

SMART

POLITICS

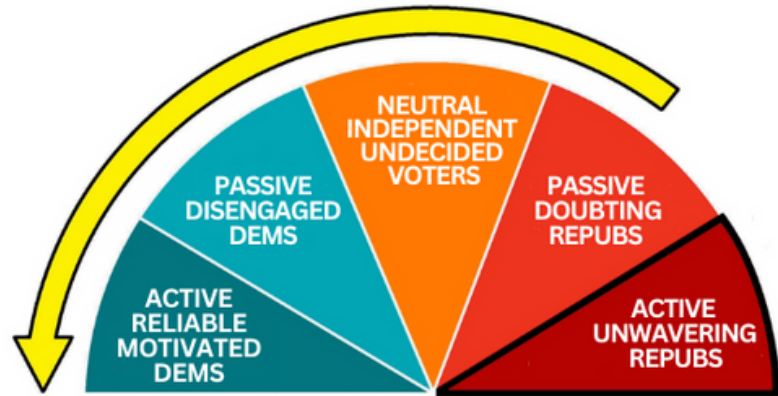
YOU WON'T CHANGE VOTERS' MINDS WITH FACTS AND REASON

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 to talk with? Spectrum of Allies



Working from the bottom up, **THE TRUST PYRAMID** reminds us that helping others feel safe lets them lower their guard and hear 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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