

## Instantly Amp Up Your Libertarian Outreach!

By Sharon Harris

More people are interested in libertarian ideas now than any other time in recent memory. What a great opportunity we have to grow our great movement!

Here are five tips you can put to use right away in your role as an ambassador for liberty.

**1. Choose powerful words.** Mark Twain once said: "The difference between the almost right word and the right word is the difference between the lightning bug and the lightning." Here is some conversational lightning for you.

- Say "re-legalize" instead of **legalize** or **decriminalize**. Try this when talking about drug law reform. This word almost invariably provokes curiosity: "What do you mean: 're-legalization?'"

And that gives you the opportunity to tell the little-known, fascinating fact that drugs were legal in America well into the twentieth century, and the country suffered none of the disastrous results your listeners may fear from legalization. A conversation-starter and a mind-opener!

- Call "public schools" "government schools." So-called "public schools" are actually owned and operated by government. Every employee is a government employee. The textbooks and lesson plans are dictated by the government. The use of the eye-opening term "government schools" drives this very important fact home to your listeners. "Government school" has an undeniably creepy feel to it. And it is so self-evidently true.

- Use the word "re-privatization." Many services that the government currently monopolizes or dominates have been provided very effectively in the past by the free market. Utilities, education, care for the poor and needy, currency, retirement savings, health care, many licensing and inspection services, roads, passenger trains... the list is almost endless.

Saying you favor the "re-privatization" of such a service gives your listener an immediate and valuable insight. They are in-

stantly made aware it has already been shown that government is not necessary in these areas.

**2. The Libertarian Denominator.** When someone says, "Libertarians sound conservative AND liberal. Which one are you?," many people respond, "Libertarians are conservative on economic issues and liberal on social issues."

Here's a better answer: "Conservatives who favor the free market tend to be libertarian on economic issues. Liberals who favor civil liberties tend to be libertarian on social issues."

This makes libertarianism the common denominator — the measuring stick, if you will. It shows that liber-

Why? These companies want you to think of *their* stores and *their* products when you are ready to buy. And they want you to come back. Again and again.

For the same reason, when you are talking or writing about libertarian ideas, always use the words "libertarian" or "libertarianism." This accomplishes two vital things:

a) It helps people become aware of those words. It helps them understand that libertarianism is a distinctive political philosophy — a political "brand" different from liberalism or conservatism.

b) Unless you label your idea as libertarian, your letter to the editor or

**4. Use celebrity endorsements.** Soft drink commercials use celebrity endorsements. So do successful political movements and lobbying groups.

That's because celebrity endorsements are extremely powerful, especially when targeted to an appreciative and appropriate audience.

Libertarians should utilize this powerful tool as well. That's why the Advocates created the "Libertarian Celebrities and VIPs" section of our Web site ([www.TheAdvocates.org](http://www.TheAdvocates.org)). There you'll find hundreds of prominent people — including some of the most famous celebrities in the world — who are proud libertarians. You'll also find quotes in which they declare their enthusiasm for libertarianism.

So when talking to your movie-fan friend, try something like, "I agree with Clint Eastwood: people should be free to live their lives in any peaceful way they wish."

To your conservative or economics-minded friend: "Like Milton Friedman, I believe the War on Drugs is a failure on both moral and economic grounds."

Use celebrity quotes in letters to the editor and speeches. Be a name-dropper for liberty!

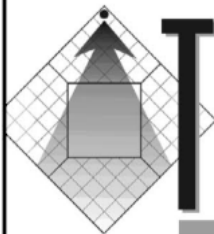
**5. "You" Instead of "I".** When advocating liberty, be sure your listener knows what's in it for him or her.

Instead of "Why should I have to give half of my income to the government?" or "I shouldn't have to pay for the education of other people's children," try "You shouldn't have to give half of your income to the government!" or "Why should YOU have to pay for the education of other people's children?"

It's a simple but very effective shift in perspective. Your listeners will be able to picture themselves benefiting from libertarian policies.

Sharon Harris is president of the Advocates for Self-Government. For over 20 years, the Advocates has specialized in helping libertarians become successful and persuasive communicators. The Advocates has many, many tools and techniques you can use to dramatically increase your effectiveness in sharing the ideas of liberty. To get started, visit their Web site: [www.TheAdvocates.org](http://www.TheAdvocates.org).

## The Advocates for Self-Government Offers...



# TOOLS for LIBERTY!

### The Advocates' Mission:

- 1** To take the ideas of liberty to the public and to opinion leaders, in an honest, persuasive manner, and by doing so discover and create more libertarians;
- 2** To help libertarians become more effective and successful communicators of libertarian ideas;
- 3** To change the political "map" from the old, inaccurate Left-Right model — which excludes libertarians — to a more inclusive map such as that found on our World's Smallest Political Quiz.

This is vital work, and we've been doing it since 1985. Our work reaches *millions* of people, and our services are essential to tens of thousands of hardworking liberty activists. To accomplish these ends, we have created a host of innovative and successful programs, products and services. We've listed some of them here.

#### The World's Smallest Political Quiz

The #1 outreach tool among libertarians. Over 6 million distributed! Found in textbooks, newspapers, magazines, on talk radio — just about anywhere!

#### OPH Booths

Operation Politically Homeless (OPH): Thousands of Americans meet libertarians for the first time face-to-face every year at OPH booths.

#### The Liberator Online email newsletter

With 60,000+ subscribers in 100 countries, this is the largest-circulation libertarian email newsletter in the world. It's free — and it's packed with fun and useful information about libertarianism, effective communication, current events, and the liberty movement.



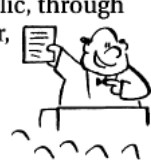
SHARON HARRIS, PRESIDENT

#### Our Web site

We now receive more than 10,000-page hits a day at our award-winning Web site: [www.TheAdvocates.org](http://www.TheAdvocates.org). It's home to vital libertarian resources: libertarian talk radio links, free newsletters, hundreds of articles, a list of libertarian celebrities, an online catalog, links to major libertarian organizations... and much more. Top reviewers regularly list us among the best political sites on the Web.

#### The Annual Lights of Liberty Awards

This Advocates program encourages libertarians to take the ideas of liberty to the public, through letters to the editor, public speaking, and OPH booth activism. Each year, Lights of Liberty winners generate millions of positive exposures to libertarian ideas.



#### Don't miss our booth in the Exhibit Hall!

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tarianism is the consistent philosophy — the one that favors liberty across the board.

An added bonus is instant rapport: Just about everyone sees that they agree with libertarians — at least half the time!

**3. Make Libertarianism a Brand Name.** McDonald's doesn't sell hamburgers. It sells Big Macs. Coca-Cola doesn't sell cola drinks. It sells Cokes.

your conversation may become an "ad" for conservatism or liberalism instead of libertarianism. For example, an argument for gun rights will be considered conservative, not libertarian; an argument against the War on Drugs will be considered liberal, not libertarian.

When you get hungry for a burger, McDonald's wants you to think of them. When people get hungry for solutions to political problems, we want them to think of libertarianism.