



## **Political Messaging..... Keep It Personal**

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Possibly my most important messaging rule is: "Make It Personal"

When we say our children and grandchildren will inherit the debt..... These words have no impact.

Rush Limbaugh said it best: Democrats claimed that Republicans will push grandma off a wheelchair over a cliff, while we use niceties

Sunday, October 2nd Brazil had an election. President Bolsonaro (known as Tropical Trump) was seeking reelection against former President Lula. Lula was let out of jail to run for president. Lula, a Communist keeps promising the poor people that the rich people have stolen their money and Lula will give it back to them. He will take money from the rich and give it to the poor.

They do this every election

But Bolsonaro does not hit back hard. He should say: "look at the children in Venezuela starving. Look how many babies are dying trekking to the United States. Before you vote on October 30 kiss your child, hug your child, and if you plan to vote for the Communist, ask God to forgive you, because it's a good chance that your child will starve because of your vote."

That is how you make messaging personal.

Last week I talked about recording Medicare phone calls. I have to wait another week before announcing the free online classes to protect your privacy. These classes will not discuss Medicare benefits or choices.

Buried deep in the news stories, a piece about Donald Trump's financial disclosure forms. It says that there is no guarantee of the accuracy of the information and companies should do their own due diligence of Trump Organization's assets and liabilities.

Probably going to make a jury verdict impossible to get, because, by definition there is no fraud.

2 weeks ago I wrote: "Put the Trump flags away until after Election Day," I was not referring to Trump doing rallies. That is a great way of moving the base.

But if you are at a DeSantis rally, an Abbott rally or almost any other candidate in a close race in a purple area, not the time for a Trump flag.

In 2022 if Trump is on the ballot we lose, if Biden is on the ballot we win.

What does it say when it is safer for a religious Jew to walk the streets of Abu Dhabi or Dubai as opposed to the streets of New York City?

Last week the chief Rabbi of UAE got married in Abu Dhabi. Many Arabs in the traditional garb attended the wedding, and it was an amazing sight.

1500 Orthodox Jews attended, and they all felt safe.

I just watched a video made by the Rabbi of Saudi Arabia. Imagine, Saudi Arabia has a Rabbi and Jews are visiting Saudi and doing business there.

**THANK YOU DONALD TRUMP**

I have lived in Florida for 35 years through many hurricanes. I have heard smart advice and dumb advice.

The dumbest advice of all time was Joe Biden saying that the most important thing you can do to save lives in Florida from hurricanes is "Get vaccinated."

This is so dumb I can not even add words to it.

Election Day is about one month away. How can a candidate with limited resources make a splash?

Hire a team of 100 young people, train them well and have them knock on doors. Let them promote the candidacy. Teach them to be passionate but strong.

Have 30 of them go into one mall and 30 in another. Make it look like your campaign is exploding.

This would be much more effective than TV and radio commercials and mailers.

**Contact me to arrange training if you go this route.**



Alan's One Minute Issue™ is written by Alan J Huber CFP®, to help right-minded individuals win their arguments with wrong-minded individuals. Alan is available to speak, at: GOP events, Trump clubs and Conservative meetings across the country. Alan is a licensed insurance agent.

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**Alan Huber is an experienced health insurance and Medicare agent.**

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