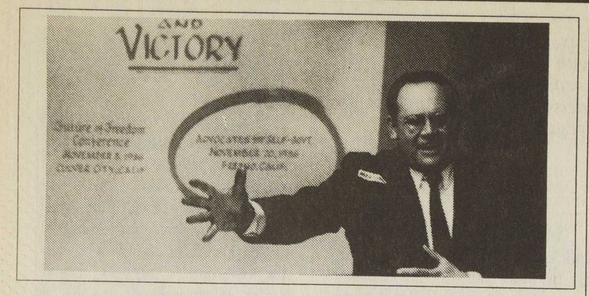


SPEAKERS' KIT #1: THE BREAKTHROUGH SPEECH
by Marshall Fritz

Do you want to be a public speaker for liberty? Then take a cue from the world of music — separate "composing" from "playing."

I've composed a speech that works. You can learn it, modify it to fit your style, and be an effective speaker. It's been tested and proven to work by libertarians from all over the country.

The speech that does exactly what we want. It allows you to present the freedom philosophy honestly and persuasively so you reach business people and professionals who are dissatisfied with politics, are searching for something better, and are openminded enough to consider libertarianism. Everyone who uses this speech has found that 20% to 40% of the audience gives their names and addresses because they want to learn more about our ideas.

This kit has everything you need to learn the speech:

- Printed full script
- Printed prompt cards
- Cassette recordings
  - Fritz giving speech to a service club
  - Fritz giving speech in a recording studio
  - Two libertarians give the speech their first time: Bud Bates in Los Angeles, Ken Bisson in Indiana

With this kit you can put your time into practicing your delivery instead of anguishing over writing your own speech - just as Van Cliburn devotes himself to refining his performance of Beethoven's piano compositions, instead of writing his own.

SK1 Speaker Kit #1 $19.95
(Includes booklet STM1 and audio cassettes A46 and A5)

Beyond The Left-Right Spectrum and The Real Story of the Great Depression,
by Marshall Fritz

Hear and learn two great speeches for service clubs.

In the first you'll hear Fritz describe how the left-right political spectrum is outdated and obsolete. Learn how to present the "Nolan Chart" as an improved way of mapping the world of politics. You'll enjoy Fritz's humor as he explains the difference between the four political families: liberals, conservatives, socialists and libertarians. Includes copy of Nolan's original article.

On the flip side you'll hear Fritz's 30-minute version of Hans Sennholz' insights that explode the popular myths of the Great Depression: capitalism has a flaw that caused the depression * depression was worsened because Hoover did nothing * FDR used government to save capitalism from itself.

This purchase includes Sennholz' article, "The Truth About The Great Depression."
A10 audio cassette $ 9.95

The Deluxe version includes the Nolan Chart Reader, an 80-page compilation of articles and reprints on the political spectrum question.
A10d deluxe $13.95

Self-Government — An Idea Whose Time Has Come (Again)
by Marshall Fritz

Marshall Fritz, founder of the Advocates for Self-Government, at his best. This is the "Intro Event," a compelling introduction to the libertarian philosophy. He answers 5 fundamental questions:

- Where do libertarians fit on the political spectrum?
- Would humanity benefit if libertarian ideas were adopted?
- Are these ideas based in wholesome principles?
- Where's the proof that libertarianism is practical and would work?
- Can it really happen? How soon?

This presentation has been heard by over 5000 people in more than 50 cities.

David Padden, Chicago, says "Marshall is the most dynamic, entertaining and persuasive orator in the libertarian ranks."

A19 2 audio cassettes
120min $19.90
V19 video cassette
120min $ 19.95

Rethinking Migration Policy
by Marshall Fritz

Libertarianism includes many bold ideas. One of the most difficult to present is the notion that artificial (i.e., political) barriers to human migration are immoral, harmful, and should be repealed.

It's not easy. Americans are bombarded with xenophobic hype from politicians. For years I've been struggling to discover how to make our ideas on migration appealing. In late 1986 I tried some new ideas in a speech to a service club in Fresno. It worked. Twelve members asked for more information about this touchy issue. You'll hear this speech on Side 1.

Then a few months later, 18 young men died in a sweltering box car in Texas. The press called them "illegal aliens" and blamed the "coyote" who locked the door. But those young men were people, just like you and me, who were migrating on planet earth to improve the situation for themselves and their families. One difference: they were born on the other side of an imaginary line. A border.

I'll admit that the deaths and the misplaced blame got me a bit emotional. So I got on the Jan Mikelson talk show in Cinncinati and worked hard to make our ideas make sense to the public. I think I made progress. You'll hear this talk show on Side 2.

A34 Audio cassette 90 min $9.95

I Did It, And You Can Too (Lead a Discovery Group)
by Jim Robinson, and
Using the Socratic Method
by Don Ernsberger

Insurance company executive Jim Robinson tells how he lead an hour-a-week "Discovery Group" for several non-libertarian friends in his office. (Discovery Group has since been renamed "Seminar 1.")

Jim shares his fears before he started, how he followed the instructions from the Advocates, and the great sense of satisfaction in the final session when five (of six) announced that they were now libertarians!

Seminar 1 is the exciting outreach adventure that is producing new libertarians all over the country. Ken Bisson, Angola, Indiana, writes, "Leading Seminar One has been my most satisfying liberarian activity. I've expanded my personal development faster than any other time, and I've enjoyed the excitement of seeing friends discover the consistancy of libertarian ideas." (As this is written, Ken has eight new libertarians to his credit!)

Buck Dodson participated in Dave Dawson's third Seminar 1 in Casper, Wyoming. He says, "This seminar made me re-think some notions I've had a long time. It's exciting and very worthwhile."

On side 2, Don Ernsberger teaches the Socratic Method, a teaching technique well suited for the Advocates' Seminar 1 concept. You'll enjoy hearing volunteers from the audience practice the techniques of Followup, Cycling and Examination. SUMMIT 86
A26 90 min audio $ 9.95
V26 90 min video $ 19.95

HOW DALE CARNEGIE WOULD PRESENT LIBERTARIANISM
by Marshall Fritz

If Dale Carnegie were explaining libertarianism today, what would he do differently than most of us? Marshall Fritz suggests Carnegie would apply his skills in three ways:

1. Dale Carnegie knew the difference between features and benefits. He knew people buy a new product or idea when they can see themselves enjoying its benefits, not because of its features. We rarely start discussions with the benefits of liberty. This prevents many people from looking at our ideas with an open mind.

2. Carnegie would consider his listeners' context and choose his words carefully so they honestly convey his meaning. You can learn this linguistic sensitivity. Find out which favorite libertarian words actually miscommunicate the kind of society we want. Learn the three A-words to avoid, and the power words that top libertarian communicators use when describing our ideas.

3. Carnegie would spot the hidden killer in almost every libertarian conversation. The surprise is that the hidden killer is almost as likely to be in you as in your listener.

A35 60 min audio $9.95

(Note: Upgrade offer: Together with tape A37, The Ransberger Pivot, tape A35 , replaces How to Become a Black-Belt Libertarian Communicator [A9 or A20]. *If you own a copy of either of these Black-Belt tapes, you may return it to the Advocates for an "upgrade" for $9.95. You will receive the latest A35 and A37. Offer good through March 31, 1987)*

RANSBERGER PIVOT
How to get a Hostile Questioner to Listen with an Open Mind
by Marshall Fritz

In 1982, Ray Ransberger taught me technique to get a hostile questioner to listen with an open mind. He'd seen me use logic and facts to respond to a hostile questioner. We both saw the answer fall on deaf ears? Has it ever happened to you?

Ray is a restaurant owner in Visalia, California, and he figured out that the reason for most hostility is the questioner's assumption that the libertarian has harmful goals or intentions.

Now we know we have good intentions, but when my questioner heard me say "Yes, I want to abolish the FDA," she about freaked out. Probably thought I enjoy botulism or something. Not hardly.

Another example I've heard a lot is a libertarian talking about "getting rid of public schools." The listener has visions of tractors demolishing the buildings and the children growing up worse educated than they are now.

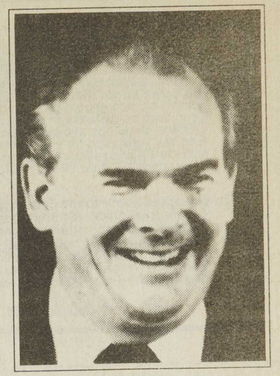
It's an invalid assumption that the libertarian has a harmful goal, and Ray discovered how to dissolve that misconception in less than 10 seconds. The method is called the Ransberger Pivot, and with this tape you can learn how to use it. And you will!

Paul Geddes, Burnaby, British Columbia, wrote me just a few days after attending a workshop: "I've already tried the Ransberger Pivot with good results. One confirmed NDPer (socialist) is reading Lepage's *Tomorrow Capitalism* thanks to your ideas."

A37 60 min audio #9.95

Mastering Versatility In Libertarian Outreach
by Philip Mitchell

One divisive factor in the liberty movement is rooted in the different "styles" people have in approaching political questions.



Philip Mitchell from Summit '86

In this Keynote Address from Summit 86, Dr. Mitchell names the two basic styles "centrist" and "crusader."

He tells why both styles are necessary for the success of our ideas, how you can spot the different styles, and how you can be more versatile so your ideas are attractive to both types.

Steve Schulte, Cincinnati, says, "I've listened to this tape at least 30 times. Every time I gain a new insight and reaffirm the earlier ones. I'm looking forward to hearing it again." SUMMIT 86

A24 90 min audio $ 9.95
V24 90 min video $ 19.95

From Awareness, Through Practice, To Performance
by Philip Mitchell

Awareness of new communication tools is just the first step in becoming a good communicator. In this closing lecture of Summit 86, psychologist Dr. Mitchell explains how you can use your own successes as a model upon which to build even more successes.

"This tape is ideal for anyone who has 'book learning' on how to become a better communicator, but has had difficulty in translating it into skills and habits that really make a difference," says W. Clark Robinson, Fresno. SUMMIT 86

A25 90 min audio $ 9.95
V25 90 min video $ 19.95

LOS ANGELES
SUMMIT87 & FOFCON
November 13-15
2 Great Events. 1 Great Weekend.
Hope To See You There!