

How to Make More Democrats - Handout

Part 1: The Science

- **FACT:** We have no choice but to expose people to triggers. The only thing we can control, is which triggers we expose people to.
- **RULE:** ONLY use verbal commands that activate frames you DO want activated.
- **RULE:** ONLY use verbal commands *together*, that associate things you DO want associated.
- **RULE:** ONLY expose people to verbal commands that activate *Democratic* associations, making them physically dominant and more likely to be used in the future.
- **RULE:** Decide what you need people to know. Repeat it until it sticks. PUSH THE BLUE BUTTON.

Part 2: What We Believe

Values

- **Empathy** – We care what happens to other people.
- **Inherent Worth** – Because every person has value.
- **Fundamental Rights** – We have rights just because we are human.
- **Solidarity** – We're all in this together.
- **Inter-dependence** – We all depend on each other.
- **Cooperation** – Society works through cooperation.
- **Equality** – Everybody is *worth* the same and should be treated equally.
- **Diversity** – A diversity of peoples and views makes our society better.
- **Freedom** – We have the right to self determination.
- **Economic Self-determination** – We have the right to determine the course of our economic lives.
- **Physical Liberty** – We have sole authority over our own bodies.
- **Democracy** – We have the right to political self-determination.
- **Responsibility** – We are responsible for how our behavior impacts others.

Economic Beliefs

- We live in a society. It has an economic system to **serve the needs of people**.
- The private sector **depends on government** and would not exist without it.
- Economic growth is driven by **workers and wages**.
- Economies are inherently unstable and **need government** maintenance and intervention.
- Our economic system **isn't fair**, but it should be.

The Role of Government

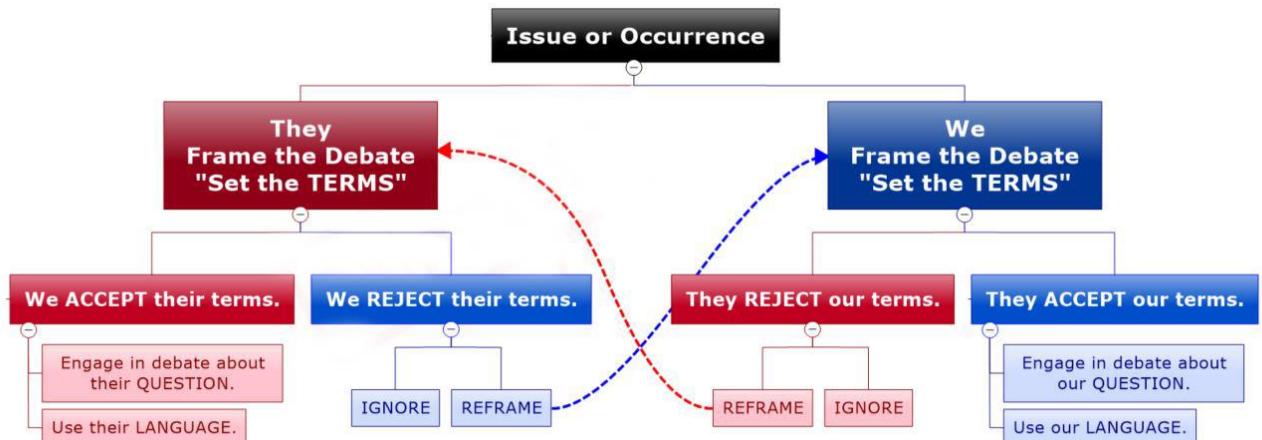
Government is the **tool** that a society uses to **cooperate**, to:

- make **group decisions** and take **collective action**,
- provide **public benefits** and contribute to our **shared prosperity**,
- **invest** in ourselves and **plan** for our common future,
- **do big things** that only government can do,
- **protect each other**: National Security, Public Safety, Financial Security
- **take care of each other**:
 - protect each other's **fundamental rights**,
 - meet each other's **essential needs**,
- promote **economic fairness**, and
- hold each other **responsible** for how our actions impact others.

Everybody should **pay their fair share**.

Part 3: The Art of War

- **FACT**: We have no choice but to engage in arguments. The only thing we can control, is *which* arguments we choose to expose people to.
- **RULE**: Don't try to convince *Republicans* that you are right. Focus on exposing *persuadables* to your triggers.
- **RULE**: ONLY engage in arguments that expose people to Democratic perspectives and values.
- **FACT**: We always have the power to set the agenda of the public debate. All we have to do is refuse to engage in their fight, and pick a new fight that we benefit from having.



PUBLIC DEBATE JIU JITSU

- **FACT:** Whoever “sets the terms” of the debate wins. The “terms” include the question being debated and the language being used.
- **FACT:** The best-case scenario is this: you set the terms of the debate and you provoke your opponent to argue on your terms.
- **RULE: DEFENSE:** We win when we reject their terms, their argument and language, and reframe the debate using our arguments and our language.
- **RULE: OFFENSE:** We win when we frame the debate, and when they attack, we stand your ground and double down.

THE PUBLIC DEBATE PLAYBOOK

- **RULE 1:** Attack is attention. When they provoke attack, do not take the bait. Stop adding oxygen to their dumpster fires.
- **RULE 2:** Never use their language, not even to refute it.
- **RULE 3:** Attack is an opportunity to reset the terms. Replace their language with our language.
- **RULE 4:** Don’t engage in their fight. Pick a new fight, one you benefit from having.
- **RULE 5:** Do not validate their frames by agreeing to debate on their terms. Never back down.
- **RULE 6:** Do not abandon our words. Double down on defining our own terms.
- **RULE 7:** Pick the right fight. Make the positive case for what we should do from the perspective of our Democratic values. Provoke our opponents into arguing with us.
- **RULE 8:** Pick fights that create the right associations with us and our positions.
- **RULE 9:** Double down and use repetition to normalize new ideas.

Part 4: Just Do It

- Set the agenda. Decide for ourselves what’s important.
- Use our channels. We have a lot of real estate under our control.
- Talk to persuadables. Talk to everyone as though they were persuadable.
- Don’t do what they do. We’re trying to achieve different things.
- Fight fear, cynicism, and division with safety, hope and unity.
- Brand the Party. Define ourselves. Verbalize our values. Connect to big themes. Speak as Democrats.
- Be prepared.

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