

How We Use Psychological Profiling to Define and Defeat Your Opponent



first
person
politics

There's nothing more infuriating than an opponent with a horrible past who's able to wink and nod their way to victory. Republicans might say that's how we elected Clinton and Obama; Democrats could say the same about Reagan and Bush. Actually, they're both right. In each case, the losing side made the same preventable miscalculation: the story they told about their opponent was discredited by the winner's actual personality.

To avoid this mistake, you must define your opponent in a way that speaks to the character of their record and the record of their character. The strongest attack you can make is one your opponent can't help but validate, because it's just who they are. It's not the truth of the attack that makes it work, but your opponent's *validation* of it.

Broadly speaking, there are three ways an opponent can validate or invalidate your attacks: through their politics, their biography, or their behavior. Your core attack – the ultimate reason your opponent is unfit for office – has to be broadly substantiated by all three of these during the campaign. If even one of them tells a different story, that's all it takes to invalidate your narrative. But if all three validators reinforce the same point, it escalates from mere criticism into a fundamental indictment of their character.

If you think your opponent's politics and biography matter more than their behaviors, think again. Behaviors matter far more than biographical and political details for a very simple reason: voters can observe behavior firsthand. Most of us intuitively understand that the details from a leader's past can be taken out of context or packaged with a thick layer of spin. The proof voters can see for themselves is far more convincing.

Most opposition researchers know how to dig up problems in lives of politicians. But they aren't psychologists. They can only make educated guesses when it comes to your opponent's personality and behavior. Sometimes they guess right. But if they guess wrong, they leave your opponent free to wink and nod their way to victory.

Thanks to political psychology, you no longer have to guess how politicians will appear to the voters. We can make accurate predictions about their personality and behavior using psychological profiling techniques. Profiling is not a substitute for research into an opponent's biography and record – it's how you make the most of that research.

First Person Politics will learn everything we can about your opponent and use it to draw sound, empirically supported conclusions about their psychology. We'll integrate these disparate elements into a clear, coherent attack narrative that your opponent's politics, biography, and behavior can't help but validate. The strategy is simple: define your opponent as unfit for office and let *them* prove you right.

The next page features an example of our top-line findings (without the full report) to show how we build an attack. To learn more or commission a profile, contact us today.

Goal: Attack



Mitt Romney Out-of-Touch Millionaire

He doesn't understand or care about the problems facing most Americans – he's only looking out for the richest 1%.

Key Psychological Traits

- Low empathy beyond his inner circle
- Elitist: values wealth over work
- CEO / managerial mentality
- Arrogant and overconfident
- Low emotion, affect, charisma
- Morally traditionalist, non-evangelistic
- Intelligent, but weak political instincts
- Rational, technocratic decision-making

Biographical Validators

- Bain Capital layoffs
- Offshore bank accounts and tax shelters
- Tax returns (possible non-disclosure)
- Estates and other symbols of luxury

Behavioral Validators

- Overly formal, business-like appearance
- Outwardly aloof, socially distant
- Salesman-like dissembling & dishonesty
- Gaffe prone on money, work, wealth

Political Validators

- Budget favors rich over middle class
- Will take away health care for millions
- Would have let the auto industry fail
- Hostile to regulating Wall Street
- Wants to end Medicare as we know it
- Against equal pay for women