

**The Art of Political Persuasion** Marathon Weekend Workshop is a fresh new approach to the problem of communicating the ideas and philosophy behind freedom to a wider audience.

Packed solid with useful information and *proven* techniques, this unusual weekend seminar is led by **Michael Emerling**, a dynamic activist who's made waves from coast to coast.

The marathon is most definitely *not* a series of lectures, but a unique learning *experience*. You'll interact with the workshop leader and with your fellow students. Participate in revealing psychological experiments. Exchange ideas. Learn how to deliver a brief editorial reply, as you would on your local radio or TV station. Get *specific* answers to your questions and solutions to problems.

In short, you'll *learn by doing* --- the only way to acquire practical knowledge.

When the weekend is over, you'll go home charged up with enthusiasm, self-confidence and practical political skills. You'll be armed with the tools and techniques you need to begin making a real impact.

"Changing the world" always begins with one individual. Could that individual be you?

"But in order to bring about such change, we must escalate the level of our political knowledge and political skills. We must recruit hundreds of thousands of new members. We must master the techniques of political communication and political action. **The Art of Political Persuasion** represents my start in the direction of accomplishing these goals."

On the Friday evening before the weekend marathon begins, there'll be a reception and a 40-minute preview-demonstration. You'll have an opportunity to meet Michael, socialize with friends, and get a better idea of what it's all about.

If you're interested in attending our **Art of Political Persuasion** Marathon Weekend Workshop, send the appropriate coupon to the **Freedom Party of Ontario**, P.O. Box 2214, Stn. 'A', LONDON, Ontario, or **call us** at (519) 433-8612. We'll be in touch with you to answer all your questions and to make appropriate arrangements. You're under no obligation.

**For more information  
call  
(519) 433-8612  
or write**

**Freedom Party of Ontario  
P.O. Box 2214, Stn. A  
London, Ontario  
N6A 4E3**

**Our offices  
are at  
364 Richmond St.  
3rd Floor  
a few steps south  
of King St.**

**FREEDOM OF CHOICE IS  
WHAT WE'RE ALL ABOUT!**



**Freedom Party**

**....your new choice,  
now!**

**Discover the secret  
of turning  
people on  
to**

**freedom**

**A TWO-DAY EXPERIENCE  
GUARANTEED TO MAKE YOU TEN TIMES  
AS EFFECTIVE AT SPREADING  
IDEAS OF FREEDOM.**

How do you move people in the direction of *freedom*? How can you get them excited about your ideas and enthusiastic about working for liberty?

If you've ever tried, you've discovered for yourself that it's not always that easy. And many people make it harder by going about the process in an ineffective and self-defeating way.

Tired of frustrating conversations and pointless debates? Then you're ready for **The Art of Political Persuasion** Marathon Weekend Workshop.

#### **WHAT'S IT ALL ABOUT?**

**The Art of Political Persuasion** Marathon Weekend Workshop is an intensive two-day experience unlike anything you've ever encountered before.

You'll join a small group of fellow 'students' for a weekend of "total immersion" in the tools of political communication, persuasion and motivation. It's *exciting*, it's *informative*, and it's *fun*!

**Michael Emerling** will show you proven strategies and techniques for winning others to the side of political freedom. *Not just changing their minds on a few isolated issues, but getting them actively involved in spreading the ideas of freedom!*

You'll learn how to reach into the minds of others and open them up to the concepts of freedom for the first time. And you'll learn how to reach into *yourself* and discover your hidden abilities for powerful communication and persuasion.

You'll find out how to smash through the psychological barriers and prejudices that keep people from seeing the fundamental truths underlying the philosophy of freedom. You'll pick up literally dozens of practical tips for making yourself more effective.

#### **Do Michael's techniques really work?**

Just ask anyone who's heard him. *Graduates of his workshop report dramatic improvements in their personal and political effectiveness on every level!*



Michael Emerling's

# ART OF POLITICAL PERSUASION

## WHAT YOU'LL LEARN IN A SINGLE WEEKEND

The two-day marathon is an *intensive* experience, with a great deal of valuable material compressed into a relatively short period. Here are just *some* of the things you'll learn:



### SATURDAY MORNING: Meta-Persuasion

- What you need to know *before* you start persuading others.
- The basic principles of freedom: individual rights --- life, liberty, and property --- ownership --- responsibility and accountability --- choice --- voluntary relations --- contracts, obligations, debts --- self-defense, retaliation, restitution, and punishment.
- How to apply principles of freedom to social and economic issues.
- Our future in freedom.

### SATURDAY AFTERNOON: Techniques of Political Persuasion

- The parable of the hammer.
- The FREEDOM store.
- The semantics of persuasion: "Words are weapons, words are tools."
- Marketing freedom.
- Political cross-dressing.
- Intellectual judo
- The enlightened Zen master.
- Five unconventional tactics
- Attitudes, emotions, and sense of life: The unspoken argument.



### SUNDAY MORNING: Guerrilla Politics

- Identifying and creating issues.
- Learning the political terrain: petitioning, initiative, lobbying, and other laws and rules affecting political activism.
- Getting media coverage: How to give a great media interview.
- Grass-roots organizing and recruiting for freedom.
- Guerrilla politics: political leverage for small groups.

### SUNDAY AFTERNOON: Public Speaking

- How to give an off-the-cuff talk when you're totally unprepared, mentally blank, and scared out of your socks.
- How to brainstorm, research, outline, and write a speech.
- Becoming a dynamic speaker: Move over, Patrick Henry!
- Working with your audience: turning your listeners into allies.
- The verbal martial arts: How to handle hecklers and hostile audiences.
- Giving apathetic audiences a hit of adrenalin.
- Life and liberty, not death and taxes: the gospel of *freedom*.
- *And much more!*

Michael Emerling.



*Activist.  
Writer.  
Speaker.  
Motivator.*  
All these terms describe **Michael Emerling**.

Michael possesses a truly awesome amount of knowledge and experience, gained from his involvement in 52 campaigns --- as candidate),

campaign manager, and political consultant. He founded the Tucson Libertarian Supper Club, worked with the MacBride for President campaign, and served as advisor to Libertarian campaigns in Arizona, Nevada and California.

As speechwriter and ghostwriter for 26 political candidates, Michael has written hundreds of articles and speeches. His provocative essays in libertarian movement publications ( *How to Get Converts Left and Right* in *Reason Magazine*, *The Late, Great, Libertarian Macho Flash* and *The Militant Mentality* in *Frontlines* ) have stirred a storm of controversy and become underground best-sellers.

Of course, Michael is best known for his **Art of Political Persuasion** Marathon Weekend Workshops, which he originated and which have drawn rave reviews throughout the United States and Canada: He has given over 100 workshops and seminars in 52 cities.

### MICHAEL'S UNUSUAL GUARANTEE

**Michael Emerling** is so confident that you'll be excited about his workshop that he makes a *personal guarantee* to every attendee:

*If, by the end of the weekend, you're not convinced that you've gotten many times your money's worth out of the experience, he'll give you back 100% of the admission price you paid out of his own pocket.*

**Michael Emerling** is a superb speaker, an outstanding instructor and a high-voltage

Michael teaches much more than techniques, more than strategies and theories and concepts and approaches. The stated purpose of his workshop is to teach others how to reach out to people who really don't understand the real benefits of living in a truly free society.

**"We have a really great product, freedom, and a lot of people didn't know how to present it in an attractive, sensible, marketable way. And I thought, wouldn't that be something if we could take this great philosophy and make it as palatable and as attractive as possible to the public, and as interesting as possible so that people would say, hey, you folks have got something I want to have!"**

But in the process of doing just that, something more is going on. Michael is reaching out to the very people attending his workshops. He is reaching down into them and finding things there that they never suspected existed, and pulling them out into full view and saying, "Hey, look at this. You've had it inside yourself all along."

**Michael Emerling** is not merely teaching the art of political persuasion. He is communicating an *attitude* towards life by showing people how to reach inside themselves and discover a whole new person.

**"This is my way of sharing something that's been helpful to me with people I care about. So I really enjoy that. And the work --- I think it's the most fun you can have with your clothes on!"**

performer. He understands politics and political psychology cold --- and he communicates what he knows with the style and flair of a master showman. His energy and enthusiasm are positively contagious.

You'll probably learn more about political persuasion and action in a single weekend than in your entire previous life --- and you'll enjoy every minute of it.