

SMART

POLITICS

# YOU WON'T CHANGE VOTERS' MINDS WITH FACTS AND REASON

Telling someone they're wrong only makes them work harder to prove they're right.

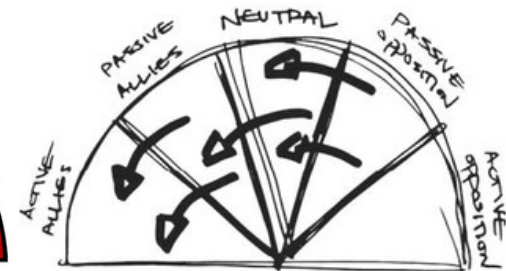
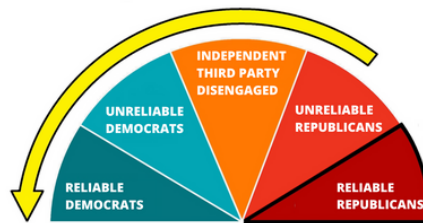
Instead, we approach voters with empathy, compassion, and respect; treating them as fellow human beings who can change their views.

By actively listening and addressing their emotions, we build rapport, earn trust, and motivate change in voters.

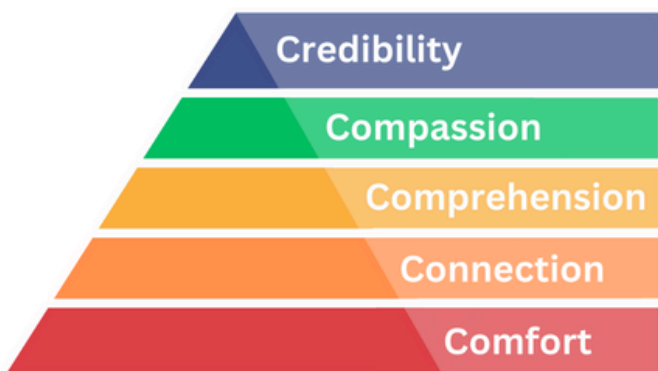
## Who should we talk with?

- Loved ones, friends, peers
- Supporters of our candidate who aren't motivated, engaged, or active
- Voters who aren't sure about our candidate
- Opposing-party voters who are having doubts and are open to new information
- Folks who won't vote for our candidate, but by having respectful dialogue, we lower polarization and negative partisanship

## Spectrum of Allies



Working from the bottom up, **THE TRUST PYRAMID** reminds us that helping others feel safe lowers their guard and opens them up to new ideas.



- Comfort:** Show you won't attack or try to control them
- Connection:** Show interest, establish affinity, and form an alliance in pursuit of common goals
- Comprehension:** Show you understand them and their point of view
- Compassion:** Show you care about them and aren't just out for yourself
- Credibility:** Show you're rational, knowledgeable, and unbiased

When talking with others, the **PERSUASION CONVERSATION CYCLE** helps us understand their perspective, find common ground, and respectfully share our own ideas in a mutual, empathetic dialogue.



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