COMMUNICATING TO WIN
George Schwappach

Selling Without Words

OK, how *does* one sell without words?

Any of you who have handed out the World's Smallest Political Quiz (WSPQ) could probably offer tips on what to do, and maybe more so, what not to do. Having organized the distribution of 35,000 WSPQ cards in Atlanta last July, I believe I have some knowledge that bears on this question.

Schwappach

However, my first experience with the WSPQ was the most notable. If you're one of the many libertarians across the country who will be working an Operation Politically Homeless (OPH) booth in months to come, you might find the story helpful.

My training began on Sepulveda Boulevard in Los Angeles. My assignment was to hand out cards to passersby while Marshall Fritz and Dave Dawson looked on from behind the security of a window storefront. The traffic flow was low, about ten pedestrians a minute.

After 30 encounters I still had all my cards., and I had upset at least two people who didn't seem to enjoy being harassed by a crazy on the streets of Westchester. Then Marshall stepped out and showed me what I was doing to turn people off. I learned that holding the cards like a weapon and running after people wasn't going to do much for me, the movement or the fellow whose livelihood depends partly on printing those cards.

Marshall explained that the key was to not appear threatening or too imposing. Considering that Marshall had five inches and (at that time) at least 100 pounds of imposition over me, I thought it would be a pretty good trick for him to present a meek appearance. He did it.

His shoulders dropped, his knees bent a little, and his feet were drawn to within inches of each other. He held the cards framed between both hands, which were joined near his belt in an almost prayerful manner. Then this huge man began to give cards to four out of every five pedestrians. Businessmen, janitors, shoppers and security guards, mothers with strollers — they all took cards (baby got one too).

To each potential libertarian, Marshall would raise the cards slowly and separate his hands until his left index finger was pointing to the deck of cards in his right hand. He never stretched his arms fully out, and he would begin eye contact with people before they came within 20 feet of his "space."

The amazing part was, this man of such renowned volume was practically lip tight. Occasionally, when someone looked interested but failed to reach for a card, he would ask, "Curious?" That one word got 'em.

That short November afternoon taught me the basics of WSPQ distribution. Now I can move through a crowded airport and hand out more than a hundred between baggage check-in and my gate. It's a simple thing anyone can do.

If you're planning to work Operation Politically Homeless, here are some tips:

- Respect people's spaces. If someone alters course to avoid you, don't move to intercept. There are lots of fish in the sea.
- Wear proper attire. The more conservatively you dress, the more marketing you can do. If your group is wearing WSPQ t-shirts, try pulling yours over a regular shirt to give that "regular guy wearing an advertisement" look.
- Have a slogan. Be prepared to recite it repeatedly. This works well at a fair or convention. Something like, "Help find a place for America's political homeless," or "It's fun, it's free, it's the world's smallest political quiz!" Your goal is to draw people to you so you can get their names for later follow-up.
- Attract positive attention. You can do this with balloons. Someone suggested a balloon to give to the kids (or to get their parents to buy for them): "I'll be a self-governor as soon as Mom lets me." Or how about staffing your booth with people in costumes? A patriot there would do nicely. (I don't suggest you try Santa Claus ringing a bell. They'll just think we're Hare Krishnas.)

Try OPH yourself, and see if you can sell without words — or with the bare minimum of words. You'll have lots of stories to share when it's over. If you'd like to hear a good one ask Mark Sellers about the time he drove the back roads between Memphis, Tenn., and Columbus, Ohio, with a box of quiz cards. It's a knee slapper. Oh, and don't let him leave out the part about the highway patrol officer.

ADVOCATES CALENDAR

Seminar 1 Start Week
July 24–28, 1989
Call 209-292-1776 for information.

Advocates Speak-Off at the LP National Convention
September 2, 1989
Wyndham Franklin Plaza
Philadelphia, Pennsylvania
Finalists and winners of the Advocates Best Answers contest will speak. Learn ways to answer the tough questions — in 30 seconds or less. Hear the Ransberger Pivot (a technique for defusing listener hostility) in practice. This event will spotlight libertarian communication at its best!

Seminar 1 Start Week
October 2–6, 1989
Seminar leader training for this round begins Aug. 27. Call the Advocates if you're interested in having fun while helping others discover self-government. 209-292-1776.

Summit '89
October 5–8, 1989
Evergreen Conference Center
Evergreen, Colorado
Learn to communicate the liberty message confidently and persuasively. Special workshops will focus on reaching environmentalists and Christians. Details elsewhere in this **Liberator**.

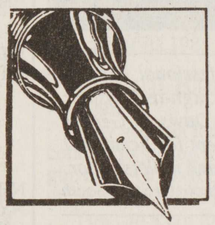
Seminar 1 Start Week
October 16–20, 1989
Training for this round begins Sept. 10.

Seminar 1 Start Week
October 30–3, 1989
Training for this round begins Sept. 24.

Seminar 1 Start Week
November 6–10, 1989
Training for this round begins Oct. 1. Call 209-292-1776 to be part of it.

Libertarians everywhere are discovering the fun of leading a Seminar 1 — and the joy of creating new libertarians. Get involved today!

— MAIL —



The Heart of the Matter

In response to William D. Udy's question about upholding the voluntary agreement between a hospital and an organ donor who has changed his mind two years later, resolution can be found under the principles that govern contract law.

First, the agreement in question is by nature a "personal service contract." Even under our present legal system, courts do not grant specific performance against a party who is breaching a contract to provide personal services, because to do so smacks of slavery.

Second, courts prefer to give money damages and refrain from the use of an equitable remedy such as specific performance whenever this is possible. The hospital might be able to sue for any actual damages they sustain as a result of the donor's breach.

I hope this helps.

Cheryl A. Meyer
Jamaica, New York

Thanks to Robert E. Creager, Burtonsville, Md., and Dennis A. Kjeldergarrd, St. Cloud, Minn., who also wrote letters addressing this issue. — SS

If this is Tuesday, this must be New York (Philly? D.C.? Atlanta?)

President's Report

By Marshall Fritz

Twenty states in twenty-four days! It was a great speaking tour. Then back to Fresno for "Post big-wig withdrawal"

For 24 days I'm treated like a big-wig. It's fun, but it really throws my ego for a loop. People pick me up at the airport, are glad to see me, listen carefully (sometimes) when I speak.

Then I return to Fresburg. Toilet is stopped up. Out of stock on umpteen inventory items. Major weeds in flowerbeds. Thank-you letters to write. Most of the big-wigism finally leaves my system and I can get back to productive work.

Why I am reporting this? I'm not sure. I want to be picked up at airport, sure enough. I like special treatment. So keep it up. But I need to remind myself it isn't real, or permanent. And maybe writing about it is something of a purgative.

I fear becoming self-impressed as the Advocates continues to grow and I continue to improve as a public speaker. For good reason — I have a definite tendency along that line. Ask Jimmy Blake and Charlie Haines in Birmingham. They had just hosted the largest, fanciest "little dinner meeting" of the entire trip (38 people!), and yet I was trying to pull rank

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