rules of messaging

political management

how to structure your message

- Open with your value.
- Define the situation.
- Expose your opponent.
- Close with your goal.

how to craft your message

- Keep it short and use plain language.
- Avoid policy jargon and statistics.
- Use *we/us/our* to bring people onto your side. Use *they/them/their* to add distance between your opponent and audience.
- You and your allies are *leaders*. They are *politicians*, *lobbyists*, and *interests*.
- Add *big* in front of institutions or interests to make them seem imposing.

things to do as the messenger

- Plan what you want to say in advance, and practice saying it out loud.
- Dress appropriately for the occasion, take deep breaths, and use good posture.
- Always wear a "Mona Lisa smile," especially when others are talking.
- Pay attention to audience reactions. If you're on TV, look into the camera.

instead of citing facts and figures

- Tell a story that makes the same point.
- Use an analogy or a metaphor.
- Describe the counterfactual.
- Remind people why they trust you.

how to handle opponents

- Treat everyone with respect and dignity, especially those who do not deserve it.
- If your opponent makes a good point or says something you agree with, say so.
- Do not repeat your opponent's words.
- Use *actually* to pivot from their talking points to your own.
- Do not get into a heated confrontation.
- Do not appeal to a moderator for help.

psychology says

- Persuasion only works on allies.
- Politeness works on strangers.
- People won't agree with you unless they like you and feel you understand them.
- Appearance and tone of voice matter.
- Preparation breeds confidence and success!

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