

CHAPTER 2

GETTING STARTED

Okay, so now you have decided on a goal in life. Big F***ing deal! For every person elected president, the road to the White House is littered with the road kill of dozens of presidential hopefuls. America is a capitalist nation that thrives on winners and eats up losers alive. Forget all those touchy feely New Age quotes that tell you that you are a winner as long as *you try your best*. When it comes to presidential politics, it is infinitely worse to finish second than to never have tried at all. Think Adalai Stevenson. Adalai who?... Exactly my point. And what about Mitt Romney. Here's a guy who had an amazingly successful career as a high powered Private Equity Management Consultant.. He made gazillions of dollars and was the epitome of the American Dream. But since running for president, he is now forever known to posterity (if he is even remembered at all) as “that one percenter multi-millionaire dude who lost to Obama.” The last thing America wants or needs is another John McCain, Al Gore, or George McGovern. So if you are going to take the big plunge, (and I don't mean off a bridge in an Oldsmobile with an attractive young staffer at your side) and go for it all, then you damn well better be confident in your ability to headline a winning ticket.

What ingredients are needed to be a winner in this game? That's easy:

- 1) Some hard work
- 2) A little luck
- 3) A dash of experience
- 4) A whole shit load of *Chutzpah!*



I may have this wrong, but I believe that I heard somewhere along the line that *Chutzpah* is an old Yiddish term defined as, “*having the ability to maliciously hack your parents to death and still be cleared of the crime on the grounds that you are an orphan.*” A truly exceptional presidential candidate would also successfully collect on his parents' life insurance policy.

Although the Constitution of the United States of America requires a candidate to be at least thirty-five years of age before allowing him/her to run for the office of president, it is really never too early to start preparing for your future career. This is perhaps best seen through the practical example of our nation's very first president, George Washington. While still just a wee urchin, he had the foresight to stay focused on the ultimate prize, *and the office to which he aspired hadn't even been invented yet!*

Case Study: Young George Washington and the Cherry Tree

I know you're all familiar with the basic narrative. You learned it in elementary school. But today, my dear reader, you will be among the very first to *learn the honest to God true*, behind the scenes back story.

It was on a day very much like today. George was rummaging through his father's tool shed and came across an axe. He decided to test it out. He figured, "What the heck, my father's most prized cherry tree imported from the finest arboreum in all of England would be as good of a place as any to test out the sharpness of this rusty old blade." He proceeded to the orchard and methodically chopped down the tree.

All evidence pointed directly to the rascally young George. He knew that any attempt to mask the truth would have been fruitless. It would have quickly morphed into a major scandal. Before you know it, some obnoxious journalist salivating at the chance to build up his reputation would have dubbed the scandal with a witty name like "Cherrygate," (which at that time, at least would actually have been kind of original), and Georgie Boy's presidential aspirations would have been dashed before they ever even got off the ground.



Well, GW was too smart to let something like that happen. Instead he proudly admitted what he had done. "Sure, I admit it. *I cannot tell a lie.* I cut down that cherry tree. But it was for the welfare of the nation" [the colonies, technically]. Everybody knows that there is a severe cherry surplus. I figured that if I could do something to cut down on the supply, then cherry prices could be maintained at more stable levels." His argument was so persuasive that today, nearly 250 years later, we actually pay farmers to keep their fields idle even though according to a 2012 report from the United Nations Food and Agriculture Organization there are more than 870 million undernourished people in this world.

This story exemplifies **Campaign Principle # 1: *Control the Story ahead of the Media!*** If you know a story is going to break anyway, be the first one to go out there and tell it. This allows you to create the story's ending before it even unfolds. You can then work backwards to the beginning of the story using *Alice in Wonderland* logic.

Please note that George could possibly have avoided the whole scandal entirely just by having one of his "hatchet men" perform his dirty work and then disavow any knowledge of the heinous act. But this technique involves more advanced campaigning principles which we will discuss later in the book.

Keeping the cherry tree story in mind, it should now be more than obvious that it is never too early to begin prepping for the presidency. Even if you are just a toddler (and if you are, I am quite impressed that you are reading my book... or are you just looking at the pictures?) you need to start taking the right steps right now to launch your future candidacy.

POP QUIZ:

Q: What is the first requirement for becoming president?

A: Must be a *Natural Born Citizen*

***** VERY IMPORTANT- Note to Self: Before doing anything else, get hold of original birth certificate**

Ideally, both your parents are U.S. citizens and you were born in the United States. It is imperative that you were delivered into this world as a ***natural born citizen*** of the United States. You would think that this would be so straight forward

but it is not. It seems that the Constitution *does not* even define what a natural born citizen is. Was it the intent of the Founding Fathers to allow for a President from Hawaii? It seems unlikely. Quite frankly, I think they would have struggled with the idea of a Californian as president. But today, at a minimum you want to be born in one of the fifty states. Puerto Rico or Guam would just open up a whole new can of worms.

...AND THIS ORIGINAL BIRTH CERTIFICATE WILL COME IN VERY HANDY IF SHE EVER RUNS FOR PRESIDENT.



Once you get the whole birth certificate thing sorted out, start pressing your parents (if you haven't already done them in with an axe) to start forking up the bucks to send you to the “right” nursery school. That way you can start associating with the “right” toddlers who will hopefully grow up to be the “right” people. The importance of knowing low people in high places cannot be over-emphasized. They can use their money, fame, and power to fuel your political ambition, in return, of course, for various, sundry, and miscellaneous favors from your when you finally make it to the top. This is a concept known as “networking” and it is the only way that anything ever gets done any more.

So go ahead, get out there, and start making those valuable connections. Don't let those pre-school years slip idly by. Use them to get on the fast track. Make the rounds during milk and cookie time. Avoid getting on the whiffle ball team with the most dumb jocks; instead team up with the lawyers and industry captains of tomorrow. You may lose a few insignificant ballgames, but trust me, as the years pass by, you will come to realize that there really are some things in life more important than success on the whiffle ball diamond. More importantly, unless you are another Ronald Reagan, don't snooze your way through nap time. Use this valuable hour each afternoon to map your political strategy, while the other hot shots of your generation sleep dreamily. Face it, Kiddies, it is a tough world out there. If you haven't laid the proper groundwork by the time you are six or seven, it will be exceedingly difficult to ever catch up. But don't despair, even if that is the case, we still have lots of tricks up our sleeve. Keep on reading!