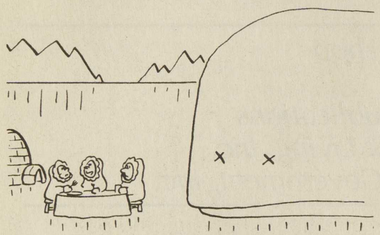
(From Page 3)
pieces? Does he try variations in tempo, timbre and texture to bring from the music all it has to give? You bet!

But what about Jill or Joe Libertarian? Do we compose good answers to typical questions and then practice them?

Most of us do it the old-fashioned way — every time we encounter a question, we improvise. We wing it. Again and again. Sometimes it works. Sometimes.

One step each of us can take to become a better communicator is to practice our answers. Nice, compact, cogent, persuasive "bite-size" answers to the common questions.



"Take Smaller Bites!"

WHAT IS "OPERATION BITE-SIZE"?

Have you ever seen two teams of eight year-old boys in a speed contest to eat, without taking a drink, 10 soda crackers each? It's hilarious. Some of the kids stuff a half-dozen crackers in their mouth at one time. It takes them forever, even with all the cheering from the team-mates. The winners eat their soda crackers one at a time.

As libertarians, we need to present our ideas in bite-size pieces — about 30 seconds — so our listeners can swallow the new information without gagging.

It's called "Operation Bite-Size." David Bergland learned this dynamite method during the 1984 campaign. Now you can learn this sure-fire method too!

The results were amazing. Bergland's solid libertarian responses to questions always made it on TV without editing.

HOW WILL YOU LEARN TO GIVE BITE-SIZE ANSWERS?

First, you'll learn how the concept was invented to help executives cope with hostile TV interviewers.

Second, you'll study the 4-step method of "Hook, Theme, Body, Close."

Third, after you're firmly grounded in the principles, you'll watch Bergland, Mitchell and Fritz showcase bite-size answers to 14 tough questions — the same ones you encounter.

Finally, you'll get practical experience with a series of hands-on exercises. You'll gain the skill, not just the knowledge, of the bite-size method. In fact, you will leave the Communicator Workshop with bite-size answers to 14 of the questions you most commonly encounter.

ARE THESE INSIGHTS & SKILLS USEFUL IN PERSONAL LIFE ?

Yes, YES, Y-E-S ! You will use what you learn to improve your personal effectiveness in career and personal relationships. For many attendees, this "side-benefit" of becoming a more effective person will be a hundred times more important to them than becoming a more effective libertarian.

IS THE WORKSHOP ONLY FOR PUBLIC SPEAKERS?

No. The workshop is for all liberty-minded people who want to be better communicators. Who want to be persuasive. Who want the people they talk with to embrace our ideas. This workshop is for you if . . .

- You want to understand how people approach and embrace new ideas.
- You want to be persuasive in one-on-one conversations; in small group discussions; in interviews with the media
- You want to be the "agent of change" to help others embrace libertarianism.
- If you want the surge of joy of hearing a friend — for the first time — begin a sentence with, "We libertarians ..."

THE KEY BENEFITS OF ATTENDING . . .

1 You'll project a more appealing image. Your business associates, family and friends will find your ideas more attractive.

2 You'll become more persuasive. You'll find people coming over to your side during discussions. You'll get out of the "conquest attitude" and into the "conversion attitude" toward non-libertarians. This means you'll have more fun in political discussions.

3 You'll gain powerful insights that unlock the mystery of why some people enjoy analogies and others don't. Why some people insist on "facts" while others look for principles and concepts. From this you'll gain poise and confidence because you'll know how to identify your listener's New Idea Approach Style, and how to package your ideas so they fit that style.

WHO SHOULD ATTEND

✔ *Misunderstood libertarians*
Build confidence that you can get your point across so it is understood.

✔ *Withdrawn libertarians*
If you've withdrawn rather than endure the pain of frequent rejection, come learn how others have overcome communication ineptitudes and have become confident, successful communicators.

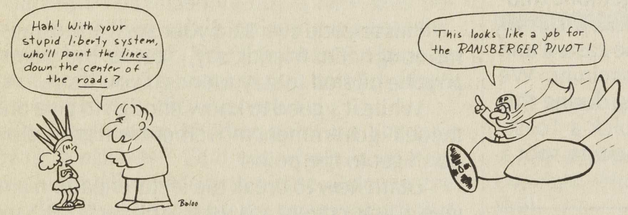
✔ *Impatient libertarians*
Can't wait 100 centuries? Want to see your ideas in victory before your retirement? Then come learn the secrets of discovering NEW libertarians right in your vicinity!

✔ *Growing libertarians*
Grow and be more positive, forceful and convincing when handling objections like these:

- ✘ you don't care about the poor
- ✘ you don't care about the environment
- ✘ you go too far
- ✘ you're unrealistic and can't win
- ✘ you aren't offering any guarantees
- ✘ you'd set us up for conquest by communists

✔ *Concerned spouse & family*
If your relationship with a loved one has been impacted by that person's libertarianism, find out what can be done to help them be more effective when dealing with the outside world.

✔ *Political theorists*
Find out about the "innergame" of libertarians. See their motivations and evaluate the potential impact of these intelligent, rational, deeply committed people.



WHY SHOULD YOU LEARN THE RANSBERGER PIVOT?

Frequently libertarians get asked hostile questions. For example, you've heard someone sneer, "Libertarians really don't care what happens to the poor, do they?"

You know that when this attitude exists, you aren't going to get anywhere no matter how effective your logic, no matter how complete and accurate your facts. Whatever you say is going to be discounted, ignored, misinterpreted and twisted!

This is where you need the Ransberger Pivot. You can use the pivot to convert hostility to open-mindedness in 15 seconds.

WARNING: THE COMMUNICATIONS GENERAL HAS DETERMINED THAT THE RANSBERGER PIVOT IS NOT A CURE-ALL. YOU STILL NEED GOOD ANSWERS TO TOUGH QUESTIONS. BUT THE PIVOT AT LEAST GETS YOU OFF TO A GOOD START SO YOUR GOOD ANSWER GETS A FAIR HEARING.

THE GREAT ECONOMICS COMMUNICATIONS PARALLEL AND HOW IT CAN HELP LIBERTARIANS

Most libertarians know that economics is knowable. You've felt frustration when a friend won't even try to learn because they've decided economics is UNknowable.

That frustration comes from knowing that economics, good economics at least, IS knowable by the average thinking person. Certainly it has been since *Economics in One Lesson* by Henry Hazlitt was published in 1946.

This bears repeating: good economics is knowable, but most people don't think it is. So they give up, stay economically ignorant, and hurt themselves and others by making dumb decisions or allowing politicians to make dumb decisions for them.

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