

Mitt romney

Business, Marketing



Mitt Romney Initially in his campaigns, many people used to say that Mitt Romney is handsome. That expressed the willingness of the American people to welcome him into the political battle and ultimately support him. As at now, a research showed that most people would prefer having dinner with Obama, compared to Mitt Romney. Mitt Romney should consider talking in a manner that projects him as sensitive over small things. This shall make him likable. A leader must not only be articulate on national issues on a presidential campaigns platform, but also must be able talk to people in a way that they feel his heart is close to them. Mitt Romney has good policies but people fail to feel his sentiments in issued that affect ordinary Americans. One of the ways this has come out is by Mitt Romney failing to sound so original in his campaign scripts. When people perceive a leader honest, then he passed the likability test. He presents himself as Obama's direct contrast as opposed to addressing the immediate concerns of America. Therefore he should explain how to shall fix the American economy while at same time look easy and approachable to all Americans. Romney should just be easy with his personality. He should not seem to try too hard. He should just be passionate about what he believes. The best messages to use should be aimed at addressing the ailing economy. He should clearly demonstrate how the current administration has failed and offer brand new solutions to alleviate the suffering of jobless Americans. This should be done with America in mind not Obama in mind. The campaign message should inform American the demerits of failing to support him and also offer more firm and well worded responses to democrats' election propaganda.

The target audience should be all Americans. Messages should however be customized to different age, social and economic groups depending on the place and the time of the speeches. This is because different groups understand the same message differently. The audience should see the passion and the merit of the issues he addresses.

It's not enough to have sound economic policies for a Mitt to beat Obama. Charisma and ability to speak and move people is equally important. This is because Obama is a gifted orator who sounds convincing with ease. The difference shall be how the message is presented that the attitude that Americans can read from the tone used. The energy in the campaign trail and absolute confidence that people really need what you have got to offer is equally important.

The biggest tactic is a hearty appeal to Americans on a consistent basis. Many have complained that Republicans are lukewarm and look undecided. While addressing ordinary issues, the message should be honest, well said and firmly put. Passion and resolve should be felt in the way the republican complain is conducted. These personality traits appeal to the audience.

All the mainstream media channels are good when selling party policies in a presidential campaign. The social media is equally important. Billboards and brief commercials in the most popular TV programs are extremely effective campaign tools. However, of particular importance are meetings with ordinary folks on the streets and at home and engaging in honest discussions about how to fix the issues that affect them. People use such to gauge how social the leader can get.

With 42 days left for the campaigns, the best time frame should be strictly

30 days. The other days can be left for other logistics.

The measurement of the results should be systematic. After every 10 days a thorough assessments should be done by outsourced experts. This should reflect the actual situation on the ground. This should incorporate recommendations and how to implement them on short notice. If some strategies prove to be futile, then they should be replaced with a sense of urgency. There is still a big chance to turn things around.