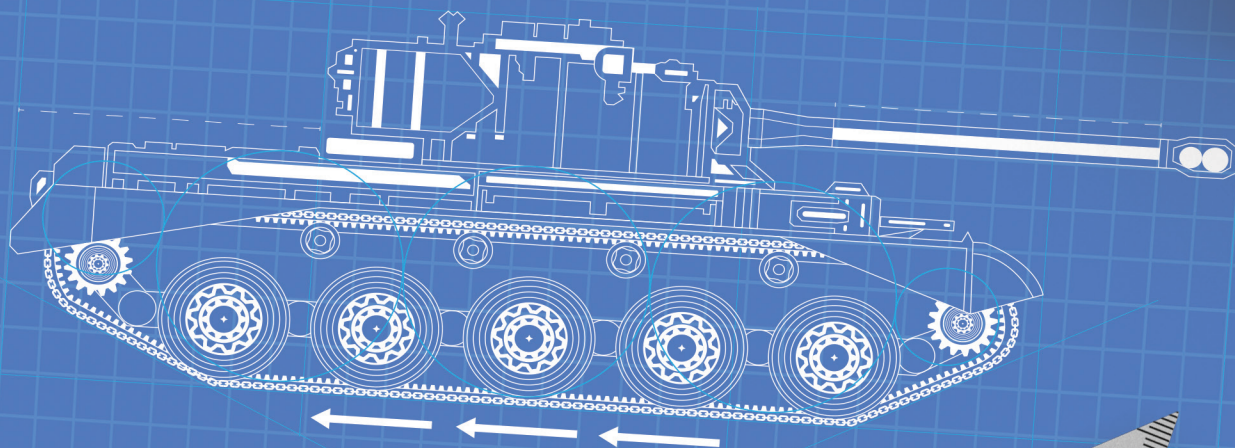


HOW TO

PUT YOUR OPPONENT
ON DEFENSE



***“When the enemy
is relaxed, make
them toil. When
full, starve them.
When settled,
make them move.”***

**- Sun Tzu,
The Art of War**

CAMPAIGNS ARE LIKE MANY COMPETITIVE SPORTS.

There's offense and defense. There's strategy and plays.
There's a winner and a loser.

The goal of “guerrilla warfare” is to throw your opponent off their game. Now let's be really clear. We're not talking about anything illegal or unethical – no stealing yard signs or planting articles.

We're talking good ol' fashioned head games that put your opponent's camp on defense and take their eyes of the ball – winning.

SHAKE IT UP

Get your opponent wondering about what you're up to. A simple way to do that is printing just a few hundred copies of an attack mail piece and delivering them to your opponent's neighborhood day after day for a week or two. You'll get people talking, word will get to your opponent and they'll be left wondering just how widespread that mail piece is and what's coming next – while you go about your plan of dropping the real attack district wide.

RATTLE YOUR OPPONENT'S CAMP

Find out everything you can about your opponent and what makes them “tick,” then have some fun getting under their skin with subtle references to their campaign's Achilles heel:

- Word on the street is their campaign isn't working very hard? Leave them a late night message to hear every morning.
- Your opponent has been in office for decades, remind voters with a “what did they do on May 12, 1979” daily calendar update.
- If the candidate is young, point out what they were doing when you accomplished something (maybe they were in a frat at a kegger the day you passed a monumental piece of legislation).

ROLL WITH IT

The tables will be turned on you, too, so be prepared. Focus on the big picture, stick to your plan and don't get rattled by your opponent's games. Remember the saying, “Never let them see you sweat.”

Remember, we're playing a game. Don't disrespect the candidate, the issues or what we're ultimately fighting for. You're building camaraderie within your own team and creating the right chemistry to make the long hours and tough work less taxing while throwing your opponent off their game.



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