IT'S NOT TOO LATE

Bringing MAGA Voters Home

March 27, 2024

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AGENDA

- It’s not too late
- Deradicalization process
- The project
- Next steps
- BONUS: Angry Uncle Bot

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

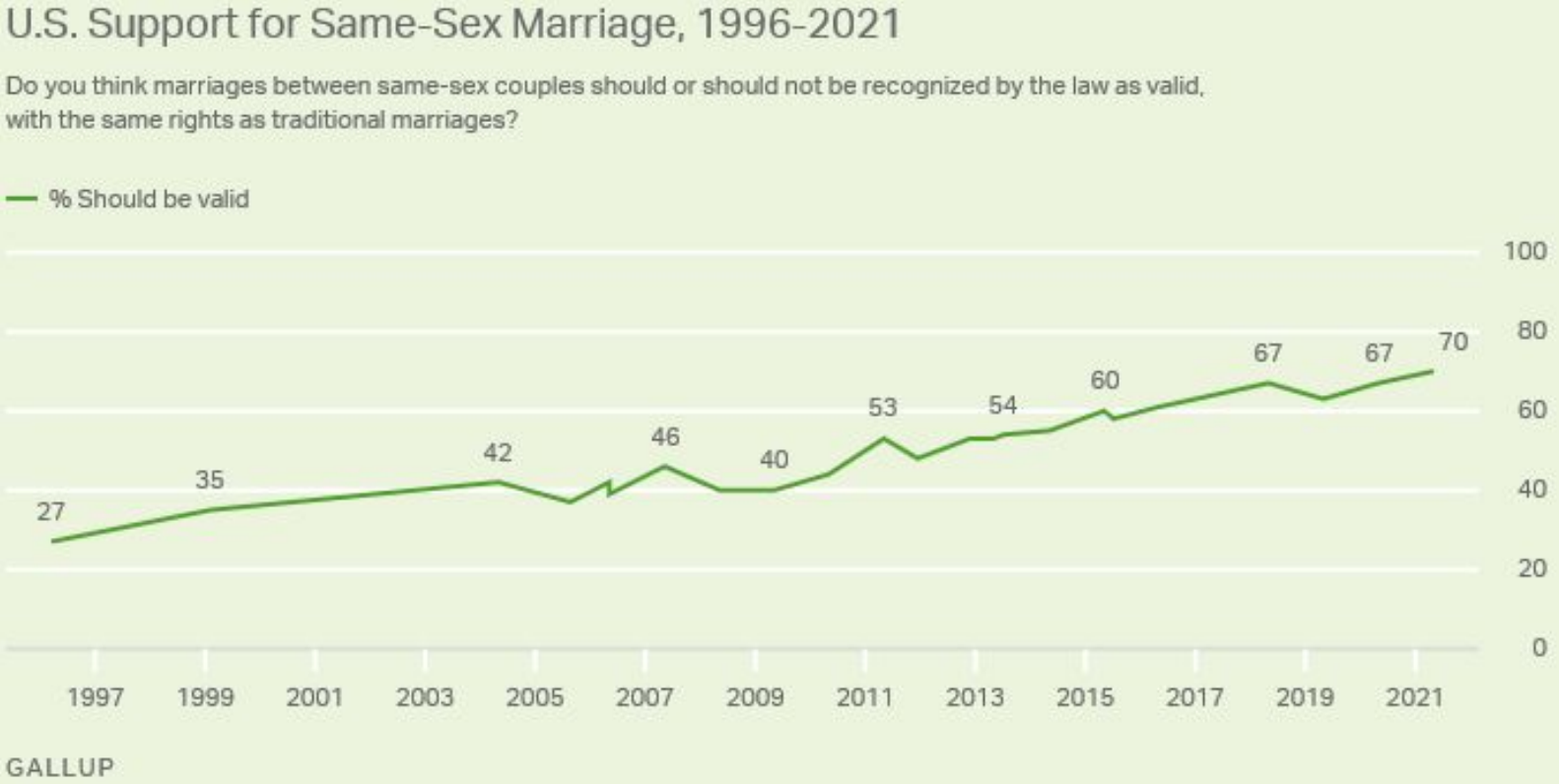
Most of the time we don’t notice change when it happens

Consistency Bias

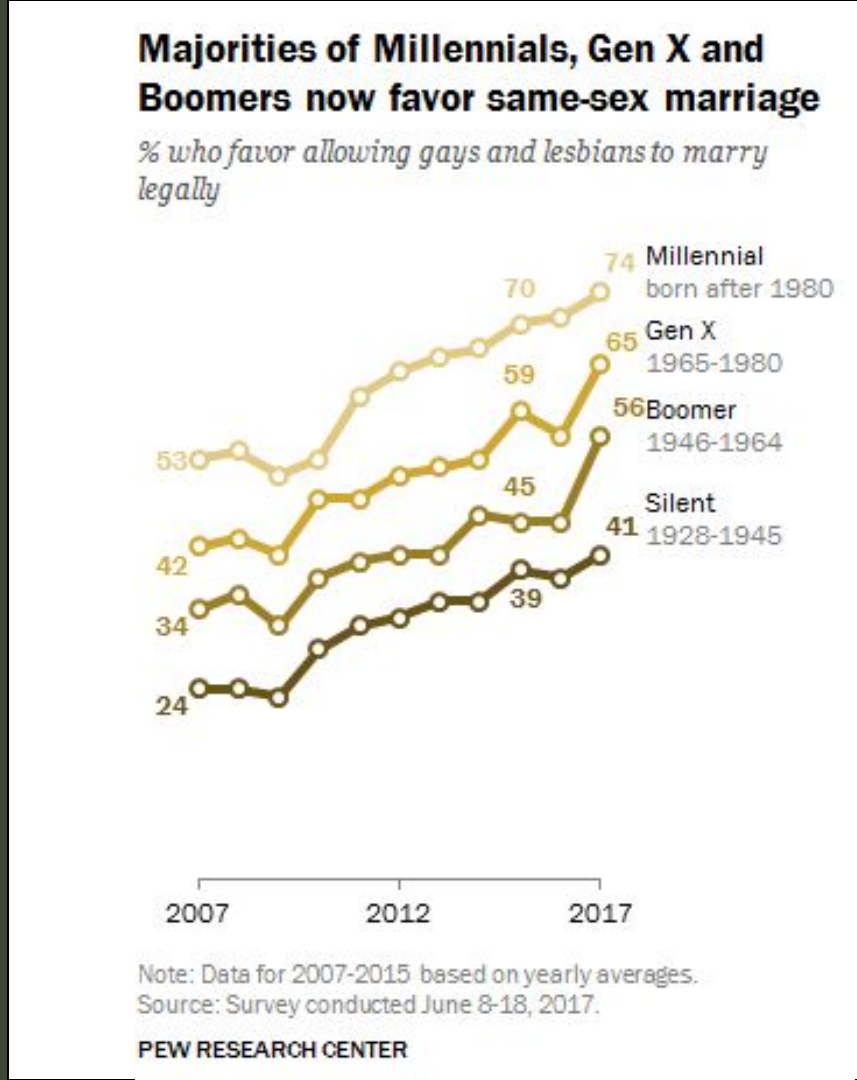
We assume people (including ourselves) remain consistent over time.

One dramatic case

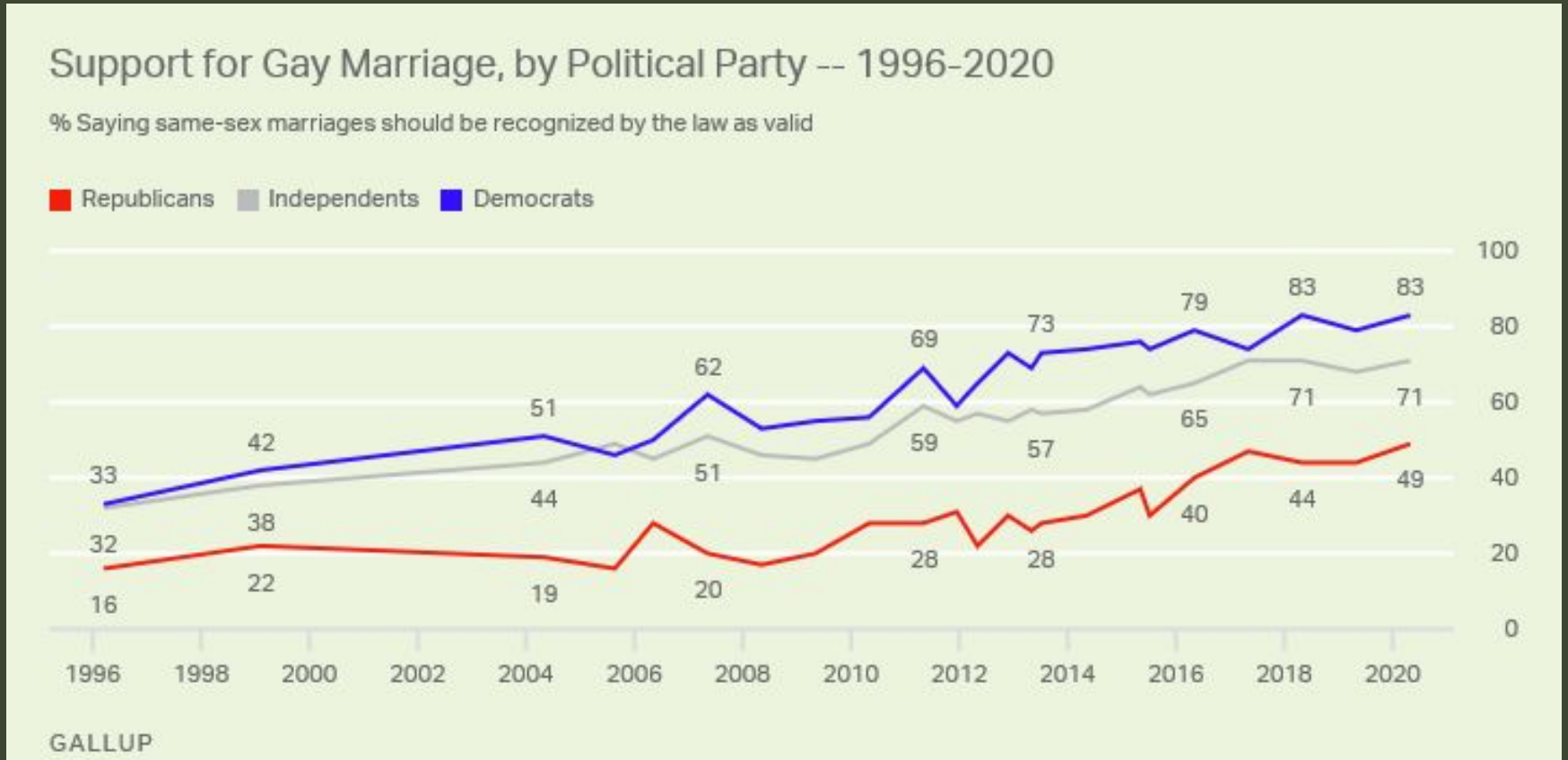
Marriage Equality



Change by Generation



Change by Partisanship



“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 in the most effective way.

Deradicalization Process

Steven Hassan, PhD

Cult influence expert

- 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

But it doesn't matter what we call it. The way to bring loved ones back is the same.

1

CONNECT

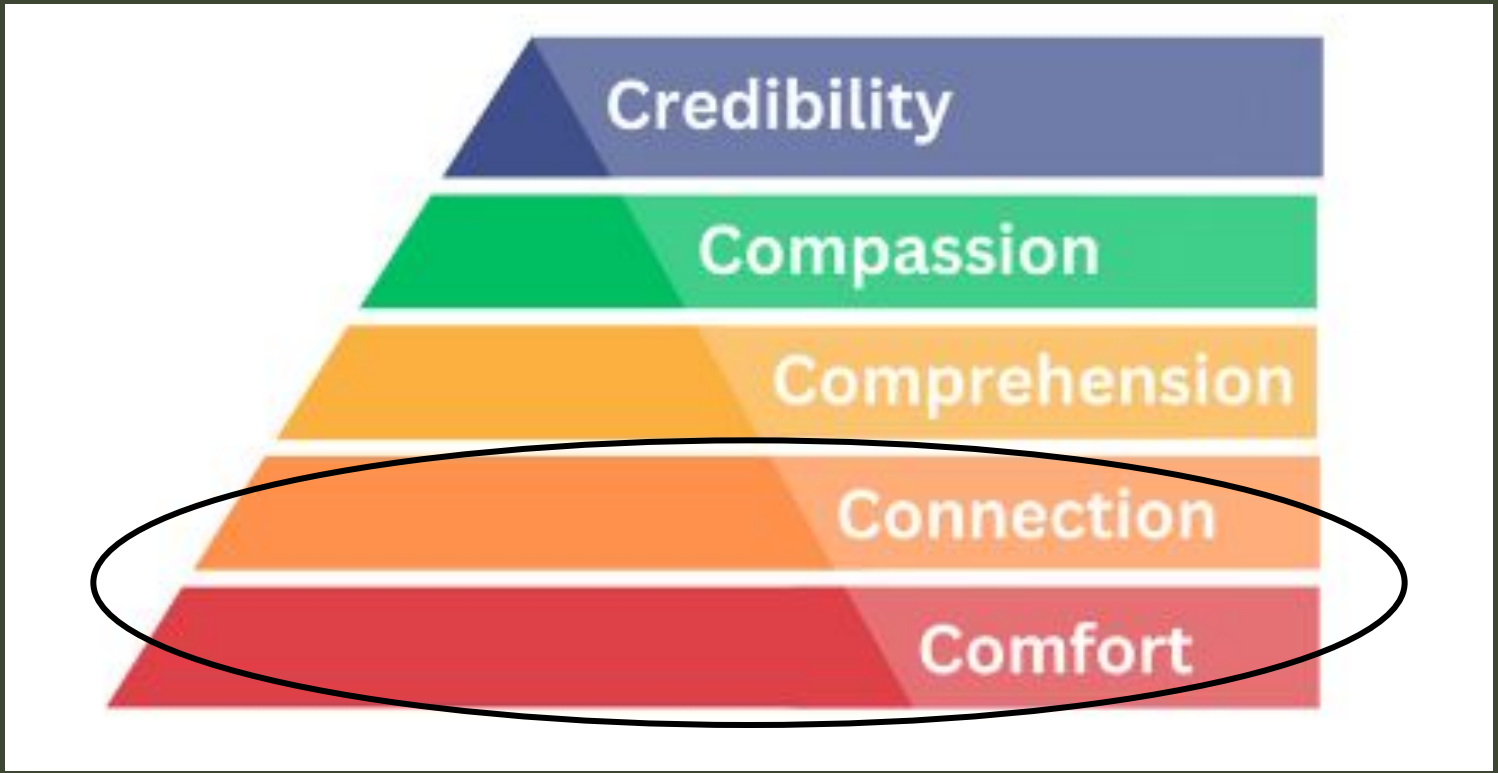
CONNECT

You are their lifeline back from MAGA

How

- Re-establish contact
- Heal relationship
- Build rapport

Trust Pyramid



2

GATHER

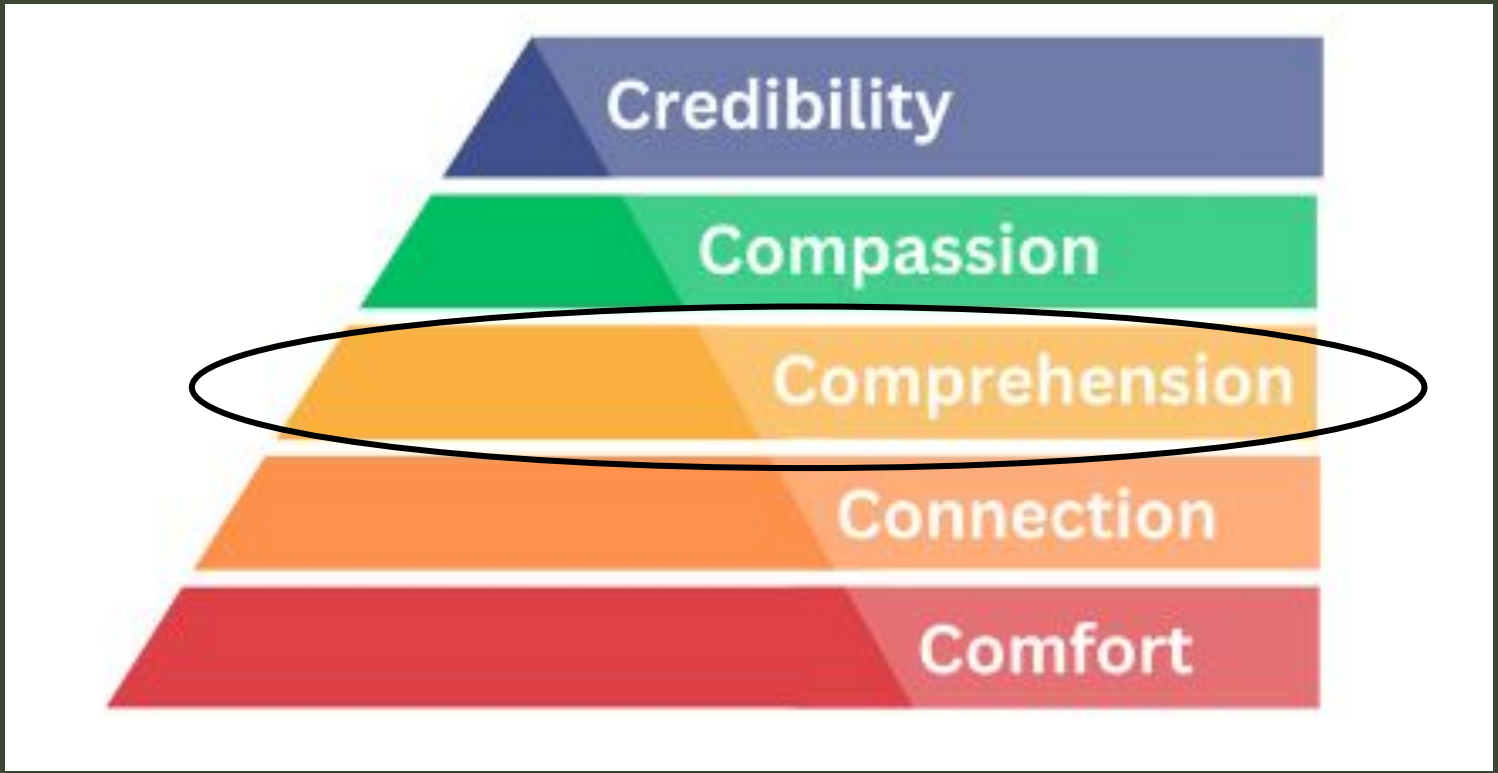
GATHER INFORMATION

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

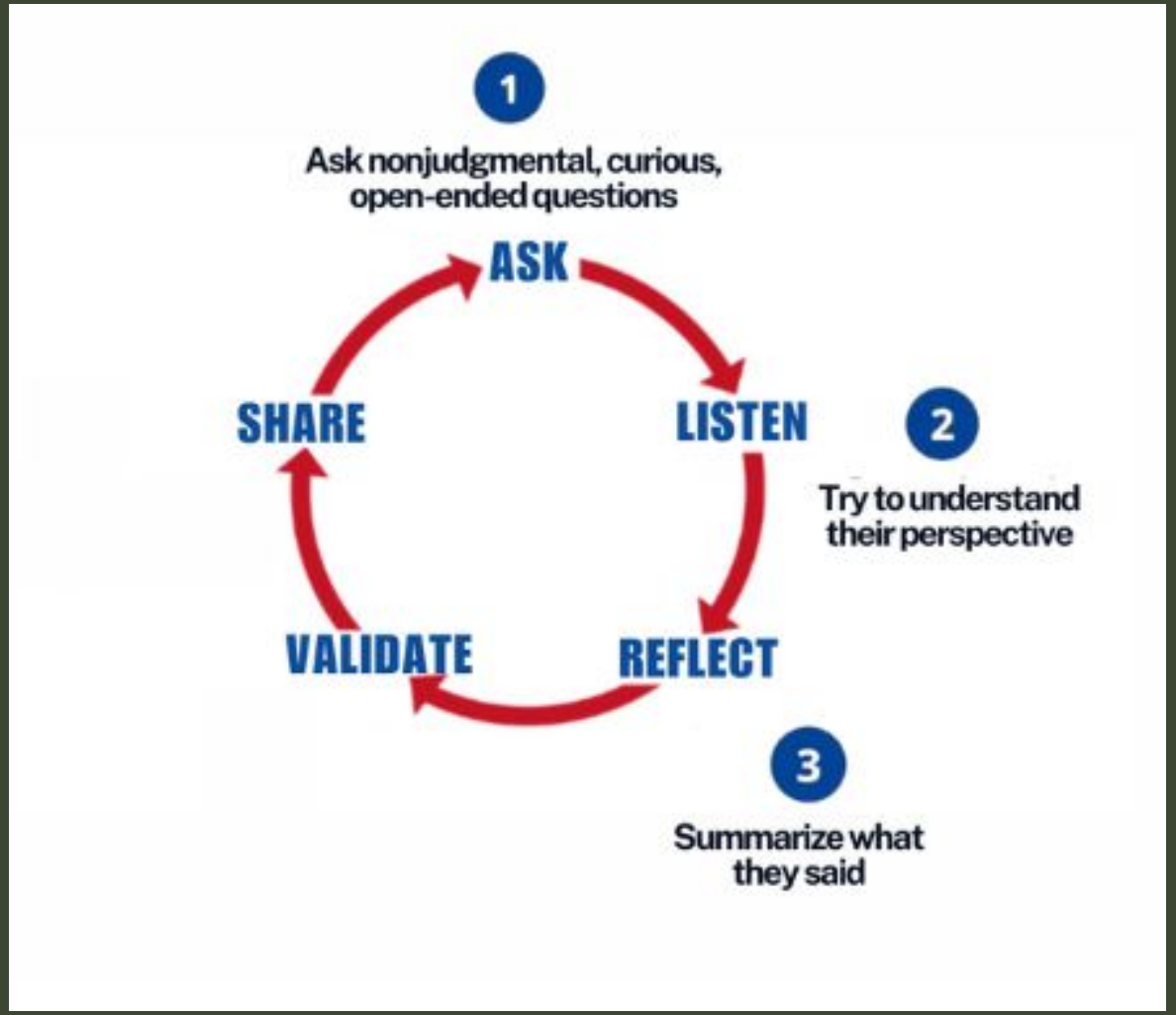
Trust Pyramid



Persuasion Conversation Cycle

Most important for gathering information:

- ASK
- LISTEN
- REFLECT



3

CULTIVATE DOUBT

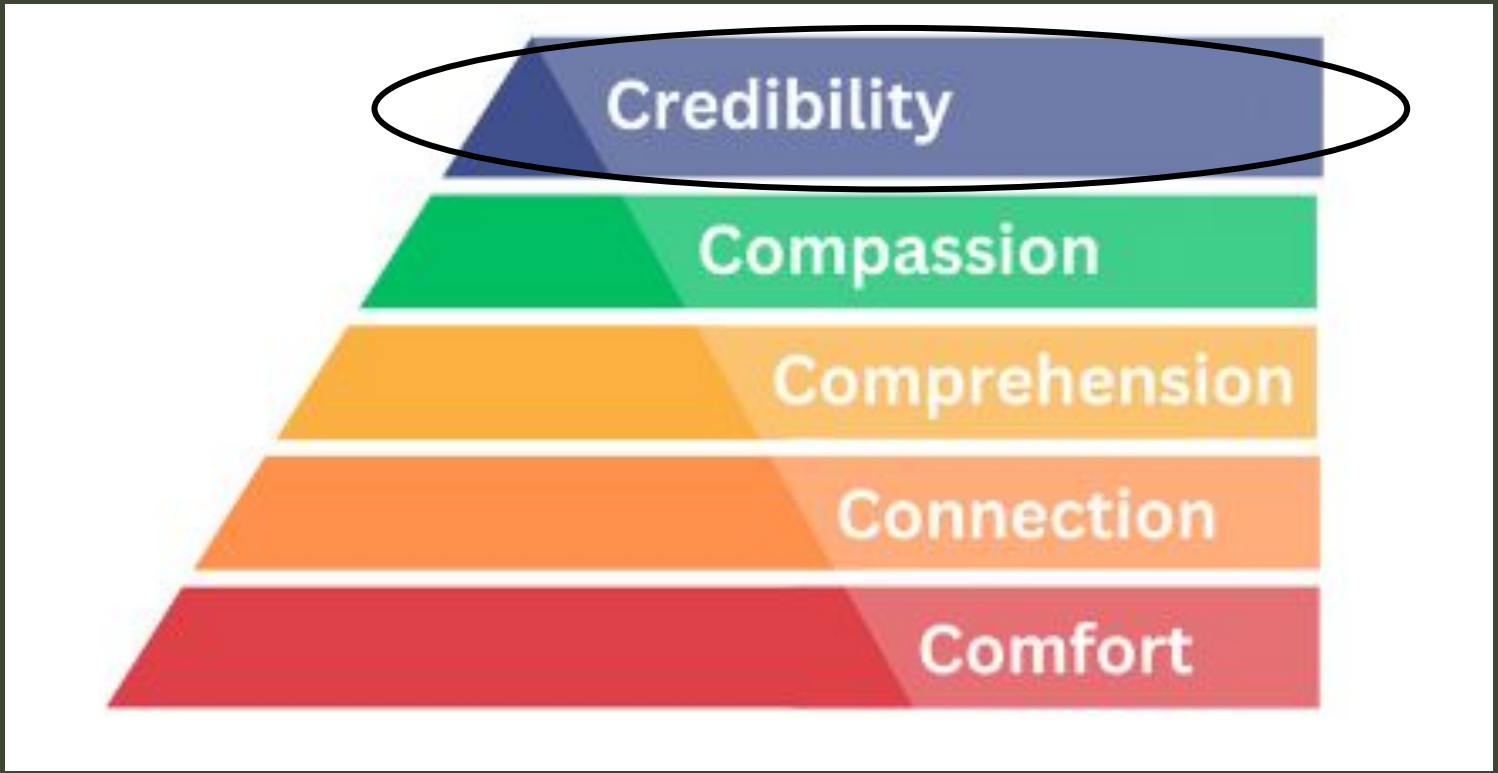
CULTIVATE DOUBT

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

How

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

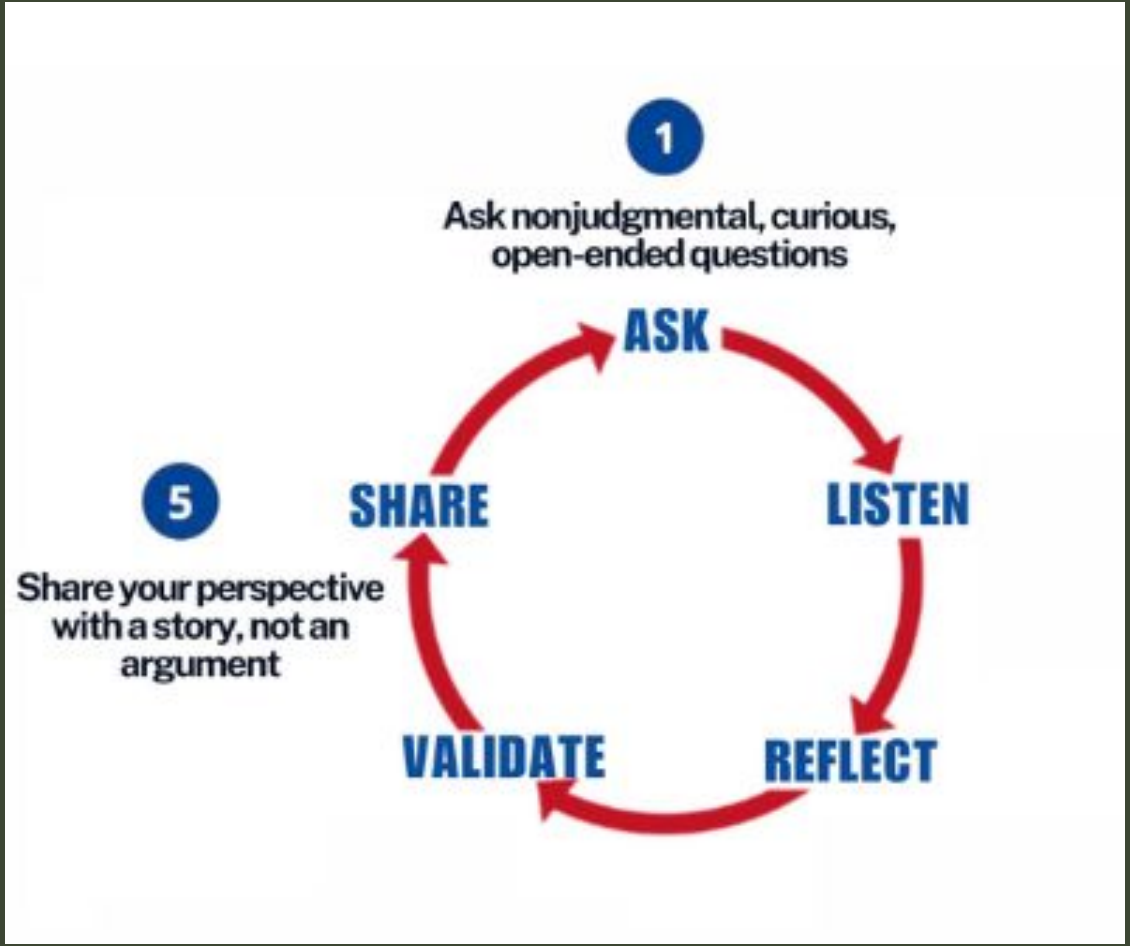
Trust Pyramid



Persuasion Conversation Cycle

Most important for cultivating doubt:

- SHARE
- ASK again



4

MOTIVATE

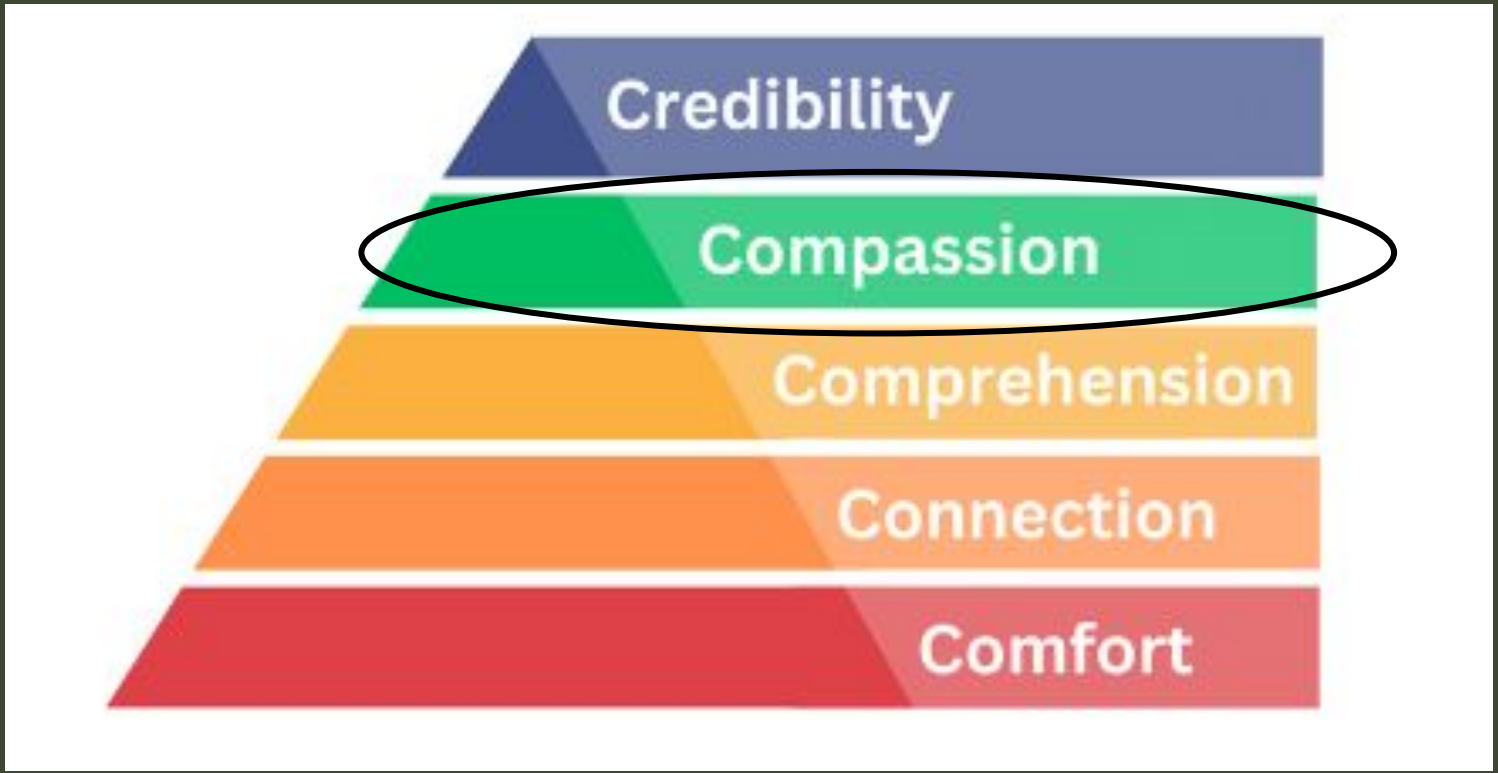
MOTIVATE CHANGE

To inspire change even though change is hard

How

- Foster new, healthy relationships
- Facilitate the development of new interests and activities
- Provide emotional support to overcome fear of change

Trust Pyramid



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

1. Attend weekly Sunday night group
2. You reach out to one MAGA voter
3. 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

Ready to get started?

Visit our linktree!

linktr.ee/itsnottoolateproject

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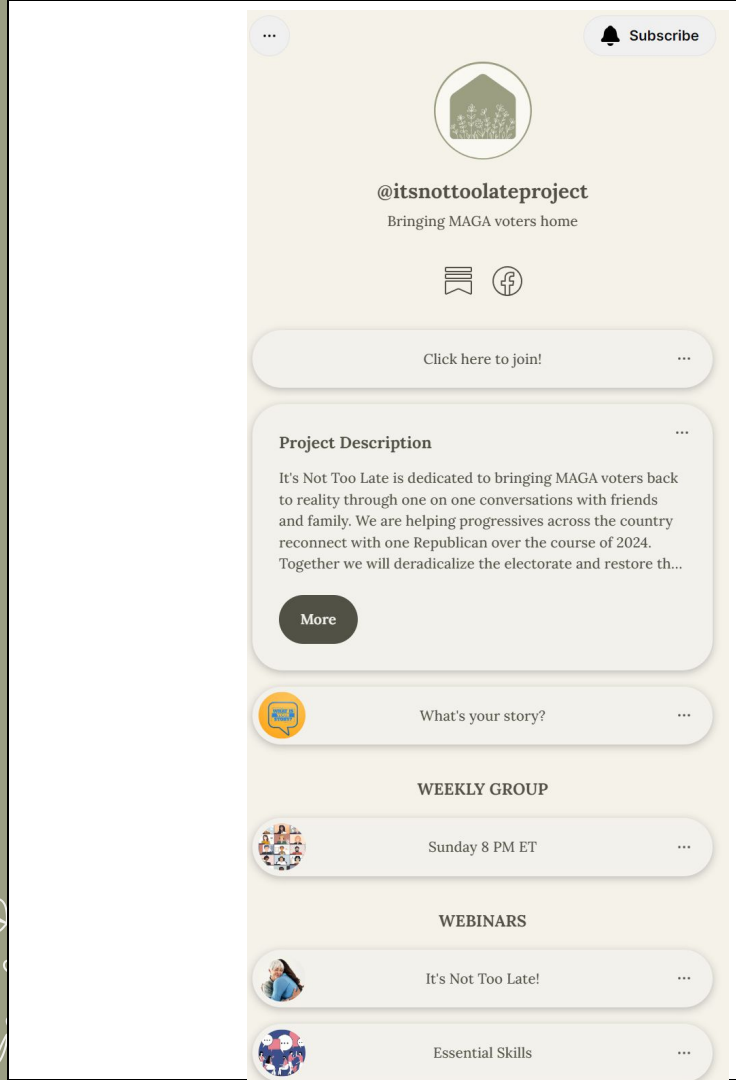
linktr.ee/itsnottoolateproject



Ready to get started?

linktr.ee/itsnottoolateproject

TOOLS

- Persuasion Conversation Cycle ...
- Trust Pyramid ...
- Angry Uncle Bot ...

OTHER IMPORTANT STUFF

- Project Overview ...
- Smart Politics ...
- Contact us here ...
- Buy Locke a Coffee ...

BONUS
Angry Uncle Bot