

ChangeBack2012.com/ChangeBack2012.org

When it's time to run against President Obama, this theme is going to be worth a couple of million votes. It will build a nice mailing list.

Obama ran his nomination campaign on **Change**. He ran his Presidential campaign on **Change We Can Believe In**.

Any version of **Change** in 2012 will convey this message: "Me, too." That will be the kiss of death for the Republican nominee.

Reagan was not so foolish as to run in 1980 on any version of **Trust Me**. Carter had shot himself in the foot with that one.

Can you imagine Clinton running in 1992 on some variation of **No New Taxes**? That was George Bush's albatross.

Change will be Obama's albatross.

The Republican nominee will find it hard to run on **A Better Change** or **Trust My Change** or **Change You Really Can Trust**. That campaign will be greeted with "Says you." That response in direct mail is a killer. Yet if he runs on a platform of **No Real Change**, he's dead in the water.

I suggest **Change Back**. **Change back** themes in 2012:

- Taxes
- Deficit
- Federal spending
- Debt clock
- Immigration
- Unemployment
- The dollar

Why **Change Back 2012**? Because the date identifies the slogan as political. Otherwise, the phrase conveys no precise information. Change back to what? Where? Why? Why now?

I own the two domains. I will not sell them. I will be open to a joint venture, beginning immediately after the Republican national convention in 2012. Keep this in mind as you think about strategy for the election that year. At some point, some creative person is going to be able to put the phrase to good use. Maybe that's you. If you think it

might be, keep me in mind.

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