

Messaging

As I mentioned earlier, conservatives are not naturally inclined toward change or doing things differently. Too often, we accept small wins as justification for continuing to use the same outdated systems—systems that have slowly eroded our relevance in American politics.

We have now reached a point where Democrats feel comfortable introducing even the most radical and absurd policies with little fear of serious political consequences. Nothing says “*you are irrelevant*” more clearly than when your opponent can openly push ridiculous ideas and you are unable to stop them.

We laugh at these policies. We mock them. But the joke is actually on us.

Why?

Because they are introducing these ideas without meaningful backlash and without any real decline in support. Conservatives, meanwhile, are unable to mount an effective response that can even slow their momentum—much less stop it. Instead, we continue rolling out the same tired messaging, the same worn-out programs, and the same uninspiring candidates.

That has to change.

We need more than a messaging refresh or a few better slogans. We need more than recycled candidates who lose election after election. We need to bring something to the American public that can actually challenge and defeat a sophisticated, deeply entrenched political machine.

If we want to win, then we must embrace two words conservatives usually hate:

Radically different.

Before I get into the specific methods we should use, we need to address what we are currently doing wrong in how we communicate our message.

The Bubble Problem

I am a marketing and business consultant, and when I work with clients, I often see two internal problems that repeatedly undermine their success.

The first is what I call “**Bubble Bias.**” That happens when people build a bubble around themselves and only allow in voices that already agree with them.

Closely related to this is what I call the “**Anecdotal Fallacy**”—making decisions based primarily on isolated personal stories or individual experiences rather than actual data, broader trends, or systematic evidence.

Both of these habits cause people to ignore important information—especially information coming from competitors or the market itself.

I always tell my clients:

You need to pay as much attention to your competitor’s advertising as you do your own.

That same problem exists in the Republican Party.

We have built bubbles for ourselves—on social media, within party systems, and even in our marketing. These self-contained echo chambers prevent us from hearing what the broader public is saying or how people are reacting to what either we or the Democrats are doing.

That creates a false sense of success.

We end up “preaching to the choir” and mistaking internal applause for public persuasion. We convince ourselves that our messaging is effective because the only people hearing it are people who already agree with us.

That is a disaster.

The Cantankerous Contrarian Problem

These bubbles create another serious problem: they push us into the role of the **Cantankerous Contrarian**.

Whatever Democrats say, we feel obligated to say the opposite.

There is often very little thought behind it beyond:

“They’re for it, so we’re against it.”

If Democrats want to spend money, we say shut it down.

If they go left, we lurch hard right.

If they promote a program, we default to just stopping it.

Our responses become automatic. Knee-jerk. Predictable.

And in the process, we fail to offer meaningful alternatives.

Too often, our messaging boils down to:

- “That idea is stupid.”
- “That policy is bad.”
- “They’re wrong.”

But that is not enough.

You cannot win by simply being against something. You have to offer something better.

Collective Compliance

There is one more problem we need to talk about: **Collective Compliance**.

This term is often used to describe how ordinary people in Nazi Germany gradually accepted a regime that showed obvious signs of moral evil from the very beginning.

The idea is simple: once people commit to a system, a cause, or a social norm—especially one from which they benefit—they tend to excuse or normalize things that should never be accepted.

It often sounds like this:

“Well, that’s just the way it is.”

“That’s how politics works.”

“It’s always been like that.”

That mindset is poison.

And we apply it today to the total corruption of our political system.

We tell ourselves:

- All political parties are corrupt.
- All politicians lie.
- That’s just part of politics.
- There’s nothing we can do about it.

But if we are being honest, that is a complete surrender.

The correct response should be:

“This is unacceptable, and we are no longer willing to tolerate it.”

Change is not impossible. It simply requires the decision to stop accepting the current system as normal.

Stop Leading with Money

Let's start with the messaging bubble.

One of the biggest changes we need to make is this:

We need to stop leading with money and taxes.

These are two of conservatives' favorite subjects. Government spending, taxes, debt, waste, deficits—those topics dominate conservative discussions.

Now, to be clear, those are important issues. Out-of-control government spending is a major threat to the future of this country.

But here is the problem:

It does not emotionally resonate with most voters.

Especially younger generations.

Many younger Americans have grown up in a world where debt, deficits, and government dependency are simply part of the landscape. They do not react to those topics the same way older conservatives do.

Worse, our constant focus on money can make us sound like Scrooges—people who only care about keeping more of our own money and cutting everything else (and if you listen to some libertarian-influenced commentators, they will proudly tell you that is exactly their goal).

Let me be very clear:

Quoting Ayn Rand and anarchist theory is not a winning mass-market political strategy.

Yes, we are going to reduce government spending dramatically.

Yes, we are going to eliminate waste.

Yes, we should eventually remove government debt entirely.

But we need to stop leading with that.

Instead, we need to talk about something far more powerful:

We need to talk about creating a better society.

That is the conversation that inspires people. That is the conversation that reaches both the heart and the mind. That is the conversation that connects to what most people actually want:

- Freedom
- Prosperity
- Security
- Opportunity
- A better life for themselves and their children

That is the conversation we should be having.

The Gospel of Politics According to Gary

To be effective, you cannot just trash your competition.

You must offer a better alternative.

The stronger the alternative, the more likely you are to win.

In business, I often teach what I call the **Separate and Elevate** strategy.

The concept is simple:

First, separate yourself from your competitors.

If you look the same, sound the same, and operate the same, then people have no compelling reason to choose you.

Second, elevate yourself above your competitors.

You need to offer either a better product, a better service, or ideally both.

Third, make sure your message actually appeals to your audience.

That requires real research and real understanding of the people you are trying to reach.

At the end of the day, it does not matter how “right” you think you are. If you cannot win the marketing war, you lose.

And that is exactly where the Republican Party has failed.

We have not made a compelling alternative offer to voters.

How We Separate from the Democrats

Most conservatives would say,
“We have nothing in common with Democrats.”

But from the perspective of the average voter, that is simply not true.

To many Americans, both parties look alike in all the worst ways:

- Both parties appear corrupt.
- Both parties appear obsessed with power.
- Both parties appear willing to sacrifice principles to win.
- Both parties constantly attack each other and weaponize scandal, outrage, and media narratives.
- Both parties appear to only be loyal to their big donors and politicians—not ordinary members or citizens.
- Both parties seem self-interested and disconnected from the public.
- Neither party appears trustworthy.

The fact that the term “**Uniparty**” has gained traction tells you everything you need to know.

Whether we like it or not, that is how many voters see us.

And if we want to win them over, we must become visibly and structurally different.

Not just in rhetoric. In **systems, processes, and behavior**.

We need to present a very clear contrast:

The Democrats are staying the same.
We are becoming something better.

And as strange as this may sound, that means we need to become the true agents of change. In many ways, **we need to become the real progressives**.

Yes—you read that correctly.

Not progressive in the modern left-wing sense, but in the literal sense: the people pushing meaningful reform, dismantling broken institutions, and challenging the corrupt status quo.

That realization stunned me when I first fully understood it. But the truth is this:

We did not become radical.

Society drifted so far from sanity that basic conservative principles now sound revolutionary.

That means conservatism is no longer merely “traditional.” In this cultural environment, it is actually **countercultural**.

That is a very powerful position, especially for young voters—if we know how to use it.

The Good News Strategy

All socialist systems are built on fear, control, resentment, and darkness.

Our message should be the opposite.

It should be built on **hope, truth, confidence, freedom, and optimism**. Christians, in particular, should be very familiar with this format. Their whole religion is based on these same principles. As such, many conservatives should find this messaging very easy to adopt.

That means our messaging should not just be anti-Democrat. It must be **pro-human flourishing**.

And that is why I call this the **Political Gospel Strategy**. It has nothing to do with Christianity and is not intended to be an endorsement of Christianity or endorsing it as a party. We are a multi-cultural, multi-religion party and will always be religious neutral in our policies.

The word **gospel** literally means *good news*. And that is exactly what our political message should become:

Good news for our political institutions.

Not empty slogans. Not fake optimism. Not naïve utopianism.

But a compelling, practical, believable vision of a better life.

Start a National Conversation: What Makes a Great Society?

One of the most powerful things we can do is start a national conversation around a very simple question:

What makes a great society?

Socialists love to talk about utopia—but their utopia always seems to benefit the elites who run it.

Still, there is value in asking the question honestly:

What kind of society should we actually be trying to build?

Not a perfect society. That does not exist.

But what I would call an **Achievable Utopia**:

A society built around what humans can realistically achieve, given our strengths, weaknesses, limitations, and aspirations. This society must be rooted in concepts that work with the realities of human behaviors and capabilities. Worthy, but totally unrealistic goals, such as people not getting their feelings hurt, or not having to hear “offensive” speech, or that everybody will be totally equal in everything, or that the 99.9% must accommodate the 0.1% are not realistic. Instead, we should look at those systems, programs, and processes that are manageable, achievable with our current resources, and acceptable to the vast majority of the people.

If we are going to lead, then we need to define what that society would look like.

We need to show Americans not just what we are against—but what we are **for**.

What would the United States look like if we actually got this right?

A Vision of the Future

If we are successful, then the future of the United States could look radically better than what most people imagine today.

Imagine a country where:

- The United States leads the world in exports, GDP, average income, quality of life, disposable income, and scientific discovery.
- American innovation dominates the global economy.
- Transportation and logistics become so efficient that global goods move faster and cheaper than ever before.
- Jobs are so abundant that the immigration debate shifts from “*How do we stop people?*” to “*How do we attract enough workers?*”
- Small businesses and manufacturers thrive because they are no longer strangled by government-corporate monopolistic systems.
- Americans live longer, healthier lives due to genuine breakthroughs in medicine, science, and technology.
- Crime becomes rare—not because of tyranny, but because of highly effective and properly focused public safety systems.
- Everyday Americans enjoy a standard of living that exceeds what billionaires today can buy in terms of quality, comfort, technology, and access.
- The federal government becomes so limited in day-to-day importance that people know the name of their mayor, but struggle to remember who the current President is.

That last one may be the most important.

A truly healthy and prosperous society is one where people are primarily engaged with their local communities—not obsessed with the constant circus of federal politics. That is one of the clearest signs of a functioning republic.

Now, I realize some of this may sound overly optimistic. But let me ask you a few very basic questions.

A Few Reality Checks

What happens if the United States actually embraces a truly capitalist economic model?

Not the corporatist, monopolistic, over-regulated system we have now—but a real free-market-based system that protects citizens while unleashing productive capacity?

No one can honestly say it cannot work, because no modern nation is actually running a true capitalist system. We are no existing capitalist systems to evaluate effectiveness.

American Capitalism is the closest thing to capitalism but is still very socialist in its application. Yet, even our current broken hybrid system still outperforms most of the world. So, if less socialism produces better results, what happens if we totally remove the inhibitors that keep our economic engine from performing at its best?

What happens if government gets out of the way?

What happens if we stop allowing trillions of dollars to be wasted through bureaucracy, corruption, inefficiency, and political gamesmanship?

What happens if those resources go instead to organizations that actually produce results?

What happens if we unleash human potential?

What happens if people are free to build, create, innovate, experiment, and solve problems without being smothered by government barriers designed to protect entrenched interests?

What happens if we stop dividing ourselves?

What happens if Americans reject the endless social engineering designed to pit us against each other and instead choose to build a common culture rooted in liberty, justice, respect, tolerance, and shared purpose?

What could we accomplish then?

Even if I am only **50% right**, or **70% right**, can anyone honestly argue that life would not be dramatically better?

That is what we should be preaching:

A better life.

Marketing the Party, Not Just the Candidate

Right now, the Republican Party mostly comes alive during election season.

When there is no campaign, the party goes quiet. It builds resources, waits, and then reappears for the next election cycle.

That is not how effective marketing works.

We are currently marketing like a **Christmas tree company**—all our effort concentrated into one season.

We need to think more like a **toy company**.

Yes, Christmas is the biggest sales season—but toy companies market all year long because people buy for birthdays, special occasions, and everyday life.

Politics should work the same way.

We should be marketing **365 days a year**.

And most importantly:

We should market the party—not just the candidates.

Why?

Because most Americans do not trust politicians.

So why are we making politicians the centerpiece of our “product”?

That is backwards.

The party should become the trusted institution.
The candidates should be extensions of that trust.

The New Role of the Precinct Officer

This is where the Precinct Officer becomes so important.

Right now, PCOs are severely underutilized. We mostly use them for:

- door knocking,
- campaign support,
- basic recruiting,
- and voter turnout efforts.

That is far too limited.

In the new model, the Precinct Officer becomes a central part of both our **organization** and our **marketing strategy**.

They become the trusted political contact for their precinct.

The person people go to for:

- political discussion,
- information,
- guidance,
- updates,
- and connection to the party.

That is incredibly powerful.

Because if we build trust in the PCO, then we build trust in the party.

And if we build trust in the party, then we build long-term voters.

A 24/7 Local Marketing Strategy

We need to market all year long—not just during campaign season.

And we need to do it **locally**.

At the beginning, we do not need statewide saturation. We do not need to market to the whole country.

We need to market **county by county, precinct by precinct.**

That means using:

- Social media
- Traditional media
- Direct mail
- Door hangers
- Email campaigns
- Flyers
- Community events
- Local influencers
- Business outreach
- PCO-to-citizen contact

This should be an ongoing campaign—not a one-time blast.

Each PCO should be able to distribute information in ways that fit their personality, skills, and resources.

Where there are no PCOs, the county party should deploy volunteers while simultaneously recruiting new ones.

At the same time, the **County Chairperson** should function as the county's **Chief Marketing Officer**—attending events, connecting with local business owners, working with community leaders, and constantly promoting the party's message.

Our Core Message

Our initial public-facing message should be simple and powerful:

The Republican Party is changing.

The Republican Party is improving.

The Republican Party is becoming more accountable, more local, and more focused on building a better life.

That message should be built around these themes:

Growing local businesses and creating good local jobs

We want better opportunities, stronger wages, and more prosperity for our citizens.

Transparent, responsible, accountable government

We want open records, open meetings, independent audits, and real oversight.

Representatives, not rulers

We want elected officials who serve the public—not govern as elites.

Effective government, not bloated government

We want government focused on the things it should actually do well.

Better services where they matter most

We want excellent schools, safe neighborhoods, strong emergency services, good infrastructure, and healthy communities.

Open communication with citizens

We want government and party systems that are responsive, accessible, and connected to the people.

That message can be summarized in clear, positive language:

GOOD JOBS

SAFE NEIGHBORHOODS

GREAT SCHOOLS

EFFECTIVE GOVERNMENT

ACCOUNTABLE POLITICIANS

CITIZEN-FOCUSED LEADERSHIP

That is a message people can actually rally around.

Why Positive Messaging Works

Modern political marketing is overwhelmingly negative.

It is built on fear, anger, suspicion, and demonization.

That kind of messaging can work in small doses—but it has limits.

People eventually become exhausted by it.

Our message should still expose the flaws of our opponents—but the overall tone should be positive and constructive.

The contrast should be:

They want a system that benefits them.

We want a system that benefits you.

That is a far more powerful long-term message.

Building Trust in the Party

A day-in, day-out marketing campaign does something extremely important:

It builds trust.

And trust is what creates long-term, reliable voters.

Most voters are not deeply informed. Most are not highly engaged. Many are not ideological.

That is not a weakness—it is an opportunity.

If we build enough trust in the party, then over time many voters will simply look for:

- the Republican endorsement,
- the Republican brand,
- or the Republican “R” next to a name.

That kind of trust is powerful.

And when those voters have questions, they should know exactly where to go:

Their Precinct Officer.

That is how the party becomes useful.

That is how the party becomes valuable.

That is how the party becomes a trusted institution.

Becoming the Political Experts

Think about how we use experts in everyday life.

Most of us are not plumbers.
Most of us are not electricians.
Most of us are not mechanics.

When something goes wrong, we turn to people who specialize in that area.

Politics should work the same way.

The Republican Party—its members, PCOs, and candidates—should become the experts.

We do the research.
We study the issues.
We spend the time.
We work through the details.

Why?

Because we care about it and we are passionate about it.

That allows the average voter to say:

“I trust them to handle the politics while I live my life.”

That is exactly the kind of relationship we should be building. This takes advantage of the uninformed and uncaring voter (which makes up 80 – 90% of Americans). They just want to live their lives and are more interested in their football teams than anything to do with politics. If they see us as the trusted expert, then they will vote based on our recommendations.

Expanding the Audience

Our target should not just be the traditional conservative base.

We should also be actively targeting:

- Moderate Republicans
- Independents
- Non-voters
- Young voters
- Classical liberals
- Politically disengaged citizens

And our goal should not merely be to “appeal” to them temporarily.

Our goal should be to **turn them into consistent Republican voters**.

That means we stop trying to water down conservative principles to imitate the left.

Instead, we confidently make the case that conservative principles are the better path to a good society. We show that Democrat and Progressive ideology does not fit with the new society that we want to build and that conservative principles will bring about better results. They are not right, their ideas are not superior, and their vision for America is one that is based on oppression and their own greed.

One of the biggest failures of the Republican Party is that we stopped believing our own ideas were better. They are not just slightly better, they are far superior. Again, the problem was not the ideas, it was that we never presented them correctly.

We compromised because we lost confidence.

That needs to end.

The Website and Digital Hub

The county party website should also be transformed.

It should no longer function as a static page with a few contact forms and election notices.

It should become the **community hub** for the county party.

It should:

- Explain the party’s goals and reforms
- Offer articles, videos, and educational content
- Provide information on candidates and issues
- Allow citizens to engage directly with the party
- Serve as an ongoing resource for local political involvement

It should be interactive, useful, and worth returning to regularly. It needs to become a community hub as well as a political resource. We will have webpages for the public and webpages exclusively for candidates and members in order to achieve our goals. The main point is that our website reflects the change in our goals and operations.

Our broader social message should also be built around what I call:

The Three Truths for a Successful Society

A society cannot survive—much less thrive—without these three truths.

If it loses one, it begins to decay.

If it loses two, its future becomes extremely unstable.

Those three truths are:

1. Truth in Information

Information must be honest, accurate, and trustworthy.

That means local influencers and communicators become critical to our strategy.

Each county should cultivate individuals who can communicate effectively and act as trusted local voices.

This could include:

- Podcasters
- YouTubers
- Community writers
- Social media personalities
- Citizen journalists

These people should help spread the message—but also serve as local watchdogs who report on what government is actually doing.

In many ways, this restores the role local journalists once played before media became nationalized, corporatized, and politicized.

And most importantly, thousands of local information sources are far harder to censor than a handful of centralized media institutions.

2. Truth in Academics

Truth in academics includes both **science** and **education**.

Scientific research must be based on:

- valid methodology,
- replicable results,
- independent verification,
- and real peer review.

It is critical that we get our science right. Too many big decisions require that we have the best data, the best information, and that the results are based on unbiased research. We definitely need to get government out of the science community, but we also need to go back to the Scientific Method that ensure that every theory or research being conducted is challenged, proven, and accepted by the majority of experts in that field.

Likewise, education must be grounded in truth rather than ideological indoctrination.

Both conservatives and liberals have at times allowed education to become political rather than educational.

That must stop.

Children should be taught what is true, what is useful, and what helps them become capable, thoughtful, productive adults. When it comes down to what is best, the basic philosophical and academic concepts are what is needed. Ideological discussions are only required and should be taught at the adult level of education. Young children only require the basics and much of the other aspects of life need to be taught by the parents.

This subject alone deserves its own book—but the principle is simple and the message that we will convey is:

A healthy society cannot survive if it lies to its children or manipulates its science.

3. Truth in Government

Right now, the phrase “**honest politician**” is treated like a joke.

And while that joke is funny, it should also deeply disturb us.

Why is honesty not our first expectation from people we trust with enormous public power?

This is exactly what the **Patriot Politician** program is designed to address.

One of its most powerful features is that it changes who politicians should fear.

Right now, politicians fear:

- the opposing party,
- the press,
- public scandal,
- and sometimes donors.

But they often do **not** fear their own party holding them accountable.

That has to change.

We want Republican politicians to know that if they engage in unethical or criminal behavior, their biggest concern should be:

“What happens when my own party finds out?”

That is how you build a culture of integrity.

Because if employees are not held accountable, they will do whatever they can get away with.

The Patriot Politician program restores the proper relationship:

- The citizens are the bosses
- The party is the management
- The politician is the employee

And employees should absolutely be accountable for how they perform their jobs.

What About Candidates and Campaigns?

Candidates still matter.

They still need to campaign.

They still need to raise funds.

They still need to connect with voters.

But in this model, their first and most important task is simple:

Earn the endorsement of the Republican Party.

Once they do that, much of the heavy lifting is already done—because the party has built trust with voters in advance.

That makes the endorsement itself extremely valuable.

Why the Party Should Stay Out of Candidate Funding

The party as an institution should avoid becoming a major source of candidate funding.

There are several reasons for this:

1. Money creates control.

If the party funds candidates, then whoever controls the party's money controls the candidates.

That usually means the state party gains too much influence—which directly undermines decentralization.

2. If we do this right, money should matter less.

If we build a strong enough system for trust, communication, branding, and voter mobilization, then campaign cash will become less decisive.

Even if Democrats spend far more, we can still win because we will have already won the trust and branding battle.

3. Competition produces stronger candidates.

We want candidates to rise based on merit, ability, and connection with voters—not based on who gets financial favoritism from party insiders.

Candidates should still have to prove themselves.

Yes, voters will still respond to personality, confidence, charisma, and communication skills.

That is human nature.

The role of the party should make sure voters know the candidate is trustworthy.
The candidate must still make voters feel confident in choosing them.

The party wins the head.
The candidate wins the heart.

That is the proper division of political labor.

Final Thought

This is the Gospel of Politics:

A political strategy built on conservative principles, rooted in common sense, and designed not merely to win elections—but to **change minds, build trust, and create a better society**.

We are not just trying to appeal to Democrat voters. We are trying to **turn them into Republican voters**. No compromise required.

And ultimately, we want to force the Democrat candidates are in the position where *they* are the ones willing to compromise trying to appeal to *Republicans*.

That is how you know the battlefield has changed.

IF YOU FEEL THAT POLITICAL REMODEL IS THE RIGHT PROGRAM FOR TAKING BACK OUR COUNTIES, OUR STATES, AND OUR COUNTRY -

THEN GO TO THE TAKE BACK MY COUNTY WEBSITE (takebackmycounty.com) AND SIGN UP TO JOIN WITH OTHERS IN REMOVING SOCIALISM FROM AMERICA.

YOU WILL RECEIVE TOOLS, EDUCATION, INFORMATION, AND PROGRAMS TO MAKE YOUR REPUBLICAN COUNTY PARTY A POLITICAL REMODEL ORGANIZATION AND START GETTING CONSERVATIVES ELECTED