

# **PLAYING HARDBALL: WHAT YOU CAN LEARN FROM LEE ATWATER**

I didn't know Lee Atwater ... the late political strategist, former Chairman of the Republican National Committee and guiding hand behind George Bush the First's winning 1988 presidential campaign. But people I talk to who DID know him swear by his political genius ... and all but worship his willingness to play hardball with the left.

So I went out and purchased a copy of Atwater's biography by John Brady, "*Bad Boy: The Life and Politics of Lee Atwater.*" It is, to say the least, interesting reading.

And there's a ton of information in just the third chapter about Atwater's thinking and strategies about campaigns which you need to know...if you expect to win your own campaign.

The lessons and advice were gleaned from the 1976 state senate race Atwater managed for South Carolina's Carroll Campbell ... who later went on to become the state's governor. These are, in fact, "hot tips" by the master GOP political operative of our time. But be warned, they are NOT necessarily politically-correct and are often raw ... but not obscene ... in their presentation.

Some highlights and excerpts are presented here, undiluted, for your consideration. What you do ... or do not do ... with the advice is completely up to you.

## **Required Reading**

Lee Atwater was a big follower of the battle strategies and tactics described in the book, "*The Art of War*" by the ancient Chinese general Sun Tzu. We've recommended this book highly to you in the past. If you still haven't read it ... what are you waiting for?

## **Avoiding Analysis to the Point of Paralysis**

I've attributed the following phrase to Newt Gingrich in the past, but "Bad Boy" claims it's an Atwater original. Frankly, it doesn't matter who coined the phrase ... it's just something you and your campaign need to take to heart: