

# ANOINTING FOR WINNING POLITICAL ELECTIONS

PATCH Your words, SHAKE and GO,  
(The easiest route to winning political positions,  
right from the scratch).

THE ANOINTING  
FOR  
WINNING POLITICAL  
ELECTIONS.

O'L – MOON – A.

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By

O'L - MOON

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BY

O'L – MOON. A.

AUTHOR OF "WINNING IN MAFIA MODE".

***POWER IS NEVER SERVED "A LA CARTE",***

***“If you decide to be casual with the political issues in your Jurisdiction, You’re sure on your way to become a political casualty in your jurisdiction.”***

***“If you refuse to participate, would your country, especially your constituency, ever get it right in your lifetime?”***

## **AUTHOR'S NOTE**

The value of this great little work is evident even from the mere reading of its table of contents. It is a book of perennial interest and many-sided usefulness for self-development, self-knowledge, acquisition of political power for the purposes of doing good, and making success in life.

It is a work that edifies, stirs to intelligence, and empowers human will for good and for achievement of greatness.

Students, grown-up persons, religious leaders, Technocrats, young adults and women, businessmen and lovers of humanity—all are bound to find in the pages of this book, plenty of specific guidance and thought provoking real life political experiences, for smooth ascension through the political ladder to the top.

— O'L - MOON - A.

For feedback, questions or political assistance,

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## **DISCLAIMER**

I wish to state that I take no responsibility for any injury, damage or loss, claimed to have been suffered or inflicted by anyone, on anyone respectively, after reading this book.

Let me quickly state that, this book is only to teach you about politics, it is not tailored to teach you english language, so if what you are looking for is semantic errors, sorry, this book is not for you.

Though, you are likely to learn more than politics from this book.



amanuensis alter ego during the interactions, I was able to eventually document some of the secrets in this book.

Some of these elders were at some point in their lives, political consultants, public office holders, some still currently hold public offices, while some of them have decided never to take any public office despite their immense understanding about the secrets, some of them are now the political “gatekeepers”, that most budding aspirants must pass through, if he/she wishes to be successful in the political arena.

However, one of my fears is that, as the political "mysteries of the elders" are about to be taught and talked about in this book, I hope the younger ones reading and learning about it, would judiciously use it, and when they might have used it to get to public offices,

they would govern better. WHICH IS THE SOLE PURPOSE OF THIS BOOK.

**This book is also for the following people**

- (i) Anyone running for any post – whether public office, in the corporate world or any status that involves competition and voting, this year or very soon.
- (ii) Anyone curious about modern day politics, and would like to help his/her candidate or any good candidate to win.
- (iii) Anyone in a newly formed political party that is yet to be popularly accepted by the electorates or in a party that’s losing relevance.
- (iv) Anyone who want to learn about political strategies – War gaming, campaign strategies and its components etc.

So,

- (1) How do you rise up and scale the fence that demarcates the electorates from the elected, so as to be able to exercise your knowledge about governance for the good of all?
- (2) Who teaches you how to win elections?
- (3) Where do they teach about winning elections?

Dear reader, I asked these questions because if you know how to govern very well, if you have great ideas to move your county, Local government area, State or Country forward, but you are not given the opportunity or not elected into the capacity to exhibit these ideas and put that your invaluable experiences into practice to help the humanity, then tell me please, of what use are your ideas?

Have you noticed how some intelligent people, those assumed upright persons, the technocrats and the freedom fighters in your area have all found it very difficult to break into the political circuit? Have you seen how people with great human feelings, the sincere philanthropists, who would have sincerely spread more goodness across your constituency fairly, without being corrupt, have labored in vain to break into the political circuit?

Have you ever wondered why so many people, even you, who would have affected your generation and generations yet unborn positively, if elected into the capacity to do it, are always on social media and in the news constructively criticizing the government, with lofty ideas, yet, majority of the electorates are not willing to vote for you, despite agreeing with your views?

Cut the excuses please, the answer is so simple, truth be told, you have not mastered how to win elections, and mind you, those who are in the circuit would not want to teach you how to do it. But to be sincere, it is not really their faults, they did not also get it

have one sole aim, irrespective of all the junctions along the journey, their singular aim is to make you achieve your political goal. These routes are known as “**PATCH Your words, SHAKE and GO**”, they are acronyms for the followings;

- a) **POPULARITY**
- b) **ACCEPTABILITY**
- c) **TRUST**
- d) **CONSISTENT COMMITMENT (WITHOUT OBVIOUS DESPERATION)**
- e) **HUMILITY**
- f) **YOUR WORDS (DIG DEEPER)**
- g) **SPIRITUALITY**
- h) **HIDE YOUR FEARS**
- i) **ACHIEVABLE PRODUCTS/AGENDA (WITH A REALISTIC ROADMAP)**
- j) **KGB**
- k) **EXHIBIT DELIBERATE IGNORANCE**  
and
- l) **GENIUS TRICKS**
- m) **OBJECTIVITY (BE A FAITHFUL CHAMELEON)**

According to FDG., all the formular have been tested severally, and have proven to stand the test of time. Though the major ones are the 13 listed above, however, from my experience and what I had seen before writing this book, I realized that you must never underestimate the length at which the oppositions could go. So, I found it imperative to add this one;

- n) **PRECAUTIONS**

So, good luck.

## EIGHT - YOUR WORDS (DIG DEEPER)

**H**ere is one of the delicate parts of everything, if you have mastered the rest attributes and you ignore this aspect, be rest assured, you are going nowhere.

You should know how inevitable it is for you to address people, the political gatekeepers, your sponsors, the electorates, the media, interest groups, religious institutions etc. Due to the existence of numerous social media these days, your words might not be verbal at all time, but no matter what you use as your medium to address anyone, the contents of your messages are not to be handled with levity hands. At this rate, if your schedule becomes much more over-filled, you might want to get some very loyal and politically intelligent hands to handle your messages on your behalf, such persons must bring to your notice, without delay, anything and everything in the news that has to do with you, and with your political mission, even, things that have to do with any of your opponents, and you must be aware of anything to be sent out on your behalf before such message is sent, so as to verify if it tallies with your political ideology.

In view of the above, you need to dig deep! Deeper than the rest. I was fortunate to have discovered at an early stage, how important it is to; ***“Know Something About Everything, And Everything About That Something”***.

So, listed are some of the vital things you must do;

First and foremost, - **Find out the scope of your jurisdiction**, i.e. the geographical size of your constituency. Then, divide the area to smaller units, most politicians prefer dividing it according to the number of the polling units. Next, find out the total number of the

registered voters per that area.

Calculate the total votes needed to win according to the electoral laws stipulated for the election. Then earmark your strong units and guard it jealously.

You must be wondering about the importance of those actions, right? If you did all other things said under other topics and you do not know about what is been discussed here, then you need more tutorials. Just send a mail to us via our contact address.

As you divide the areas, dig deeper to find out the passions and needs of the people in each area, for instance, their passions and needs could be about their (i) Religion (ii)Tribe (iii) Restructuring (iv) Workers' salary (v) Electricity (vi) Road (vii) Agriculture (viii) Security (ix) Unemployment, (x) Hunger, (xi) Values. etc.

But be very careful not to use it to divide them, you only need the information to help you prepare your campaign baits according to each unit. If you misuse it and it divides the electorates, be sure that you would have a lot of disunity/division crisis to deal with if you eventually assume office.

Their passions and needs would form the focal point of your campaign speech at their respective units, when the time arises for it.

Also, within each of these units, identify the “mouth-piece” and the “muscle”. These two, must either be swayed to your side to strengthen your camp, or be dissuaded from assisting your opponents.

(Always remember, ***“Everyone has his/her price, especially when you offer them an option they cannot reject.”***)

While identifying their needs and passions, take time to identify their dislikes too, it would help you a lot. Why do you think most

politicians, lose elections? The reasons are because of laziness and lack of proper planning, which are why you need to start early enough.

Another vital action to take is, “**listening to the news**”. You must listen to the news always, read newspapers always, search the internet for information about everything, ranging from how to find solutions to the electorates’ needs, up to their historical backgrounds, as well as history about prominent and illustrious sons and daughters from those areas, memorize or jot down memorable quotations from their known illustrious sons and daughters and quote them to their hearings, I bet it, they would start seeing you as the reincarnate or the replica of the original owners of the memorable quotes.

Let me quickly put it here that, as you transverse the units for your findings, you would be able to draw your agenda. But please, as you do this, it would help you a great deal, to make your agenda an achievable one, and try as much as possible to juxtapose it with sensible solutions, through clear and realistic roadmaps. These cannot be done without thorough research.

All the findings from the above, would guide your speeches and actions, as well as boost your confidence, should you be invited to participate in any political debates, **IT IS CALLED HOMEWORK.**

Under this same topic which deals more about people’s perception about you, there is another thing, that some politicians do, in order to boost their winning chances, and that is by developing their own style. This could be your dressing style, it could be a special motto or slogan, (*this, I shall tell you how to create and use it*) jingles, gesture or poise, hand signs, or introductory song, etc.

One of the factors that make this particular topic to be of great importance is that, just like most of the other topics, e.g, your

humility and commitment, it would reflect in your speech. Also, whether your level of acceptability by the electorates would increase or decrease, depends on your speech.

***“In Politics, Everything Is About Perception”.***

Like I quoted in one of the previous topics above, about FDG’s experience where he said he innocently told some people thus; *“I have so many project to complete, I need to attend to my primary assignments, others, please kindly go and represent us”*. That was his words, which resulted into a political turbulence that took a lot before it was calmed.

For instance, there was a governor, who was well accepted and voted for initially, but somehow, some words were alleged to have come out from him, he was quoted as saying that the state civil servants’ votes meant nothing to him, that only the market men and women were the real voters, whose votes were of more importance to him. These words ushered him out of the government house.

Let’s go back to FDG’s. speech about how he went out of his way to learn about people’s culture. Read on;

*“I remember purchasing different traditional movies so as to get proverbs spoken in some particular dialects, sometimes just for me to learn about some dialects, even at times, for the purpose of learning about a particular religious belief”. (He asked me to imagine myself addressing three different core religious groups at different locations with the ability to quote relevant religious verses from each of their holy books or creeds).*

*(He also told me to imagine someone else without this ability to quote relevant verses as I did, addressing these same three groups of different religious beliefs, but using his/her own personal religious quotations only, to address them all), He said, for example, imagine a Christian politician quoting scriptural verses*

from the Holy BIBLE to drive home his/her points while addressing some Islamic religion believers or/and traditional believers, That singular act would, to a large extent, position him as an outsider to some, if not all, of the audience. Whereas, he/she addresses them, quoting from their (the audience) religious creeds, they would tend to see him/her as someone from their side. Of course, they are likely to find out his/her true religious belief, but believe me when I tell you that they would still respect him/her for it”.

Truly, I have seen a serving governor, who dressed like an Islamic believer during the Salah festival, I have equally seen people who dress in the traditional attires of the people residing in the areas where they would be campaigning.

Everything is about communication, either verbal or non-verbal. There is no harm in learning some slangs or dialects of the electorates/ gatekeepers.

So, Let’s dissect all that have been written in this chapter in more elaborate and simpler form.

Let’s start with your campaign message

## **CAMPAIGN SPEECH**

For every successful campaign, there must be (i) a campaign speech, (ii) a defined way to deliver the speech, (iii) a well-drawn out strategy to reach the targeted audience, in this case, the electorates and the political gatekeepers. Without these things listed, it would be difficult to activate the **GOTV** (*get-out-to-vote*) button of the voters.

Although most politicians know these, but winners know what to do and how to do it, while those who lose either don’t know what to do, or know only what to do, but still don’t know how to do it.



## **Check out the major parts of campaign speech.**

- (i) Your Profile (The event).
- (ii) Your Script
- (iii) Your Creed
- (iv) Issue Positions
- (v) The X-Ray of your opponents

Let me briefly touch on the above listed quickly

- 1. YOUR PROFILE:** Contrary to popular opinion, your profile isn't just about your educational background, awards, resume and the likes. Politically, It's the incident, the event, that particular story that changed your life, your thinking and your belief to becoming someone worthy of sitting in the office you aspire to take. I mean the emotional and touching story that built you up, causing the difference in your life. Remember, if you don't tell the voters about yourself, your opponents would tell them about you, and you can be sure, it's going to be the negative things about you.
- 2. YOUR MOVIE SCRIPT:** This makes voters know that you are one of them, and that you can be trusted. More explanations on this later on in this same chapter.
- 3. YOUR CREED :** These tell the voters about what you consider as right or wrong, your belief, which you must paint to align with the voters'.
- 4. ISSUE POSITIONS:** This simply means your agenda.
- 5. THE X-RAY OF YOUR OPPONENTS:** This talks about what makes you better than your opponents. (Please note, whenever you want to talk about anybody in the political circle, be it in your camp or in the opponents' camp,

whether good or bad, always start your sentence about such people by saying, “*As of now, based on the few information I have about him or her*”, then continue with what you want to say about him or her). This is because in this life, especially in politics, there is neither a permanent friend nor permanent foe, and in this period of technology, where the internet never forgets anything captured into it, if a political enemy you had already castigated turns a new leaf and joins your team, no matter what you might have said about him or her, as far as you included the clause I previously stated above, you’d still be able to change the narrative to accommodate the new convert.

From all the above, you’d need to craft out a simple, yet easy to remember **MOTTO**.

Another key thing is that your speech must arouse voters’ emotion at all time, - “*Emotion wins, Logic doesn’t*”.

As you comb your constituency, dig deeper to find out the passions and needs of the people in your constituency, things like, (i) Religion, (ii) Tribe, (iii) Workers’ welfare, (iv) Electricity (v) Road Network, (vi) Agriculture, (vii) Employment opportunity (viii) Tax cuts.

To further help you, another way to get your speech together is to;

- (a) Make a list of things you would want to accomplish, were you to have a magic wand.
- (b) Read the newspaper and listen to the news, then jot down relevant things and work on them.
- (c) As you transverse your constituency, note what you see that need fixing.
- (d) Recruit brain trusts and brainstorm with them.
- (e) Visit prominent leaders/interest groups leaders to learn about their problems.

After the above exercises, divide your findings into the following three (3) groups;

- (a) The ones that concern you most.
- (b) The ones that are common to you and your various constituencies.
- (c) The ones you can really solve

Thereafter, find the ones common in the three (3) categories.

More so, don't forget to search for what your opponents are avoiding to talk about, this is a great tool, as you can actually use it to construct a passive or an indirect knock-out statement like, “ would you vote for someone if you had known he did \_\_\_\_\_ and \_\_\_\_\_, and was involved in \_\_\_\_\_ and \_\_\_\_\_? ”

Another crucial thing is this, voters need to know what's in it for them, therefore, as you try to arouse their emotions, you must let the voters know what you are going to do for hem that would improve their quality of lives. Things that would ease their pains.

Just like I promised before, let me quickly explain further about how to turn your campaign speech into a **MOVIE SCRIPT**.

*That is, turning your campaign speech into a movie script*, Most politicians have always missed out this vital point when it comes to the campaign. They always forget that the best way to drive home a point is through a well scripted storyline. That means a good campaign isn't just about rallies, thuggery or verbal attacks only. Let me tell you from experience, Your political campaign must be a good storyline, (this also goes for business/new product's campaign). Even in the scripture, Master Jesus knew the importance of this, therefore almost all His responses and

teachings were in form of good stories. In the same vein, your campaign must be a fascinating story, A larger percentage of voters want information that are very captivating, yet simple.

### **ANATOMY OF A GOOD SCRIPT FOR CAMPAIGN**

**SPEECH** : Experienced political strategists have known that every campaign speech's script must be scripted like a movie, such that, it would contain;

- (i) Threat/Threats
- (ii) Opportunity/ Opportunities
- (iii) Victim/ Victims
- (iv) Villain
- (v) Resolution, and lastly,
- (vi) The Hero.

(Remember, every movie has a beginning and the end, with correct sequence). Here is it, There must be a **victim or victims** of the **threat**, denied or about to be denied of an existing or future **opportunity**, by a single or a group of **villain**, then, the **resolution** to prevent the **villain** from unleashing the terror against the **victims**, to protect or rescue the **victim(s)** from the impending or ongoing terror from the **villain** would be proffered by the **Hero**.

The victims are always the society, particular interest group, religious group, children's future, economy etc. The villain is / are your opponent(s). The resolution is (most times) a factor in your motto or your GOTV. The threat is the harm or discomfort they are currently or about to experience. The opportunity is what the electorates have, the opposite is what they are complaining about. So, who else should be the Hero if not you? However, a good politician would always make the electorates see themselves as the heroes.

Please make sure that the threats are what the electorates can relate

with, what they truly understand, if they don't, make them understand it.

Think about terrorism or corruption, collapse of the economy, inflation, mass retrenchment and recession as a threat used for the campaign. Also think about the USA 9/11 attack.

Although, some desperate politicians would go the extra-miles to create the threat whenever there's none existing, so that they could use it to script their campaign speech. ***This is one of the reasons why conspiracy theories exist to today.***

Believe it or not, it's a bait, and the electorates would always respond against any threat, be it existing or imminent, other threats are terrorist attacks, (insecurity), incessant or impending natural disasters, e.g. flooding, hunger or famine, racism, impending economy crisis. If any or all of these are well scripted, they are all useful threats, very good enough to be used in your campaign speech.

All these speeches is to endear the victims (electorates) to the Hero (You), and to get them out to vote. Another thing to note is that, the hero must be described as someone who came from, and belongs to the electorates, someone who knows and feels, or had felt the same pain the electorates/victims are feeling, or about to feel. Hero that would signify "HOPE" for the electorates, hero that would make them feel that they have their own person in the government, (if he/she wins).

I also need to state here that, while using the threat in your script, you must be careful by choosing the threats that affect larger percentage of the valid and eligible electorates, this is important just in case the election causes division after you might have won, *(although you should try to avoid it, though in most cases, very inevitable, however if it happens, one of the best solutions to it, is*

*excellent performance once you assume the office, coupled with the fact that you have the larger percentage of the valid and eligible voters on your side, these would generally create a wall of defence for you), So, if you are helping to solve the threat to a larger percentage of the group, even if fragmentation happens, it would help to quickly absorb and erase the lines of division.*

**More examples of threats are;** Depression, recession, fear of bad policies from the opposition (whether incumbent or not), inability of the opposition to handle case of pandemic, poverty, high taxes, bad road network, infrastructural deficiencies, failing educational standard, high rate of drug abuse and cultism amongst the youths, failed or failing health sector, etc.

**Examples of Villains are;** The cabals, elites, some particular interest groups funding or linked to your opponents.

**Examples of victims are;** Students, aged people, civil servants, young adults, non-indigene/immigrants, new business start-ups, MSMEs, tenants, road users, as well as some interest groups. Again, when choosing the victims, you must choose the group of victims with largest voting power, the ones with the greatest electoral value. (The size of the voting power is very important).

In addition, make sure your script isn't a long boring epistle, according to experts, it should be a little bit below or above 450 words.

**YOUR MOTTO:** Whether you like it or not, every smart political campaign must have a **motto**. And as it has been mentioned earlier, the components of political campaign i.e.

**(i) Your Profile (ii) Your Script, (iii) Your Creed, (iv) Issue Positions, (v) The X-Ray of Your Opponents,** are major factors in building your motto.

While at it, be sure that your motto is also a form of your identity, and it also makes sense if it doesn't go beyond a sentence, but at most two (2) sentences, that is when it's in form of a "question and answer", or "statements and chorus".

Let your motto talk about **ACTION**, not about **PERCEPTION**. Your motto must create **OPTIMISM** and gives **HOPE** to your electorates

It must not be similar to that of your opponents, you can use a motto that capitalizes on the weaknesses of your opponents.

This is why it is important to carry out a SWOT analysis of your opponent's political camp and candidacy.

But if your motto would go beyond two sentences, let it be scripted into a short rhythmic jingle, you can do this too, if it's not more than two sentences.

It must be memorable, catchy, aspirational and positive lyrics that bring and raise hope.

In a situation of great divides, smart candidates use their motto to set up their opponents into disadvantageous positions, they use it to bring him/her into conflict against the electorates.

Sometimes, your motto could be The Resolution.

Let me shock you, your motto is even much more important than your so-called 3-points or 7-points agenda. Although, your motto could be the summary of your agenda.

Top of it all, your motto must trigger either **HOPE** or **FEAR** in the

electorates, (the voters should be able to see hope through your motto in voting for you, or see fears in voting for, or allowing your opponents to win).

Furthermore, your motto could be coined from what makes you different from other candidates or why you actually want to contest, it could be from the problem(s) you intend to solve, or the solution you are bringing.

I have learnt during my research that, **(a)** the opponents facing you, **(b)** the position you are vying for, **(c)** the numerical size of the voters you are targeting and their type **(d)** the political terrain you are treading, are also important factors to be considered before choosing your motto.

Political terrain in this context means what people are talking about within your constituency. If your motto and speeches are well scripted, there's the possibilities that,

**(i)** Electorates could forgive your past misdeeds or that of your political party if there be any.

**(ii)** It could bring sympathy votes for you.

We cannot complete this without reiterating that you need to practice well for interviews and debates. It is widely believed by professional political consultants and strategists that the first two minutes of every interview is very important for you to drop the hook in your speech, otherwise voters would most likely get bored, regardless of the question asked.

In debates, be prepared to keep your opponents in the defensive corner, make him/her play defense.

Be careful about your body language at every time, someone could be filming you secretly, especially when difficult questions are asked.



## **THE REAL USE OF FUNDS IN POLITICAL CAMPAIGN**

You need it to;

- a) Tell your targeted voters who you are
- b) Tell your targeted voters what you believe
- c) Tell your targeted voters why you want the job
- d) Tell your targeted voters what makes you better than your opponents
- e) To spend on legitimate programs and things that would motivate voters to *get-out-to-vote*.
- f) To defend your votes and prevent rigging.

Well, I think mentioning few of how to get funds for the your political campaign wouldn't be a bad idea.

There are about nine methods, but I shall be talking on either five or six methods.

## **HOW TO RAISE FUND FOR POLITICAL CAMPAIGN**

- (1) **Through the exchange or sale of relevant and useful products** – (most times, selling political products to supporters works wonders), and if the products are very useful, definitely other people apart from the supporters would also buy them. What most political parties do, especially the strong ones, is to sell souvenirs to supporters.
- (2) **From people who need favors from the office you intend to occupy**: These are the people that are most likely going to contribute the larger percentage of the funds you need. This is because they always want every government's policies to favor them, they are called *AGIP (Any Government In Power)* in local parlance, these people always want unhindered access to the decision maker. They are contractors, captains of industries etc. Funny enough, some of these people would still donate to your opponents, just to be balance, in case things swing the other way. It is important to know that these people do not give because they love the candidates or the political goals, it's all

just business as usual for them. In fact, (deep down in their hearts), they most times don't share the same views with the candidates, all they care about is an open door to the person in charge after the election.

Another truth is that, they don't usually give to candidates with the slimmest chance of winning.

So, to get money from them, you must have also done a very good job with your campaign.

- (3) **From people who despise your opponents:** There's a saying that goes thus; *"the enemy of my enemy, is likely my friend"*, therefore, before you proceed on getting funds from people, first of all, check for those that feel cheated or insulted by the emergence of your opponents as their parties' flag bearers, look for those being abandoned and left out in your opponents' campaign messages, check for your opponents' past to search for those people or interest groups they had wronged and would be willing to take their own pounds of flesh, especially those that involved or involves legal tussles. These people wouldn't mind going the extra miles to see the shameful defeat of your opponents.
- (4) **From those interest groups with certain beliefs and views likely to be supported / protected by the policies you promise to pursue on assumption of office:** This is about people that feel or believe in your ideologies. They are likely to fund your campaign too.
- (5) **From families and friends:** If you have families and friends, rich enough to donate for the campaign, do not leave them out. Bear at the back of your mind that not all family members, even not all the so called friends would donate or even support you. Some wouldn't support because they already are in some kind of entanglements with your opponents, some wouldn't contribute because they don't have, some out of hatred and envy, so, don't be shocked.

You can actually organize a fundraising lunch or dinner ceremony, and you can decide to approach them individually.

Also, you can still encourage these group of people listed above to solicit for funds from their associates on your behalf. It is important to keep everything about the fundraising within the ambit of law guiding the election.

v) **Quality** – Come up with quality agenda that would be difficult for the electorates to reject.

vi) **Human Resources** – Come up with agenda that would foster peace, ensure security, harmony and happiness among the electorates, especially the ones that raises their hope. Furthermore, you must think of how to bring people together for the purpose of winning the election. For instance, offering employment opportunities to loyal people to render specific services for the campaign activities. – Get people into the IT, Press, graphics, copywriting and security department. But for the political agenda, just try to know how to pick the best of the electorates within your constituency.

Also your agenda must be all encompassing, with evenly distributed benefits, across the geographical area of your constituency. Agenda that would show fairness in governance. You can only achieve this feat by listening to the people involved.

vii) **Communication** – Prepare the roadmap to the agenda, this helps in structuring your speeches, such that, when you talk about the agenda, it would be easy for the electorates and the sponsors to picture their own personal benefits from the agenda, they should be able to see where they fit into, in all the project/ agenda right from the initiation stage, through the planning, execution, monitoring and controlling, then the closure processes. This would sell the importance of the agenda you have drawn to the electorates, because, no matter how important you think the agenda is, if the electorates or your sponsors do not key into it and buy the idea, I am afraid, the result of your political exercise might be different

*detention, these have proven to be very good instruments of distraction – do it lawfully please-*) This will take us to the next thing to be discussed, which is your **CAMPAIGN STRATEGY**.

## **CAMPAIGN STRATEGY**

Your campaign strategy is a vital part that must be properly marshaled to suit your situation. To make it easy for yourself, there are few things I learnt you must do;

- a) You have to domesticate your plans to fit the current situation in your jurisdiction, for instance, there was a time when twitter , whatsapp, instagram, telegram to mention but a few weren't in existence, then, everything had to be done through television, radio, bill boards, handbills, newsprints and rallies only, but now, with the advent of internet and various social media platforms, the strategy must evolve. Also, there was a time that physical social gathering was safe, but in this age of global insecurity and terrorism, the strategy must also be tailored to suit this type of condition. Therefore, one must understand the peculiarities of one's jurisdiction and thereby domesticate the strategy to be employed.

It is important to note that every age, space and race requires its own unique strategy and execution tools and techniques.

- b) Understand how and where your targeted electorates get their information from, which source do they go to for their trusted information, this is the platform you must infiltrate to pass your political message. Don't be lazy to search it out.
- c) Always ask yourself this pertinent question, do your message and strategy help you get more voters? Do they persuade and convince the eligible voters to your side?

FROM ME TO YOU – **YES YOU CAN. IF YOU CONCEIVE IT, BELIEVE IT, SURELY, YOU CAN ACHIEVE IT.**

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