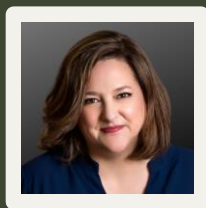

IT'S NOT TOO LATE

Bringing MAGA Voters Home

January 24, 2024



Presented by



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Founder, Smart Politics
Political Psychiatrist



Locke Peterseim
Content Manager



AGENDA

- **It's not too late**
- **Deradicalization process**
- **The project**
- **Next steps**
- **After party**



It's not too late



How do we know people can change?

Because...

- That's how brains work
- There are plenty of famous people who have changed their minds
- We have changed our minds
- MAGA voters have changed their minds in the past



“I’ve tried. If they were going to change they would have already.”

Here’s the painful truth:

You probably haven’t been approaching them the most effective way.



Deradicalization Process



Cult influence expert

Steven Hassan, PhD



- Former cult member
- Psychologist
- Author
 - Cult of Trump
 - Freedom of Mind
- Strategic Intervention Approach (SIA)
- “Giving up is a dysfunctional coping mechanism.”



**Why are we talking
about cults?**

**Because MAGA and
Trumpism resemble
a cult of personality**



1

CONNECT



CONNECT

You are their
lifeline back from
MAGA

How

- Re-establish contact
- Heal relationship
- Build rapport



2

GATHER



GATHER INFORMATION

To earn trust and
communicate
effectively

Gently ask questions to discover...

- What they believed and valued before MAGA/Trumpism
- What they believe and value under the influence of MAGA/Trumpism
- Their authentic self: Core identity, genuine personality, and real feelings beyond influence of MAGA/Trumpism



3

CULTIVATE



CULTIVATE DOUBT

To help them think
more freely and
critically about
MAGA and Trumpism

How

- Highlight ambivalence
- Encourage perspective taking
- Share your experiences and the experiences of others
- Contrast ideal with reality
- Ask what it would take to change their mind



4

MOTIVATE



MOTIVATE CHANGE

To inspire change
even though change
is hard

How

- Decrease exposure to MAGA and Trumpism via media
- Foster new, healthy relationships
- Facilitate the development of new interests and activities
- Provide emotional support to overcome fear of change



The Project



It's Not Too Late

**Commit to reaching
out to one MAGA
voter this year**



**Learn how to bring
MAGA voters back
while supporting each
other in the process**

**Attend weekly Sunday
night group**

**Reach out to one
MAGA voter**

**Together we
deradicalize 1000
voters**



**Influencing one
voter matters more
than you think**

Three Degrees of Influence

- Christakis and Fowler, 2007
- Everything we do influences the thinking and behavior of others out to three degrees
- Friends (1st degree), friends' friends (2nd degree), friends' friends' friends (3rd degree)
- ~8000/person
- ~8,000,000 for this project



Next Steps



**Was this webinar
helpful?**

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with family and friends**



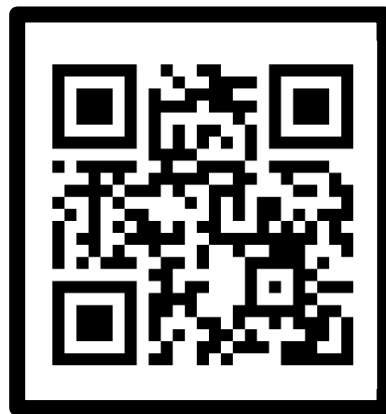
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Join us on Sunday night

8 pm ET/5 pm PT

Register on Zoom



bit.ly/48N3IUM



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After Party

