CROSSING PARTY LINES

CPL 101: Tips & Techniques

Typical Political Frame	CPL Frame
• I am right. • You should listen to me because my views are right. • Once you understand, you'll agree with me. • If you don't agree with me, you're the enemy.	• Mine is but one of many useful perspectives. • My views are right for me. • You might understand me without agreeing with me. • When you listen to my views, I feel like we are in this together.

- Begin with a "hook," something they aren't expecting and that you think may pique their interest.

- Be specific. Avoid generalizations.
    - Try replacing "corporations" with the category of corporations you are thinking of, for example "multi-national corporations" or "small businesses."

- Avoid terms you know mean different things to different people:
    - Freedom, patriotism, racism, political correctness, entitlement

- Avoid laundry lists – people can only track one or two ideas at a time. Give them time to digest.

- Express your views using your own words rather than slogans or party lines.

- If you bring up a party slogan, explain what it means to you. Don't assume they know.

- If you notice yourself saying the same things you said before, tell them why you feel the need to bring it up again. (If it simply that they didn't "buy it," reassess why you are talking in the first place.)

- Share experiences, not facts. If you do share things you consider facts, put them in the context of experience:

  Rather than: "<Name of their candidate> is a liar."
  Try: "I've seen things on the internet that make it difficult for me to trust that your candidate is telling the truth."

  Rather than: Scientists have proven….
  Try: "I found the study that concluded ـ____ very convincing because _____."