

# CONSERVATIVES CONTROL THE LANGUAGE

2016 & 2020: Could the stakes be any higher?

**IT'S ABOUT FRAMES**

of mind, not facts

**IT'S ABOUT THE 95%**

**UNCONSCIOUS THINKING,**

not just the 5% conscious thinking

**IT'S ABOUT YOUR + YOUR COALITION'S**

**BRAND'S CHARACTER.** All politics is moral.

**IT'S ABOUT SPECIAL WORDS**

(magic or toxic) & **REPETITION**

**IT'S ABOUT THE PATHOS,**

**EMOTIONAL CONNECTION,**

not just intellectual appeal (our life is 80% emotion, only 20% intellect)

**TAKING OUR COMMUNICATION STRATEGY UP A NOTCH**

