

FREE *Orange County*

Newsletter
of the
Orange County
Libertarian
Party

February 1993

Outreach at the beach for the party

By Peyman Mottahedeh

The OCLP is reactivating "Operation Politically Homeless," an outreach program designed to seek out and register libertarian-minded Orange Countians.

On selected Sundays the "Nolan Booth" will be set up at the Huntington Beach Pier, and party activists will hand out short questionnaires to passers-by asking 10 questions regarding personal freedom and 10 questions regarding economic freedom. The results are scored with the most points given to answers indicating the individual, rather than the government, should decide what to do in various situations.

The "Nolan Booth" is named for the "Nolan Chart" which is prominently displayed at the booth. This chart, developed by LP co-founder Dave Nolan, describes a two-dimensional political "spectrum" in which one's position is determined by one's preference for freedom vs. authority in both economic matters and civil liberties issues.

Those who score high are congratulated for being a libertarian and told that the Libertarian Party is the only political party which stands for the values he or she believes in. Then the respondent is asked what political issue or social problem is most important to him or her so that the libertarian solution can be properly explained.

Respondents can then be given party literature and invited to register to vote as a Libertarian, and to join the party. Or they can be asked to sign up for a free 3-month subscription to *FREE Orange County* and invited to attend the next monthly meeting.

All of this takes place in a relaxed place and time in a pressure-free environment by volunteers who can enjoy a day at the beach while they build the party.

The booth was first set up at the Huntington Beach Pier last October, and was quite successful, with more than 60 people filling out the questionnaire and twelve registering as Libertarians, in a four and a half hour period.

This kind of outreach booth has been in use at Venice Beach in Los Angeles for many years and has attracted hundreds of new members to the L.A. Libertarian Party. We are confident that with an anti-tax, anti-government, live-and-let-live Orange County population, and our motivated membership, the OCLP is destined to be a major force in Orange County politics.

The booth will be set up on the pier between 9 a.m. and 2 p.m. on Sunday, when the greatest number of people frequent the area. LP volunteers may stay for one or two hours, or as long as they like. Care is taken to ensure that at any time there will be at least two volunteers manning the booth, to accommodate the public. (Sometimes there have been as many as five or six Libertarians on hand, enjoying the sunshine and meeting people.)

More volunteers are encouraged to sign up for this outreach program, because the more activists available, the more often the booth can be set up.

The next scheduled "outreach at the beach" will be on Sunday, Feb 28. For more information, and to volunteer for this or other future dates please contact Peyman at 310/985-3194.

Marketing strategy for libertarians

By Gary Copeland

I have been a libertarian for fourteen years, and in that time, I have seen individuals come and go, climb and fall. Times changed, people were different but one thing remained the same: Marketing the Party, the Philosophy, the candidate, the campaign.

One of the great things that keeps the party growing is the package, namely the philosophy and political framework. But most of our hardcore members still do not know the fundamentals of marketing and selling the party. I run a small business and my company lives and dies by its marketing plans.

Marketing can be broken down into two basic styles. One, I have come to call "the push," is where someone actively seeks clients by some invasive means like telemarketing, mass mailing, door to door, and high pressure sales. This type of hit and run sale is short sighted with little value for the customer or the salesperson.

It is typical of the hand-to-mouth attitude that keeps an individual from discovering his or her full potential. For example a telemarketer will call well over 100 people before he or she receives a good prospect, and even then the customer is liable to never come back for more. It's like galley slaves being tied to a phone receiving, getting just enough food in order to survive to keep rowing. Yes it works but what of the expense to the potential customer, salesperson, and product?

There is an alternative to the Push, it's the Pull. An individual who is pleasing to the eye or mind does not have to push their message, instead people will come to them for the services or product they seek. A laborer who does good work will always be in demand for his trade or expertise. You should notice that I said good and not great work. Something as simple as good work.

Examine your own motivations in joining the Libertarian Party. Most people join because they choose to. We want to do things so that people will want to join the party. We want to show them that we support their cause or fight against the government erosion of our individual liberties. We want to demonstrate by our actions how a libertarian

will solve social problems not by government force but by individual action and initiative. Helping someone's personal life goes a lot further than invading their privacy to convert them to our philosophy. As Roger Bloxham once said, "The people we want will come to us." No truer words have been spoken.

In Los Angeles, a Libertarian lawyer found a loop-hole in the law allowing individual to reclaim monies lost to a cities badly written law. He then preceded to make it public through the press. This gave us more exposure and legitimacy than a million cold calls to prospective libertarians. The pull will not only produce today but tomorrow and forever if its maintained.

Push Marketing Rules:

1. **Relationship.** There is no other rule more important with greater impact than building a
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Published monthly by the Orange County
Libertarian Party Central Committee

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Marketing continued

solid relationship with people and potential party members. Good relationships will produce friends, championship, wealth, and prosperity.

2. Professionalism. This is the art of understanding social protocol and ethics without compromising personal values and integrity. This rule is a corner stone of getting in the door to me and build the right relationship with the people you seek for the party.

3. If you get rejected, you're doing something Wrong. No person I know likes to have his mind or life invaded and forced to digest ideas or food they are not ready for. The most important thing to do is build the relationship first. This is also an excellent way to know when you have overstepped your boundaries and are using the Push instead of the Pull.

4. Never sell unless asked. Their will come a time when a persons you have build the relationship with will ask you about your party politics. This is the time to sell them, not before. Timing is everything.

5. Level Up. This rule has a double meaning. First, make sure you are connecting and building your relationship with the right individual. Someone who has impact on other individuals and will make a good friend. Second, always ask if they know of anyone who will help you in you endeavor to get people involved with the party. This does not violate rule number three as the rejection is ancillary and not directed at you.

6. Have Fun. This rule speaks for itself. Life is an experience we all share, best to enjoy the moments we have.

If the Libertarian Party is in favor of expanding its ranks a strategy of invitation rather than invasion is the solution. Our actions, not our words, will be the sword we are judged by. Our time is now our solution is the Key to politics in the 21st century.

Gary Copeland President of Epicenter Research, former vice chair Orange county and 1992 congressional candidate. Currently he is writing a book to address the issues and solutions to social problems from a libertarian prospective.

Membership Application Libertarian Party of California

Please clip and mail to OCLP • 3 Hutton
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I hereby certify that I do not believe in nor advocate the initiation of force as a means of achieving political or social goals.

signature _____ date _____

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- I want to join but I can't afford the above, so I am setting my dues at \$15.
- Life Membership (\$500 or more)
- National Membership (Add \$15)
- Additional donation \$ _____
- First Class Mail option for CLNews (add \$5)
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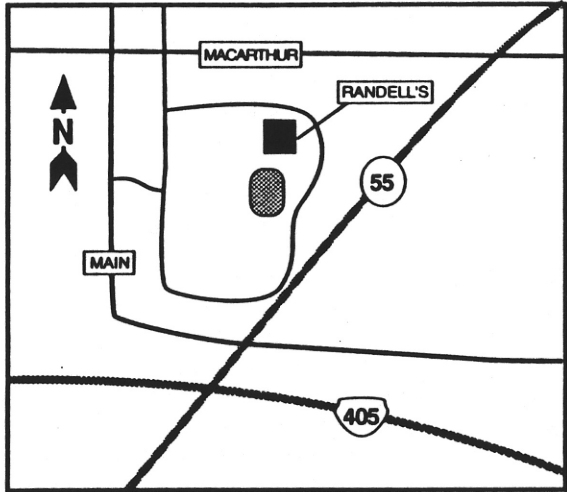
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- Check to "Libertarian Party of California"
- Please Charge my VISA MasterCard
- Card # _____
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- Total Amount Enclosed _____

Meeting Time & Place

The Orange County Libertarian Party meets the third Tuesday of each month at 7 p.m. in the art gallery next to Randell's Jazz Club, located at 3 Hutton Centre Drive in Santa Ana (see map).

Important phone numbers

Orange County LP (714) 540-5053
California LP (800) 637-1776
National LP (800) 682-1776
FREE Orange County (714) 642-4745
Liberty Bell BBS (408) 243-1933
FIDO-Net: 143/6
8,N,1. 300/1200/2400 baud



New OCLP officers to be chosen

The Orange County Libertarian Party will elect new officers at its February 16 meeting, following the California LP convention. Positions to be filled are Chair, Vice-Chair, Secretary, and Treasurer. Our representative to the CLP Executive Committee will be chosen by delegates to the state convention.



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