

PLAY



What You Get From Mastering the Game *Who's Driving?*

You'll learn to:

- Keep the conversation off topics that don't support your message and on ones that do in political interviews, debates, and public forums. *Control the agenda!*
- Stop being defensive or apologetic about advocating for liberty. Put *Big Government* on the defensive.
- Paint a picture of Big Government as dangerous, reckless and extreme.
- Expose your opponents as freedom frauds and panderers for Special Interests.
- Paint a picture of small government as civil, responsible, and loaded with benefits.
- Show people that small government is *possible* – in defiance of the Big Government powers-that-be who want everyone to believe “you can't fight city hall.”
- Pick simple, understandable, attractive and compelling Libertarian solutions that have broad appeal to voters.
- Lay out your Libertarian solutions quickly and effectively within the small amounts of time available in media appearances and on the campaign trail.
- Handle tough questions effectively, including those you can't anticipate.
- Build your confidence.
- Build a positive, Libertarian brand identity for your candidacy, e.g., “Smith is the one who will give me back the money the government is now taking from my paycheck.” Or “Kraus will let my grandmother get the medicine she needs for her cancer.”
- Make your campaign message *exciting*. Attract more volunteers, donors and voters.
- Create a mandate for actually implementing Libertarian Solutions if elected to office.

How can you master *Who's Driving?*

Play it at every opportunity.

An amateur practices a new dance move until he gets it right.

A pro practices until he never gets it wrong.

- Robert Royston, 2009 West Coast Swing Grand Nationals Champion

10 Criteria That Make Libertarian Solutions Both LIBERTARIAN and SELLABLE

1. **Only one level** of government: local, state or federal
2. **Substantially shrink Big Government** > *Big Benefits!*
Never expand Big Government.
3. **Simple** and easy to explain.
4. **Broad appeal** > *Benefits many voters*
5. **Objections** can be overcome quickly and easily.

But wait, there's more! Now you gotta sell it.

6. Articulate **damage Big Government is causing**. Quantified wherever possible.
7. Spell out **specific changes in government policy**. E.g. Repeal law(s), reduce total government spending, reduce military, cut a tax, remove or reduce regulations, dismantle government agencies, end a prohibition.
8. For candidates: **Pledge specific action**, e.g., Sponsor a bill, sign an executive order, vote for, sign into law.
9. **Preempt** and **rebut** objections.
10. Articulate benefits, benefits and more benefits.

Sample Libertarian Solutions

Below is a mere sampling of ways that Libertarian candidates, spokespersons and activists can propose to end or reduce pieces of Big Governments

Sample Federal Libertarian Solutions

- End the federal income tax; cut spending
- Cut federal spending in half - to the level of 2000
- Balance the federal budget now - then keep cutting more!
- End the Drug Prohibition
- Abolish the TSA
- Close overseas U.S. military bases and bring troops home
- End the federal corporate income tax
- Ron Paul's Plan to Restore America
- Remove all prohibitions on competing currencies
- End the Federal Reserve
- Cancel contracts for fighter planes, ships, and other unneeded military equipment
- Sell the US postal service and end its monopoly privileges
- Eliminate the Department of Labor
- Eliminate the Department of Energy
- Eliminate the Department of the Interior
- Eliminate Health and Human Services (HHS)
- Eliminate various bureaucracies with HHS
- Eliminate Housing and Urban Development
- Eliminate the Department of Agriculture
- Eliminate the Department of Education
- Eliminate the Department of Commerce
- Eliminate the Department of Transportation
- Eliminate the Federal Drug Administration (FDA)
- Eliminate the Federal Trade Commission
- Eliminate the Federal Elections Commission; require anyone who profits from government (contractors, government employees) to refrain from donating to political campaigns
- End the federal death (inheritance) tax
- Replace government employee retirement packages with Social Security eligibility with the same taxes and tax rules, retirement age, and terms as what private sector employees get
- Remove every government department and function that is unconstitutional, unneeded or that is better served by the private sector

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Sample State Libertarian Solutions

- Cut state spending in half - to the level of 1998
- End the state income tax
- End the state sales tax
- End the state death (inheritance) tax
- End the state corporate tax
- End the Medical Marijuana Prohibition
- Remove all prohibitions on pricing health care service
- Remove all prohibitions on publishing or advertising health care services and their prices
- Remove prohibitions on charitable health care
- End all medical insurance mandates
- Remove or reduce restrictions on who may perform health services
- Repeal truancy laws
- Reduce or remove regulations on businesses
- Decriminalize Marijuana
- End the Drug Prohibition
- End the Marijuana Prohibition
- Require all government contractors and government employees to refrain from donating to political campaigns
- Replace government employee retirement packages with Social Security eligibility with the same taxes and tax rules, retirement age, and terms as what private sector employees get
- Remove every government department and function that is unconstitutional, unneeded or that is better served by the private sector
- Eliminate all "off-budget" spending: if politicians are so ashamed of how they're spending taxpayer money that they need to hide it, it needs to be cut – immediately

Sample Local Libertarian Solutions

- Reduce or remove regulations on businesses
- Cut property tax by 25% and cut spending accordingly
- Cut property tax by 50% and cut spending accordingly
- Cancel planning, design and construction of new municipal buildings
- Any tax breaks, permits or benefits given to one business must be given to all
- Lower government wages and benefits to level of private sector workers
- Dramatically reduce government employee pensions
- Remove regulations that delay, discourage or add unneeded burdens to formation or expansion of businesses
- Repeal or reduce local sales tax
- Repeal restrictions on operation or ownership of taxi cabs
- Cancel planning, design and construction of new school building
- Reduce taxes of any household with no children in public school
- Reject hand-outs and associated mandates from state or federal government
- Require all government contractors and employees to refrain from donating to political campaigns
- End all government employee retirement packages. Put retired workers on Social Security with the same taxes and tax rules, contributions, retirement age, and terms as what private sector employees get
- Remove every government department, function that is unconstitutional or better served by private sector

Sample Benefits of Libertarian Solutions

Ending the War on Drugs will:

- Reduce crime – make our streets, our homes and our kids safe
- Stop the spree of violence and murder in Mexico
- Stop ruining kids' careers and college admissions over minor infractions
- Allow those suffering from debilitating diseases such as cancer, AIDS, migraines, cataracts and other diseases to get the treatment they need safely and with dignity
- Make it safe for drug addicts to come out of the closet and get help
- Stop sending a message of hypocrisy, injustice and defending failed programs. Replace it with a message of self-responsibility, workability, compassion and justice

Cutting taxes will:

- Give back (name specific \$) to the men and women who earned it – every year.
- Stimulate investment in private sector businesses and create private sector jobs.
- Force politicians to cut government waste.
- Give workers incentive to produce more because they keep more of what they earn.
- Make businesses more profitable, return more money to shareholders and owners, and make America more prosperous.

Cutting government spending will:

- Create jobs
- Allow us to cut taxes, putting \$X back into the family budgets of (Y million) Americans
- Balance the budget, ending debt spending and stabilizing the dollar – so prices stop going up and you can afford to buy the things you want and need now and in the future.
- Replace inefficient bureaucracies with private enterprise and private charities that work far better, more humanely, and operate at a fraction of the cost of government
- Stimulate investment in small businesses – the engines of economic growth.
- Force politicians to cut government waste.
- Force politicians to repeal laws and end Big Government Programs that do more harm than good.
- Enable people to be self-supporting and better able to take care of their families.

Reducing red tape and bureaucracy will:

- Allow businesses to operate efficiently, with fewer hassles; to be more competitive; to serve their customers better; and to create more private-sector jobs.
- Enable businesses to cut prices, making your dollar go further.
- Remove a huge source of headache for people and business managers.
- Dramatically reduce waste

Fewer foreign entanglements will:

- Eliminate and reduce the grief, horror, and casualties war.
- Foster peace and positive relationships with people of every nation on earth.
- End disruption of trade, creating jobs, better products and lower prices.
- Stop the devastation of communities so communities that have been destroyed by war can rebuild, heal wounds, and thrive.

Sample segues

Examples of lines that can be used to redirect a conversation from Big Government to advancing liberty:

Your question is interesting, but in talking to voters in my district, what I've found is that they're much more concerned about (your proposal and benefits)...

That's interesting, but I'm running for office in order to (your proposal and benefits)...

That's interesting, but Rome is burning. The US is at risk of becoming the next Greece or Cyprus. We need to (your proposal and benefits)...

What you said assumes (BG assumption). But BG is actually making things worse. What we need is a small government solution to (your proposal and benefits)...

I'll address your first question (your proposal and benefits)...

I'll have to think about that. What I can tell you now is (your proposal and benefits)...

I'd like to put some thought into that. (then launch back into your LP solution)

That's not my top issue and that's not why I'm running for office. I'm running in order to (your proposal and benefits)...

What [voters / parents / taxpayers / teachers, etc.] tell me is (your proposal and benefits)...

Maybe your (editor/producer) told you to ask me that, but that question is designed to distract voters from the fact that politicians are massively overspending, diminishing our freedoms, and making our streets unsafe. They need to balance the budget (your proposal and benefits)...

That question is a manipulation (explain why quickly). Frankly it's very irresponsible of your media organization to be misleading (readers/listeners/viewers) this way. I'm running for office to undo the damage being done by (area of Big Government) and to give voters a choice for (your proposal and benefits)...

All I know is this (your proposal and benefits)...

I'm sorry, but that is not the burning question of the day. What voters really want and need to know is (your proposal and benefits)...

Sample LP Solution: End the War on Drugs

1. Describe the problem caused by Big Government and by D and R politicians:

Democrats and Republicans have been waging the failed War on Drugs for 45 years. Millions of Americans, especially poor minorities with no other economic opportunities, who never harmed a soul, have been incarcerated, ruining the prime years of their lives and separating them from their families.

The Drug Prohibition is the Alcohol Prohibition all over again. Both brought on gangs and gang warfare, driving up the homicide rate and endangering citizens.

The Drug Prohibition has also deprived people with serious medical conditions from getting the best treatment available, which in many cases is medical marijuana. Millions of Americans suffer needlessly from the painful and debilitating effects of cancer, AIDS, glaucoma, migraines, seizures, and many other diseases which can be safely treated with medical marijuana.

Drug Prohibition, like Alcohol Prohibition, encourages irresponsible behavior and discourages addicts from getting the treatment they need. Black markets mean drugs are not well-labeled. We have a growing epidemic of overdose deaths due to drug use.

The tragic results of the Drug Prohibition are plain to see. Yet my Democratic and Republican opponents stubbornly cling to the failed War on Drugs. They refuse to end this war on the American people which has harmed so many.

2. Describe your specific Libertarian solution and what specific actions you will take if elected.

We must immediately end unnecessary and inhumane suffering. As governor, I will work to end the Drug Prohibition. We will allow drug manufacturers, distributors, and retailers to operate in our state.

If federal regulators try to interfere and arrest non-violent users and producers of drugs in our state, I will order them to cease and desist. I will deny them use of our jails and prisons. The feds will get no cooperation from this governor.

I will also pardon and commute the sentences of all non-violent prisoners convicted for drug offenses on my first day in office and let them return to their families and a productive, satisfying life.

3. Benefits:

- We'll see the same result from ending the failed Drug Prohibition as we saw from ending the Alcohol Prohibition: an immediate drop in violent crime. Black markets will dry up, ending street violence – which will make your neighborhood safe.
- Innocent children will be spared the risk of being caught in the cross-fire of gang warfare.
- Addicts will no longer break into houses or mug people at ATM machines to buy drugs that are expensive only because they're illegal. You'll be safer in your home and in the streets.
- People with cancer, AIDS, glaucoma, migraines, seizures, and other serious disease will be spared the suffering that medical marijuana can alleviate, giving them their best chance to live a comfortable, healthy and happy life.
- Your children will no longer be at risk of losing their financial aid, being rejected by the college of their choice, or having a criminal record because they got caught with a joint or because they were in the wrong place at the wrong time.
- Because drugs will be accurately labeled, and because freedom promotes personal responsibility, we'll see a drop in overdose deaths.
- By ending the War on Drugs, we'll send kids the right messages:
 - Be personally responsible.
 - Don't cling to government policies that fail and that make things worse.
 - Don't be hypocritical by outlawing marijuana while drinking alcohol.
 - Uphold justice. Don't lock up people who have harmed no one else. Let them go home to their families and rebuild their lives.

4. Call to Action:

Join me in ending the failed and destructive War on Drugs.

Go to my website (give URL) and learn how you can get involved in our campaign for freedom and responsibility.

Please vote for me, (your name), on November 3rd.

Sample LP Solution: Repeal Obamacare

1. Describe the problem caused by Big Government and by D and R politicians:

Obamacare is a disaster. It drives up the cost of premiums and co-pays. Some people are paying more than double the insurance premiums they paid before Obamacare took effect.

Others got dropped by their insurance companies, despite promises they wouldn't.

Still others were forced to give up their long-trusted family physician, though Obama promised them they could keep their physicians.

'Insured' used to mean your insurance company would pay your medical bills. Now 'insured' means insurance companies deny a large portion of your claims, often leaving you uninsured and vulnerable to medical bankruptcy.

Many people avoid getting needed care because insurance won't cover it, putting their health at risk.

My Democrat opponent voted for Obamacare and my Republican opponent refuses to de-fund the program. He wants to 'repeal and replace' it with a Republican version of the same thing, like Romneycare.

2. Describe your specific Libertarian solution and what specific actions you will take if elected.

As your US Senator, I will sponsor legislation to repeal and de-fund Obamacare along with every other federal law that drives up the cost of health care, drives up insurance premiums, or tells you which health treatments or which doctors you must use or that you may not use.

I will carefully prioritize cuts so we give the free market a chance to develop low-cost services, including free, charitable clinics, before we even consider cutting off those who are dependent on Medicare, Medicaid or Obamacare today.

I will always ensure that we cover the care of our veterans wounded in combat. In fact, with free-market health care and the freedom to control how and when their dollars are spent, they'll get much better care than the VA gives them today.

3. The Benefits:

“With a true free market in health care, unlike the government-funded and government-controlled system we have today, we'll see breakthrough innovations, just as we saw with the Internet with applications such as online shopping and banking, user forums and consumer ratings, Uber, and Skype.

Abundant new health care solutions, propelled by free market technology, will give you many more health care options, more convenience, better quality, and much lower costs than today.

Costs will plummet to perhaps one-fifth what you pay today. Medical diagnosis and treatments will become easily affordable. Many people won't need insurance.

For those who do, there will be low-cost catastrophic insurance available in every states. Premiums will be a small fraction of what you pay today – and will actually cover you when you're sick.

You and everyone you know will get the care and relief from disease and suffering that is not available today.

Repealing dysfunctional, centrally-planned health care bureaucracies also means we can cut the federal income tax, giving you and your family back thousands of dollars every year which you can spend, save or give away as you see fit.”

4. Call to Action:

Help me help you make health care affordable and available when you need it.

Go to my website (give URL) and learn how you can get involved in our campaign for health freedom. And be sure to vote for me, (your name), on November 3rd.

Sample Interview Questions

Appropriate and/or predictable questions

- Why are you running for office?
- Why don't you run as a Republican? Democrat?\
- What will happen if your proposal is enacted? How would it work?\
- Why is this your primary issue?
- Where are you campaigning? What groups are you speaking to?
- How much money will your campaign raise? How much have you raised?
- Will you be doing any advertising?
- Has your campaign done any polling?
- Where do you expect to get support? Who will vote for you?
- Are any groups actively supporting you?
- Has anyone endorsed you? Do you expect more/any endorsements?
- Have you run for office before?
- How will you get anything passed if you're the only Libertarian?

Introductory distractions

- Why are you a Libertarian?
- How did you become a Libertarian?
- What do Libertarians believe about (something unrelated to your Libertarian Solution)?
- What do you do for a living?
- What's your view on (an issue that's in the news or that your opponent is talking about)?
- What do you think about (Rand Paul, Donald Trump, or some other politician)?
- How long have you lived in this district?

Big Government assertions

- The government is already looking at a budget shortfall. Wouldn't your proposal to cut taxes / spending just make things worse? How would we plug the gap?
- What can we do about unfunded government pension liabilities- the dark cloud hanging over our heads?
- This would reduce the state's bond rating to junk bond status. Wouldn't that be a disaster? Wouldn't it raise our interest rates forcing taxpayers to pay more?
- There's very little discretionary spending in the budget. This would force us to cut emergency services like police and fire – or to close schools.
- We need more funds to rebuild our crumbling infrastructure, make our roads safe and stimulate the economy.
- Every person or group that spends money - including private businesses and households – waste money, not just government. This is normal and unavoidable.

Credibility challenges and distractions

- No Libertarian has ever received more than 2% of the vote for this office. Why would you do any better?
- Why are you running if you have no chance of winning?
- Since you're not going to win, isn't voting for you a wasted a vote?
- Isn't there a danger that your running will spoil the election for the [Republican/ Democrat]?
- If you had to vote for the D or R, which one would you vote for?
- Do you think you have any chance of winning?
- Why is your opponent endorsed by every newspaper in the state – while none have endorsed you?
- Do you have any experience in government?
- Do you think voters are ready for a Libertarian? Are you too radical for most people?
- Doesn't your proposal go too far?
- Your opponents say this will (allegation of damage). How do you respond?
- How will you get Democrats and Republicans to go along with your agenda? How will you build bi-partisan support and get this passed?
- Isn't it better for the district to keep our influential incumbent than to elect a junior (senator/rep/delegate) who will have far less influence?
- Is Donald Trump fit to be President of the United States?

Ridiculous and completely unrelated distractions

- How 'bout them Ravens?
- Was your neighborhood damaged by the storm last week?
- What's your view on Ron Paul's tweet about veteran Kyle who was killed by a sniper? Did he go over the line?

Note: Many more examples can be gleaned by watching or reading just about any news coverage of government in any form of media – TV, radio, print, and the Internet.