

My FedUp Voice

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FedUp PAC Leading the Way to Turn Grassroots Conservatives into the Leaders We've been Waiting for

FedUp PAC Founder and Chairman Richard Viguerie has shared tried-and-true marketing lessons he learned from his 60 years of experience that are explained in detail in his new book, **GO BIG**.

Today we apply two of those proven lessons to help explain the Republican Party's disappointing 2020 mid-term election results when the GOP barely won back the U.S. House of Representatives despite having huge advantages.

You'll recall the pundit's prediction before the midterms – from both liberals and conservatives – about how the GOP was all but certain to flip as many as 30 to 50 seats in the House and possibly even win back control of the U.S. Senate.

Instead, we sadly lost several

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seats in the Senate and barely limped across the finish line in House races to win a slim 5-seat majority as final votes were counted in the days following the election, far below even the lower pundit estimates of 30.

Violating the 4 Horsemen of Marketing Doomed the Red Wave

What went wrong for the GOP? Republicans neglected to follow the principles of Mr. Viguerie's **4 Horsemen of Marketing: position, differentiation, benefit, and brand.** (Continued on Page 2)

Viguerie Joins President Reagan as Recipient of Hillsdale College's Freedom Leadership Award

FedUp PAC Founder and renown direct marketer Richard Viguerie is the latest recipient of the Freedom Leadership Award, presented by Dr. Larry Arnn, President of Hillsdale College, on behalf of the Board of Trustees, on February 5th, 2023, in Hillsdale, Michigan.

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Conservatives educating and empowering 100,000,000 voters to become an army of modern-day Paul Reveres **BRANDING** the Democrats as Dangerous Elitist Socialists



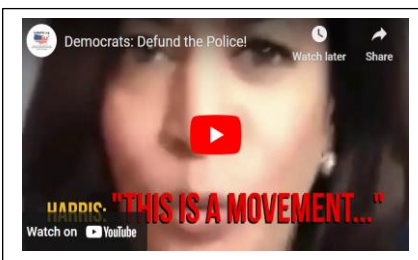
[YOU](#) Can Bypass the Biased Big Media by Forwarding FedUp PAC Video Messages to Help Educate Millions of Americans!

You can sound the alarm about the radical Left takeover of America without waiting for the weak and ineffective GOP leadership to act. Tell those you know the radical Democrat Party is corrupt, anti-God, anti-police, mean, evil, violent, hateful, anti-American socialists.

By taking matters into their own hands and sharing it, conservatives bypass establishment media censorship and aren't frustrated by the typical content-free campaigning of GOP leadership.



Democrats Extremist on Abortion



Democrats are Anti-Police



Democrats' Attack on Seniors

▲ These are but a few of the FedUp PAC voter education videos. Some are currently being re-worked for 2024, but the message remains the same: the Democrats will stop at nothing to keep power forever.

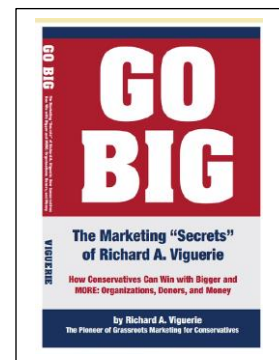
Forward FedUp PAC voter education videos to educate voters about the deadly consequences of the Democrats' **"Defund the Police"** campaign: fewer police officers, more violent crime. This hard-hitting video isn't afraid to report the facts and name the political leaders destroying America.

ACTION YOU CAN DO: Go our website to forward these videos to others: <https://www.feduppac.org/videos-new>. Videos include Seniors Deserve True Healthcare, Why We Need Charter Schools, and The Democrats Will Do Anything to Dominate the Supreme Court, plus 18 others.

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His book, **GO BIG**, has more comprehensive explanations of these four principles. Today, we'll focus briefly on how violating even just two of these marketing principles led to the GOP's disappointing election returns. That's because Republicans failed to **differentiate** themselves from the Democrats or offer voters any **benefit** for casting their ballots for Republicans.

GOP leadership mistakenly thought that just the fact they were *not Democrats* would be enough to ride the Red Wave to victory. But just being "*not Democrats*" doesn't tell voters what you stand for or help them identify with you.



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Running largely content-free campaigns doesn't **define** you.

Worse, Republicans failed to tell voters how voting for them was in their best interest. With inflation raging at a four-decade high and the prices of gas and groceries squeezing family budgets, the GOP said little about their own inflation-fighting policies to get prices under control by increasing oil production and curbing deficit spending. So what **benefit** was there in voting for them?

Republicans failed to go on the attack; Democrats gave voters a tune to whistle

The Democrats made no such mistakes. They **differentiated** themselves as the preservers of Democracy and caretakers of the environment, labeling the GOP as political extremists and climate deniers.

If voters cast ballots for Democrats they'd **benefit** by "fighting climate change," "preserving democracy," and "saving abortion rights."

Rather than talk about inflation – a weakness -- they **defined** themselves and their GOP opponents, giving voters reason

to cast ballots for their candidates and against Republicans.

Successful Marketing Makes All the Difference

That's how Democrats dissipated and minimized a Red Wave political surge even when issues like inflation, a heavy-handed Covid response, a botched Afghanistan withdrawal, unpopular transgender sex education for kindergarteners, and presidential ethics questions rose up against them.

As far as the 2022 elections were concerned, the Democrats were better marketers. Republican wishy-washy, content-free campaigns trying to please everybody didn't stand a chance even when both liberal and conservative pundits agreed they had a red Tsunami at their backs.

Get **GO BIG** today and learn how to help take back our government in 2024

Be sure to visit the **GO BIG** website: <https://www.gobigconservatives.com/> to view my **GO BIG** book offer on page 8 of this newsletter.



FedUp PAC Recommends 6-Point Election Reform Plan to Address Widespread Voter Fraud

Many conservatives and independent voters are concerned that voter fraud is so widespread that America may soon become a country controlled by one political party.

Here are six election law reforms that if adopted will address about 85% of the areas where voter fraud occurs.

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These 6 Election Law Changes Would Help Reduce Voter Fraud:

1. Stop Same Day Registration & Voting – Require legal residence to be registered to vote 30 days prior to election day to allow election officials proper time to verify eligibility.
2. End Early Voting – Outlaw voting six weeks before election day. Require in-person voting at designated poll locations on election day unless requesting an absentee ballot.
3. No ID, No Voting – Require government-issued ID with picture and address that matches voter registration card.
4. Terminate Ballot Mass Mailings – Mail-In and Absentee ballots sent to voters by written request only after voter registration card verification.
5. Outlaw Ballot Harvesting – Make it illegal to pick up and deliver/drop off/mail unsealed ballots cast by other voters.
6. Ban Centralized Ballot Counting – All ballots are counted/tallied in the district/precinct in which they were cast. No boxing up ballots to be carried to central counting or tallying centers.

To many of us, the Democrats rigged the 2020 and 2022 elections. Clearly, their idea of election reform is to change election laws so their party wins. That's why FedUp PAC has created this plan to fight Democrats' legalization of voter fraud, and why your action today can help restore free and fair elections.

GRASSROOTS ACTION YOU CAN

DO: Go to the FedUp PAC website at www.FedUpPAC.org and click on the pulldown menu item “**More**” (top right) and hit the “**Election Reform**” tab. When the tab opens you will see a set of instructions and a sample of the FedUp PAC **Election**

Reform 6-Point Plan.

Follow the instructions to contact your state house and senate legislators and governor to urge they adopt FedUp PAC's **6-Point Plan Election Reform.**

You will see a link to help you find your state legislators and governor.

Also, tell your U.S. Representative and two Senators to support their state legislators in passing our **6-Point Election Reform Plan**, a link will be there to help you identify your Members of Congress.



Republicans About to Squander Yet Another Favorable Election Wave in 2024

We Conservatives Must Re-focus GOP Candidates on the No. 1 Issue Facing America

MEMORANDUM

TO: Conservative Leaders/Activists
FROM: Richard A. Viguerie
DATE: June 12, 2023
SUBJECT: Quiz: What's the most important issue in America for Republican presidential candidates to address?

Most are stressing the economy, China, fentanyl, open borders, defund the police/crime, etc. However, it's my opinion that the most important issue all are failing to address is the Spiritual Civil War that the Democrats have launched against traditional Judeo-Christian values.

I'm conducting a [national poll](#) of several million conservatives via email.

The question I'm interested in is—do you agree with my comments in the attached article, in which I say that most all Republican candidates for president are failing to address what I feel is the most important issue?

When the results of the poll are in next week, I'll send the results to all of the Republican presidential candidates, as well as thousands of national, state, and local media, including newspapers, magazines, newsletters, TV, radio, bloggers, podcasters, major social media users, etc.

GOP Candidates for President: *What's the Most Important Issue Facing Americans?*

By: Richard A. Viguerie

Recently, former Arkansas Governor Asa Hutchinson announced his campaign for President, describing himself as a “consistent conservative.” He ran through a long list of public offices he'd held and issues he thought were important – the economy, crime, border security, fentanyl, computer science education, Social Security and Medicare – but he didn't say one word about the most important issue facing our country today.

That failure prompted me to take a look at the other Republican candidates for President and what they are saying.

Running through the list – former President Donald Trump, Florida's Governor Ron DeSantis, former South Carolina Governor Nikki Haley, entrepreneur Vivek Ramaswamy, and South Carolina Senator Tim Scott, I couldn't find one of them talking about it, let alone promising to fight it.

In fact, comparing their stump speeches and announcements they all missed it, or probably avoided it, and consequently they all sounded very much like poll-driven, consultant packaged-politicians, not the leaders we need to win the great **Spiritual Civil War** that is upon us.

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Because the Number One issue facing America today isn't the economy, border security, fentanyl, computer science education, Social Security or Medicare: It is the great war for the soul of America being waged against us by the anti-God, anti-traditional Western values Marxist Democrats.

And it often looks like they are winning this **Spiritual Civil War**, because few of our national political leaders on the Right are willing to stand up and defend our Judeo-Christian values, laws and political traditions based on constitutional liberty.

Where is the Republican leader willing to stand up and say abortion is evil, abhorrent and wrong and that no civilized society can allow abortion up to the moment of birth or laws guaranteeing a dead baby to a woman who wants an abortion.

Where is the Republican leader willing to stand up and say euthanasia is evil, abhorrent and wrong and that no civilized society can allow, much less encourage, medical practitioners to kill their patients.

Where is the Republican leader (besides Ron DeSantis) willing to stand up and say public school teachers and the entertainment industry promoting Marxist transgender ideology are evil, abhorrent and wrong and that no civilized society can allow, much less encourage, medical practitioners to castrate little boys and mutilate little girls – and to keep the first steps in these “transitions” secret from their parents.

And where is the Republican leader willing to stand up and say that crime, drug use and the sexualization of children are symptoms of a society in a state of rapid moral decay and that winning the **Spiritual Civil War** to preserve the Judeo-Christian foundation of our country is the Number One issue in America today.

What's at stake right now is not the power to divvy up the money government extorts from taxpayers, although that's important, nor is it the power to hire and fire government bureaucrats, although that's important too.

What's at stake is the power to direct and protect, or destroy, the Judeo-Christian foundations of our country and our culture.

Democrats, and their Far-Left Marxist allies, understand that.

And when Democrats win elections, they set to work using their power to divvy up taxpayer funds and directing bureaucrats to attack the moral foundations of our country.

That's why we see the Biden Justice Department trying to force religious organizations to employ homosexuals and siding with and defending abortion on demand and the secret castration of little boys and the mutilation of little girls, and the State Department pouring millions of taxpayer dollars into homosexual and transgender grievance organizations.



▲ To gain total control of the American people, the Left must destroy Judeo-Christian values.

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Saying on day one you are going to close the border or end birth tourism, cut the federal workforce, or impose this or that restriction or sanction on Red China or Russia is all well and good, but it doesn't



▲ Teachers are pushing child mutilation surgery on kids without the knowledge of parents.

address the Number One issue facing our country today – the **Spiritual Civil War** the Democrats and their Far-Left Marxist allies have declared on the moral foundation of America.

The silence of most Republican politicians in the face of the outrageous attacks, policies, and programs to undermine the moral foundation of our country advanced by the Democrats and their Far-Left Marxist allies is maddening, but hardly surprising.

It's just not in the DNA of the Republican establishment to talk about uncomfortable things, like the castration of little boys and the mutilation of little girls, but it must be done if we are to save our country.

What may be even worse is that, while national and state conservative leaders have their principles and heart in the right place, most have low energy and have become complacent. They have failed to act and lend fire to the opposition to the Democrats in recent years. The sad truth is most conservative leaders are not acting like the America we know and love. And our republic will disappear forever if the Democrats and their Far-Left Marxist allies aren't stopped, and quickly.

So, if you want to save our country – the Shining City on a Hill the Founders envisioned – don't let the Republican candidates for President get away with telling you the economy is the most important issue or that on Day One they are going to get tough on Red China.

Democrats laugh when they hear that pabulum from Republicans, because they know why they are running and winning elections – it's to have the power to fundamentally change America.

In Columbia, Missouri on October 30, 2008, the Democrat candidate for president, Barack Obama, with great confidence said, "We are five days away from fundamentally transforming the United States of America."

It's time we conservatives demand that Republican politicians talk and act like the opponents of that change, rather than merely playing the role of brakemen on the train to Hell Democrats are driving.

[Click HERE to Vote](#)




About Richard A. Viguerie: *Viguerie transformed American politics in the 1960s and '70s by pioneering the use of direct mail as a means for conservatives to bypass the mainstream media and take the conservative message right into people's homes. In addition to serving as chairman of his 85-person marketing agency, American Target Advertising, he serves as the chairman of www.ConservativeHQ.com and www.FedUpPAC.org, author of his most recent book "[GO BIG](#)," and editor of a new, free blog [GO RIGHT – GO BIG](#).*

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The award is the highest honor in Hillsdale's Four Pillars Campaign commending leaders who advance the principles of learning, character, faith, and freedom. In a letter to Viguerie preceding the award, Arnn wrote, **"Your career is a testimony to the fact that leading citizens can still labor and fight in defense of these principles with good hopes of success."**

Viguerie, during his acceptance speech, sounded a sober alarm to those in attendance: **"Today, it's important to recognize we're in a Spiritual Civil War."**

He implored everyday American patriots to get personally involved in the fight and said **"Each of us owes it to our children, grandchildren, and generations unborn to get out of our comfort zone each day and become the leaders we've been waiting for."**

In receiving the Freedom Leadership Award, Viguerie joins a select group of prior recipients, including Margaret Thatcher, William F. Buckley, Jr., Clarence Thomas, Henry Salvatori, Jeane Kirkpatrick, Malcolm Forbes, Jr., Charlton Heston, Vaclav Klaus, Joe and Jeffrey Coors, Edwin Meese, Rush Limbaugh, and Ronald Reagan. 



Special Offer – For only \$6 to cover postage and handling, FedUp PAC supporters will receive a **FREE** copy of my new book **GO BIG**.

With over 60 years of my marketing "Secrets" on how conservatives can win with bigger and MORE: Organizations, Donors, and Money, **YOU** can become a more effective modern-day conservative Paul Revere helping to take back our republic in 2024.

ORDER your copy or purchase a few as gifts at: GOBIG4FREE

Your generous financial support will help FedUp PAC expand its unique mission to build a 5,000,000-strong activist army of **Conservative Paul Revere (CPR) Riders** to bypass Big Media and Big Tech with FedUp PAC-produced voter education materials to educate and empower 100,000,000 voters to make Democrat candidates toxic to voters by **BRANDING** them as anti-God, anti-police, open borders, power-hungry, violent, anti-American, elitist socialists/Marxists.