

Motivating The Moderate Majority: The Art Of The Possible



By Guy DeWhitney

Polarization of Left and Right

Are you a Democrat or a Republican or a powerless Independent?

Is it possible to have an effective political voice not bound by group-think?

In this era of partisan domination of virtually all media how can moderate voices be heard above the din of the self-serving, power hungry wolves-in-sheep's-clothing on all "sides" of every debate?



Polarization of Left and Right



Partisans, Left and Right, seem far more concerned with securing and maintaining power than with serving any public duty.

Their interests are not in problems solved, or compromises reached; a polarized and hostile populace is their goal; indeed, a full-blown “Culture War” is *their* promised land.

Polarization of Left and Right

The partisans of the Left and Right profit from a black and white worldview; they prefer the public, especially moderates, to see the political world like this:



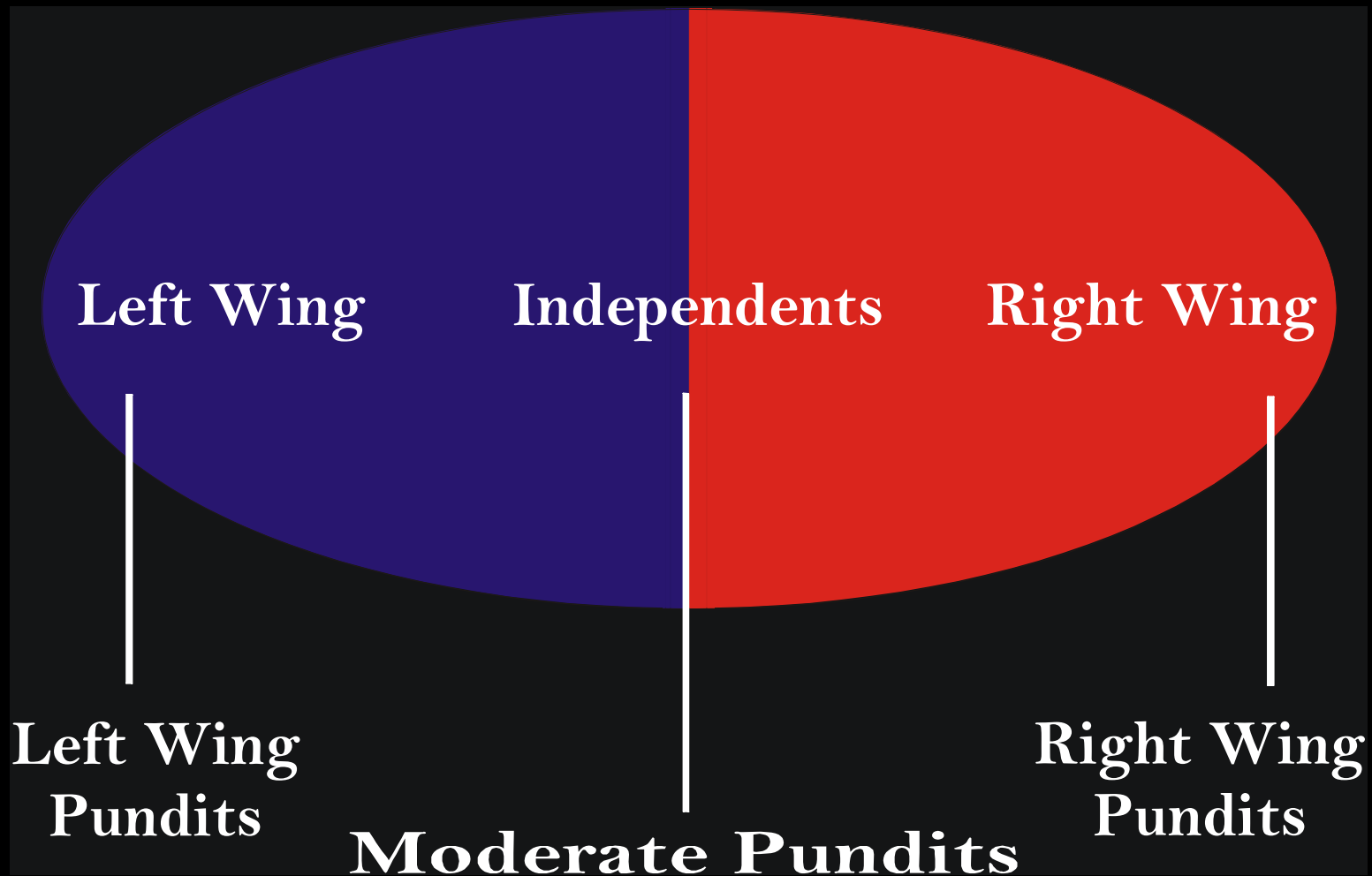
Left Wing

Independents

Right Wing

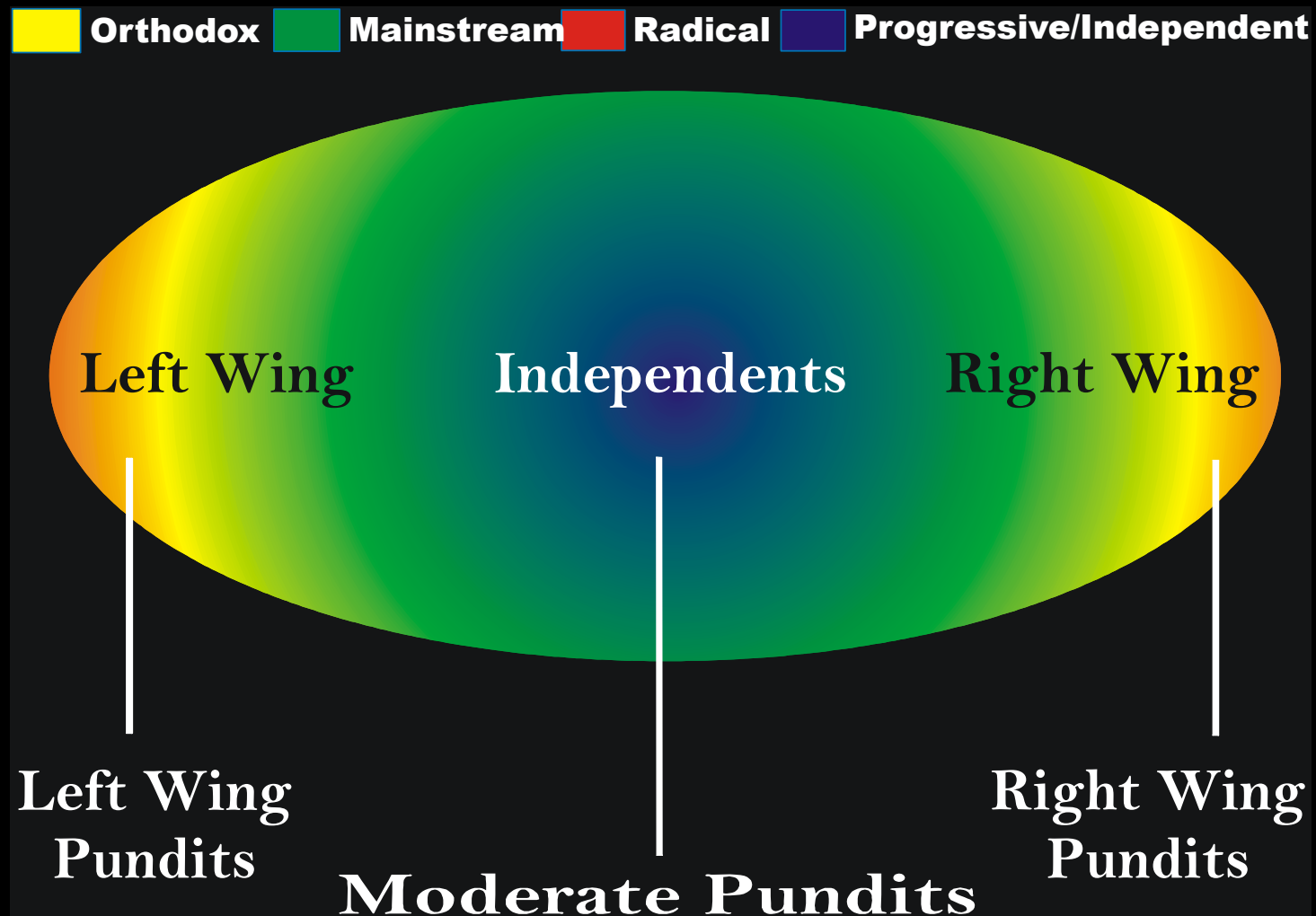
How Partisanship Distorts Marketing

This polarized viewpoint causes a distortion in the efforts of the various moderate pundits and politicians; mis-aiming their marketing efforts thusly:



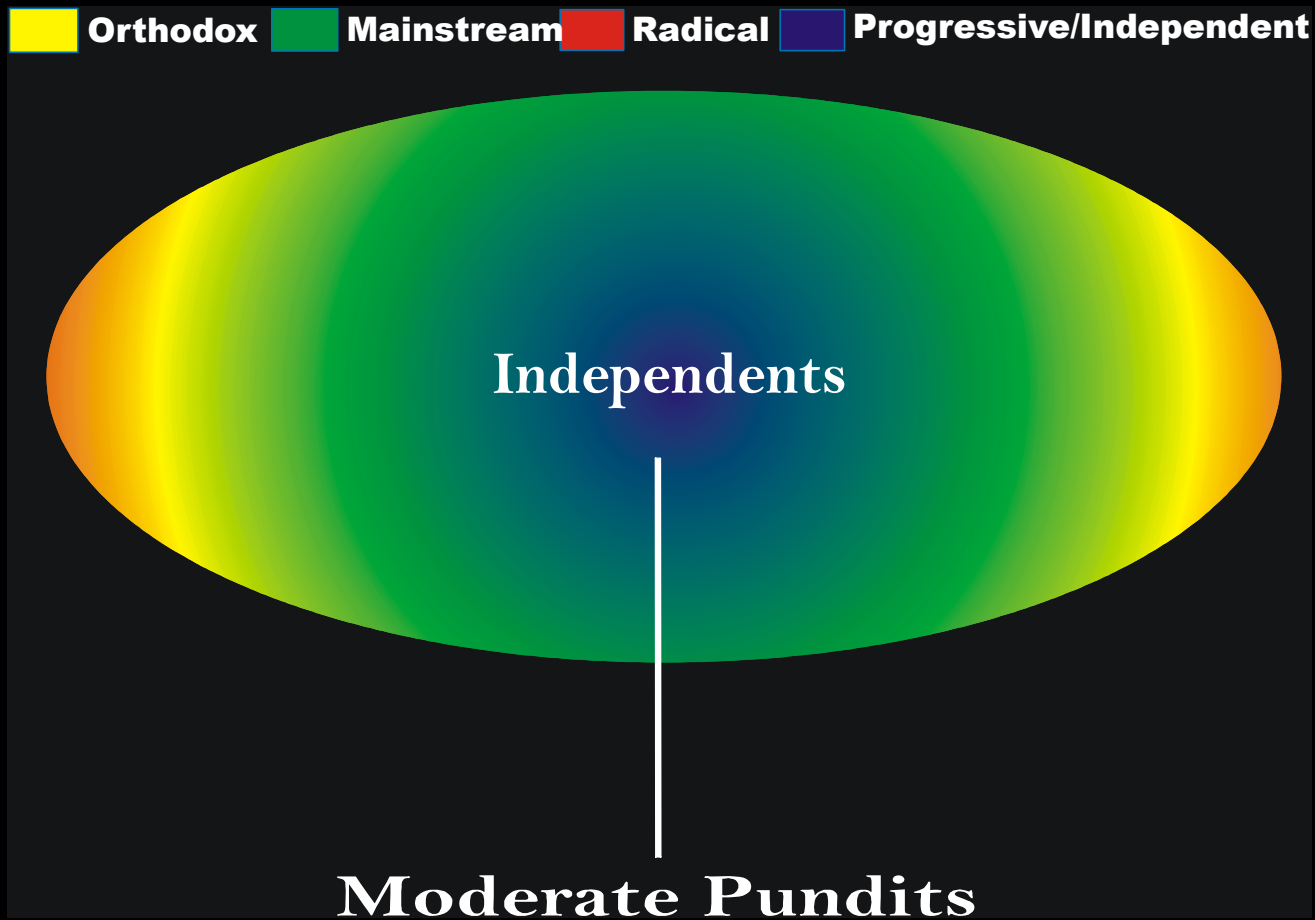
How Partisanship Distorts Marketing

Reality however does not conform to partisan convenience; this graphic more accurately reflects the spectrum nature of the body politic.



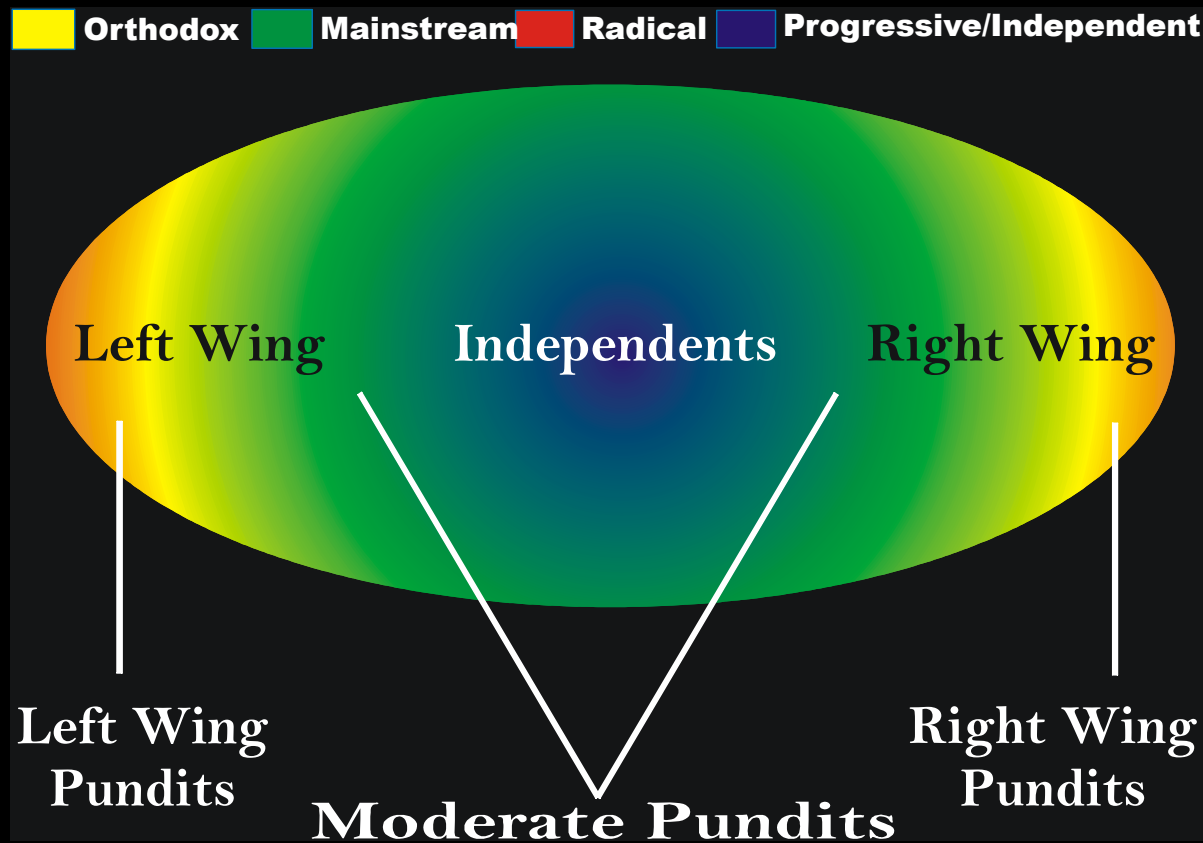
How Partisanship Distorts Marketing

The problem with moderate marketing is that most of the effort is spent on a politically mushy middle; too uncommitted, too uncaring or just too eager to see all sides to ever take any side.



Effective Moderate Marketing

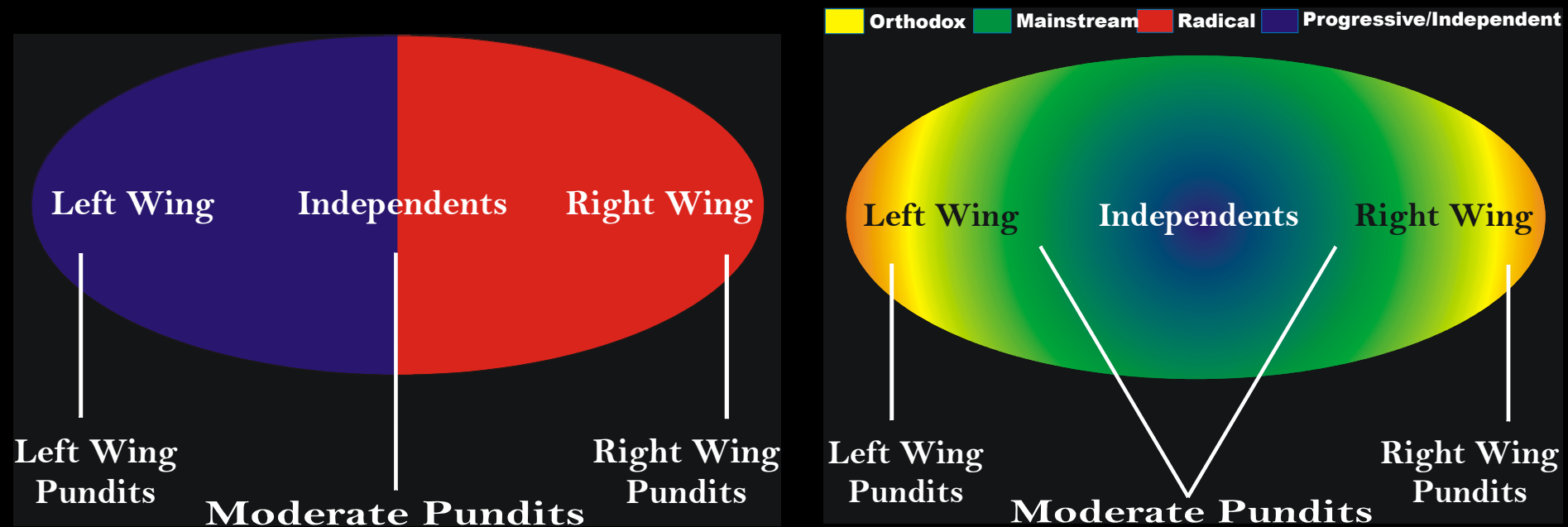
This graphic displays a more effective allocation for moderates; Citizens of BOTH parties who are on the independent side of the mainstreams are more likely to vote and seek a more potent political voice; most not being satisfied with the “party-Line”.



Effective Moderate Marketing

Sometimes a simple paradigm shift can make the difference between a slow defeat and a driving victory.

The question is, will moderates squander their efforts on an ineffectual “middle” or spend their bucks where the bang is, at the middle edge of BOTH parties.



Defending Western Civilization



Heretics Crusade

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