Ray Young



The Shelley Family and Ray Young



The Shelley Family and Ray Young

- 2000 – Open Seat – GOP 6-way primary
- 1 Conservative, Ray Young
- Mailed all registered voters
- Boys did a flyer drop
- Burma Shave Sign
- Young gets 85% in my neighborhood and gets 50.5% of vote

avoids runoff

The Volunteers of Hartford Co, MD



The Volunteers of Hartford Co, MD



250 People Attending
Monthly Meetings
2-3 Action Items Per Meeting

Good Coalition Work

- Advances your agenda

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- Advances your agenda
- Helps other groups make America better

Good Coalition Work

- Advances your agenda
- Helps other groups make America better
- Strengthens the movement

Networking Resources

<http://www.gitomer.com/>

Get free Ezine Sales Caffeine

<http://dankennedy.com/>

Great stuff on Marketing

<http://www.keithferrazzi.com/>

Networking Never Eat Alone



ACHIEVEMENT

**You can do anything you set your mind
to when you have
Vision
determination...**



ACHIEVEMENT

**You can do anything you set your mind
to when you have vision, determination
and an endless supply of expendable
labor**