

NEW!

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, SEPTEMBER 23:
(9:00 a.m. - 5:30 p.m.)

The NEW
"Art of Political Persuasion"
Marathon Weekend Workshop - Part 1

- META-PERSUASION: What you need to know *before* you start persuading others;
- Why ARGUING rarely works;
- POLITICS IS PERSONAL;
- PERSUASION as a contact sport;
- The Parable of the Hammer;
- The Freedom Store;
- The Mapmaker's Problem;
- The Semantics of Persuasion: Words are weapons, words are tools.

SUNDAY, SEPTEMBER 24
(9:00 a.m. - 5:30 p.m.)

The NEW
"Art of Political Persuasion"
Marathon Weekend Workshop - Part 2

- Political Cross-Dressing and Undressing;
- The Value X-Ray;
- Five Unconventional Techniques;
- MINDFOCUS: The most Powerful Persuasive Approach in Existence; applied to politics and economics;
- Intellectual Judo;
- Reverse Macho Flash;
- Metaphors and Storytelling;
- RECRUIT, EDUCATE, ACTIVATE: Persuasion's Playing Field.

...AND SPECIAL EVENTS YOU'LL WANT TO ATTEND

FRIDAY, SEPTEMBER 22:
(7:30 - 9:30 p.m.)

AWARDS & REWARDS
Dinner and Reception

Guest Speaker:
Michael Emerling
"GAMES FREEDOM ADVOCATES PLAY"

(cash bar opens at 7:00 p.m.)

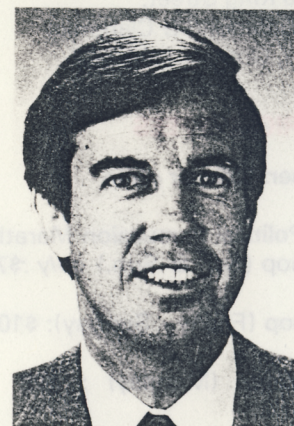
(dinner begins at 7:30 p.m.)

MONDAY, SEPTEMBER 25:
(7:00 - 9:30 p.m.)

THE MINDFOCUS EDGE:
Fine-tuning your cognitive processes for achievement.

With MINDFOCUS, you'll use far more of your mental and psychological powers than you dreamed possible. It's the new foundation for far greater effectiveness in your work, dealings with others, and romantic love.

The seminar will include both lecturing and skill practice, giving ideas and teaching the techniques. *Money-back guarantee.*



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 dozens of campaigns --- as candidate, campaign manager, and political consultant.

As speechwriter and ghostwriter for dozens of political candidates, Michael has written hundreds of articles and speeches. His provocative essays in free market publications (*How to Gain Converts Left and Right; The Late, Great, Libertarian Macho Flash; The Militant Mentality*) have stirred a storm of controversy and become a major influence in the movement for individual freedom.

Of course, Michael is best known for his **Art of Political Persuasion** Marathon Weekend (continued)

Workshops, which he originated and which have drawn rave reviews throughout the United States and Canada: He has given over 150 workshops and seminars in 60 cities.

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.

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

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.

The **NEW Art of Political Persuasion** Marathon Weekend Workshop is a fresh 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. 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.

ALL EVENTS TO TAKE PLACE AT:

THE RAMADA HOTEL
(formerly the Park Lane Hotel)
Downtown London
186 King Street,
(between Richmond & Clarence)
LONDON, Ontario, N6A 1C7

PRICES & FEES

Friday Night Dinner: \$50 per plate

The **New Art of Political Persuasion** Marathon Weekend Workshop (Sat. & Sun.) *only* :\$75

Dinner & Workshop (Friday - Sunday): \$100

The Mindfocus Edge (Monday) : \$20

Complete package; *Dinner, Workshop,* and *Mindfocus Edge* (Friday - Monday) : \$115

(All prices and fees are tax-creditable; Money-back guarantee applies to workshop & Mindfocus seminar only).

**USE THE
COUPON
ENCLOSED!**

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



**DISCOVER
THE
SECRET
OF
TURNING
PEOPLE
ON TO
FREEDOM:
The
NEW
Michael
Emerling
Art
of
Political
Persuasion
Workshop**

**A TWO-DAY EXPERIENCE
GUARANTEED TO INCREASE YOUR
EFFECTIVENESS 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 NEW 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!*

(continued on back cover)