

★ KURT & KRISTEN LUIDHARDT ★

LIBERTY SPENDERS



HOW TO REACH THE \$5 TRILLION MARKET OF HIGH-VALUE,
CONSERVATIVE OR FAITH-BASED CLIENTS
TO GROW YOUR BUSINESS



Kurt & Kristen are the recognized innovators in Digital Marketing for Conservative Candidates. Their strategies have raised over \$500 Million, elected a President, 15 Governors, 15 U.S. Senators and over 100 Members of Congress.

Read this book to access their winning strategies to increase your sales and impact.

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Liberty Spenders, Kurt and Kristen Luidhardt —1st ed.

CERTIFIED



WRITTEN
BY HUMAN

TESTIMONIALS

“For businesses dedicated to faith-driven service, *Liberty Spenders* is a must-read. It equips entrepreneurs with the tools needed to connect deeply with a faith-based audience while staying true to their values. This book artfully blends practical business strategies with a commitment to faith-based principles, offering a roadmap for companies that aspire to serve not only their customers but also a higher purpose.”

– **Steve Green, President & CEO, Hobby Lobby**

“*Liberty Spenders* is an essential guide for businesses seeking success while staying true to their conservative values. The book provides practical strategies to connect with consumers who share these values and are searching for brands they can trust. Kurt & Kristen Luidhardt bring a deep understanding of conservative audiences, drawing on their experience in shaping the digital strategy that contributed to the Trump campaign’s success in 2016. Their insights and proven approaches offer invaluable resources to help your business thrive!”

– **Brad Parscale, Campaign Manager, Trump for President,
Founder, Campaign Nucleus**

“In *Liberty Spenders*, Kurt and Kristen Luidhardt lay out a powerful strategy for businesses to grow while staying rooted in Christian values. If you’re looking to thrive in today’s marketplace and build trust with an audience that cares about faith and principles, this is the guide you need.”

– **David Horsager, Bestselling Author of *The Trust Edge* and CEO of Trust Edge Leadership Institute**

“Kurt & Kristen Luidhardt know how to turn digital strategies into real-world success. Their work was instrumental in our upset victory, capturing the attention of a diverse voter base. Their new book champions the entrepreneurial spirit aligned with conservative values - and is a critical tool for anyone looking to make a mark in today’s polarized business world.”

– **US Senator Scott Brown, Former US Senator, Massachusetts, Former Ambassador to New Zealand and Samoa**

“Kurt and Kristen at The Prosper Group are the real deal when it comes to building killer digital strategies that light a fire under conservative audiences. Their new book is packed with gold nuggets that’ll show you how to 10x your business by tapping into the massive Conservative and Christian markets. If you’re serious about blowing up your revenue and getting in front of the right people, grab this book today—it’s a game-changer!”

– **Perry Belcher, Co-Founder, DigitalMarketer**

“*Liberty Spenders* is a step-by-step system for any business that wants to access the \$5 trillion conservative, faith-driven market of loyal, ready-to-spend buyers. Kurt and Kristen Luidhardt, the masterminds behind electing a president, 15 governors, 15 U.S. senators, and over 100 members of Congress, bring their proven strategies to businesses like yours. If you’re ready to build a tribe of lifelong customers, this is the roadmap you need - Now!”

– **Mike Koenigs, Founder, Ai & Superpower Accelerator,
19x Bestselling Author, Speaker**

“In a market dominated by leftist agendas, *Liberty Spenders* offers a path for businesses wanting to remain steadfast in their conservative principles. This book is a valuable resource for any entrepreneur looking to succeed without compromising their values. If you have a good product and are genuine about connecting with conservative and faith-based customers, Kurt and Kristen Luidhardt’s new book will show you how to differentiate your brand and build loyalty with this powerful \$5 trillion dollar market.”

– **Dr. Mark Young, CEO/Chairman, Jekyll + Hyde Labs,
Host, Blunt Force Truth Podcast, Bestselling Author**

“Kurt and Kristen Luidhardt have provided invaluable expertise in digital strategy to effectively engage conservative voters for well over a decade. Their commitment to conservative values and innovative strategies makes them trusted allies in our efforts to promote economic growth - and will make them a crucial partner for any entrepreneur who wants to thrive in the Freedom Economy.”

– **Rep. David McIntosh, President, The Club for Growth,
Former Member of Congress**

“For decades Kurt & Kristen Luidhardt have demonstrated integrity and a magnetic dedication to principles that uplift and inspire. *Liberty Spenders* reflects their deep commitment to empowering businesses to serve not just markets, but also a higher calling. This book is an essential resource for any leader looking to integrate faith with business. It provides a clear blueprint for building profitable enterprises that honor God and serve people.”

– **Dr. Jerry Pattengale, Professor, Indiana Wesleyan
University & Co-Director, Lumen Research Institute**

“As CEO of RedBalloon, where we stand firm against the tide of corporate conformity, *Liberty Spenders* resonates deeply with our core mission. This book offers a refreshing and compelling case for building businesses that not only succeed economically but also uphold the principles of freedom and liberty. It’s a crucial resource for any leader looking to navigate the complexities of today’s business environment while fostering a culture that respects traditional values and personal freedoms.”

– **Andrew Crapuchettes, CEO, RedBalloon**

“Kurt and Kristen Luidhardt are trailblazers in digital marketing, and their expertise is second to none when it comes to thriving in a values-driven economy. They’ve built a system that helps businesses grow by specifically targeting Conservative and faith-based audiences—the very markets that are hungry for alignment with their beliefs. Their new book is a game-changer, showing you exactly how to market to these loyal consumers. If you’re serious about skyrocketing your business, this is the roadmap you need!”

– **Brad Sumrok, Founder, Sumrok Multifamily Mentoring**

“In a world where spineless companies bow down to the woke mob, *Liberty Spenders* is the battle plan for entrepreneurs with a backbone. If you’re tired of caving to the woke agenda and ready to tap into the \$5 trillion Christian and Conservative market that’s begging for businesses with common sense principles—this book is your weapon of choice. Every openly conservative entrepreneur should read it. And if you’re not openly conservative, this book could inspire you to grow a backbone!”

– **Seth Weathers, CEO,
Conservative Dad’s Ultra Right Beer**

“*Liberty Spenders* hits the mark for any business trying to survive in today’s politically charged climate. Just like I explored in *Gone Viral*, the culture war is real, and brands that stay silent or neutral risk losing the loyalty of their most dedicated customers. Kurt and Kristen Luidhardt give you a proven roadmap to connect with Conservative and Christian consumers who reward brands that share their values. In a time where principles matter more than ever, this book is a political and business game-changer.”

– **Justin Hart, Author, *Gone Viral: How COVID
Drove the World Insane***

“*Liberty Spenders* captures the essence of building a mission-driven business that aligns with your values. At Seven Weeks Coffee, we know how important it is to connect with consumers who care about life and purpose. This book is an invaluable guide for businesses that want to stay true to their convictions while making a meaningful impact. For those seeking to honor their principles and thrive in today’s economy, *Liberty Spenders* is a must-read.”

– **Anton Krecic, Founder and CEO of Seven Weeks Coffee**

“Kurt and Kristen Luidhardt’s *Liberty Spenders* is the go-to guide if you’re serious about scaling your business while staying true to your core values. Think about it—just like we always preach on the Hustle & Flowchart Podcast, it’s all about connecting with your people, right? Well, the Luidhardts have cracked the code on how to reach that massive Conservative and Christian market. This book gives you the playbook to build a loyal, engaged customer base without compromising who you are. If you want real growth and a community that sticks with you, *Liberty Spenders* is your blueprint. This is the game-changer values-driven entrepreneurs have been waiting for.”

– **Joe Fier, Host of Hustle & Flowchart Podcast,
Media & AI Strategist**

CONTENTS

<i>Foreword</i>	15
<i>Introduction (Don't Skip This!)</i>	17
1. The Struggle to Differentiate Your Business	23
2. Why Conviction-Driven Marketing™ with the 5P System is Your Secret Weapon for Sales	43
3. People: Meet the Liberty Spenders (& the \$5 Trillion They Can't Wait to Spend).....	57
4. Positioning: 3 Ways to Capture the Hearts (and Wallets) of Liberty Spenders	67
5. Your Passionate Story (or, How to Win a Loyal Customer in 2 Minutes or Less).....	75
6. Proof: Advertising with 100% Certainty of ROI (Yes, it's Possible!)	91
7. Product Rollout: Welcome to the Secret Ecosystem of Christian and/or Conservative Marketing Channels.....	99
8. The Power of the Liberty Spenders Market	111
<i>Appendix</i>	119
<i>About The Authors</i>	125

FOREWORD

Dear Reader,

When Kurt and Kristen Luidhardt asked me to write the foreword for *Liberty Spenders*, I was immediately drawn to the powerful message they share. This book speaks directly to a rapidly growing movement in the marketplace: consumers who make purchases based not just on price or convenience, but on deeply held values. The Luidhardts have brilliantly captured how businesses can connect with this audience—one that represents 76 million individuals and \$5 trillion in annual spending.

These Liberty Spenders are Conservative and Christian consumers who are significantly more motivated to support companies that align with their values. They don't just buy products; they make statements with their dollars. This is not just a trend—it's a movement that is reshaping the business world. Companies that tap into this audience are building billion-dollar brands by authentically engaging with a values-driven customer base.

As the author of *HYPNO-TI\$ING*, I've explored how the right messages can motivate consumer behavior. What *Liberty Spenders* demonstrates so well is that aligning your business with your customers' deeply held beliefs creates a foundation

of loyalty and trust. In today's competitive marketplace, that connection is invaluable.

Kurt and Kristen Luidhardt have distilled years of experience into a practical guide that shows how businesses can not only communicate their values but live by them in a way that resonates with *Liberty Spenders*. This is not just a marketing strategy—it's a blueprint for building lasting success by aligning your mission with the beliefs of your customers.

If your company isn't speaking directly to this audience, you are missing a huge opportunity. The principles in this book will show you how to authentically connect with these consumers, foster trust, and build lasting relationships that go far beyond the transactional. This isn't just about making a sale—it's about creating a community of customers who share your vision and want to see your business succeed.

I encourage you to dive into *Liberty Spenders* and apply its insights to your business. The Luidhardts provide a clear and actionable path to reaching an audience that is ready to support companies that stand for something greater than profit. In doing so, you can not only grow your business but make a meaningful impact in the lives of your customers.

Wishing you success in your journey,

Dr. Mark Young
CEO & President, J & H Labs
Author, *HYPNO-TI\$ING*
Host, Blunt Force Truth podcast

INTRODUCTION (DON'T SKIP THIS!)

“Each person’s destiny is not a matter of chance; it’s a matter of choice. It’s determined by what we say, what we do, and whom we trust.”

– S. Truett Cathy, Founder of Chick-fil-A

A wireless company worth over \$150 million...

A coffee company started in a garage that now rivals Starbucks...

An asset management company rocking the financial industry...

A new rival for Bud Light, built by one man standing strong for truth ...

An upstart diaper company growing exponentially despite billion-dollar competitors...

The largest privately held arts and crafts retailer in the world...

Most Americans have never heard of these businesses, despite the fact they are making millionaires (and billionaires). **And every one of them knows a secret you probably don't.**

There is a \$5 trillion market of consumers that your business is likely not tapping into.

Our purpose in writing this short book is simple – to guide and equip driven, innovative entrepreneurs like you with the tools to achieve your American dream by providing this unfair advantage.

You started your business with a vision, and through your hard work and determination, you made that vision a reality. Whether your core motivation was to build a better life for your family, create opportunities in your community, advocate for a cause you believe in, or solve a unique challenge, you had a passion that pushed you forward.

Yet the life of a business owner is not without struggle... Like many business owners, you may reach a point where you feel stuck. Your business's growth may have reached a plateau, and you're not sure how to move forward.

Maybe you're in an industry with tough competition, and you're afraid that your business is getting lost in the crowd. Or, like many business owners, you may face frustrations as you search for an approach to marketing that consistently attracts long-lasting, ideal customers. You know you have a great product or service, but you're not achieving all that's possible...

And worse, you're likely disappointed because your customer relationships feel transactional. You started out with a passion to make a difference in the world in some way, but instead, you feel like you're simply running from crisis to crisis, meeting next month's sales goals and not getting ahead.

When your business feels disconnected from your purpose in life, it's easy to become disillusioned and unfulfilled, turning each week into an uphill battle.

Is there a better path forward?

In this book, we're going to share a marketing approach that can revolutionize the way you do business.

With this approach, you'll no longer have meaningless, transactional, one-off relationships with customers. Instead, you'll build an army of loyal, enthusiastic, lifelong customers who eagerly share your business with their communities.

You'll reach a \$5 trillion market of consumers who your competitors are likely not tapping into... With this pool of consumers' spending power on your side, your sales will skyrocket. You'll have the power to exponentially grow your business and the resources you need to finally push your business to the next level. It will become more effortless than ever to grow your business, build revenue, and attract referrals.

And as a byproduct, instead of feeling like your business is disconnected from your life's purpose, you'll discover a new ability to proudly connect your business to your most deeply held values. You'll be able to leverage your audience to be a force for good in the world and build a community of raving fans who are aligned with your beliefs.

How is all of this possible?

The approach that we're going to share with you is simple (yet incredibly powerful). Rather than following the bland, traditional approaches to marketing that make your business appeal to everyone (while appealing to no one), you're going to focus on appealing to one niche, or "tribe," of customers.

This "tribe" of people is connected not by traditional marketing demographics such as age, occupation, or geographic location but by their most deeply held beliefs and convictions.

What are these beliefs and convictions? Faith and politics.

You read that right. And yes, you may have been told that these are the two things you should never bring up in marketing. But in this book, we're going to tell you why it's time to throw that rule out the window. And we're going to show you the proof that it works.

We've been in the trenches of the toughest American political campaigns of the last 20 years—and we've witnessed firsthand how attitudes about faith and politics have changed.

Gone are the days when Americans believed it was polite to keep faith and politics private and wanted businesses to remain “neutral.” Now, with so much at stake in our nation, Americans want to proudly wear their beliefs on their sleeves—and they want to spend their money with businesses that share these beliefs.

Alongside our work in politics, we’ve discovered a calling to help American business owners catapult their businesses to the next level. We know firsthand how hard it is to build a business, and we want to show entrepreneurs how to take advantage of this new opportunity in the marketplace.

Drawing on the extensive data that we’ve collected, we’re going to reveal that there is a giant pool of consumers out there who are **more likely to purchase from businesses whose faith and/or politics align with their own.**

We’ll also uncover Conviction-Driven Marketing™ and the 5P System, items we designed to align your business to a “tribe” of consumers who share political or religious values—and achieve greater sales than ever before.

Throughout the book, we’ll explore topics such as:

- What to know about your target audience
- 3 ways you can position your brand to appeal to them
- How to tell a story that attracts loyal customers
- Best practices for testing your message
- Strategies for product rollout
- And much more

This process can apply to any “tribe” of consumers who share political or religious values, but in this book, due to our deep knowledge of and data about Christian and/or conservative consumers, we’re going to focus on appealing to this group—we call them **Liberty Spenders**.

As you work through the ideas and strategies in this book, our hope is not just that you’ll find them insightful—but that you’ll take action. Reading alone won’t change your business; it’s the decisive steps you take after you close this book that will.

By the end of this book, you will be armed with the systems and strategies to redefine your business. You’ll be faced with a choice: either to draw a line in the sand and step into a new, untapped opportunity or to continue down the same path, facing increasing competition and frustration.

It’s up to you.

We believe in the power of action, and we believe that by the time you finish this book, you will, too.

If you want to find out if appealing to Liberty Spenders is the way to transform your business, read on...

CHAPTER 1

The Struggle to Differentiate Your Business

“Conformity is the jailer of freedom and the enemy of growth.”

– John F. Kennedy, 35th U.S. President

Let's begin with a story of an ambitious and hardworking American entrepreneur, just like yourself...

After serving in the U.S. Army as a Green Beret, Evan Hafer returned home to Salt Lake City, Utah. He had developed a passion for coffee while serving his country overseas and decided to begin a new chapter in the coffee industry.

Yet he was facing tough odds...

Think about how brutal the competition is in the coffee industry... When you want a cup of coffee, you have seemingly endless options. You could stop by the drive-thru of a chain such as Starbucks or Dunkin Donuts, pay a visit to a local coffee shop, or brew a cup at home using beans or coffee grounds you purchased at a local grocery store, a local coffee shop, or an online business.

How could a new coffee business break into the industry, build a loyal audience, and stand out from the competition—all from a garage?

Hafer had one idea... He knew that what set him apart from others in the industry was his unique story of being a veteran who discovered a passion for roasting coffee. Hafer was driven to help other veterans build lives after returning home, and he wanted to build a community of people who were pro-veterans, pro-military, and pro-America.

Thus, Black Rifle Coffee Company (BRCC) was born. Hafer branded his business as one that not only sold coffee but supported veterans. And had fun doing it. He and his team created unexpected marketing videos full of adrenaline, guns, and explosions - all consistent with his pro-veteran, pro-military, and pro-America brand.

In 2017, while BRCC was still a small-time brand, Hafer got his first national media opportunity. Starbucks responded to a Trump immigration policy position by announcing a plan to hire 10,000 refugees (apparently rescinding their previous commitment to hiring 10,000 veterans). Instead of sitting back, Black Rifle Coffee Company, the pro-veteran coffee company, announced its intention to hire those 10,000 veterans instead. At the time, they were doing a few million in revenue...but once they took a stand, sales grew exponentially.

This campaign went viral, launching Black Rifle Coffee Company into the national discussion. And in 2018, they skyrocketed to \$30 million in revenue.

As the saying goes, “If you try to please everyone, you’ll please no one.” Though Black Rifle Coffee Company’s image may repel consumers who don’t share its pro-military values, it attracts loyal consumers who love veterans and become raving fans of the brand. These fans have an attachment to BRCC that goes beyond most people’s love for their favorite coffee company. Why? BRCC is about more than just a cup of coffee—it’s a community of people who want to stand up for the men and women who serve America.

By appealing to a niche of consumers with similar values, Black Rifle Coffee Company was able to differentiate itself from a sea of competitors in the coffee industry, build a brand, and experience incredible growth as a result.

And we have the best evidence of their success.

Black Rifle Coffee Company went public in 2021 with a staggering valuation of \$1.7 billion and revenue in the hundreds of millions. None of this would have happened if Hafer had chosen to take the traditional approach and sell his coffee with more generic branding that appealed to “everyone.”

And let us tell you something right now. You’re no different.

There’s absolutely no reason why you shouldn’t achieve exponential growth. But first, you must answer an important question.

With so many competitors in your industry and places your customers can spend, how do you stand out from the crowd?

More Options, More Problems

Business owners today have a BIG problem: we have way too many options for marketing.

It sounds like a great problem to have, doesn't it? Who wouldn't want to have an endless buffet of options for marketing? Doesn't that mean it should be easier than ever to have success?

Well, no... More options equals more problems. You as a business owner want and need to grow your revenue because it drives your business. When faced with seemingly infinite options for how to accomplish that, most business owners take one of two approaches:

1. Do Nothing
2. Try Everything

When overwhelmed by too many options, many business owners, rather than take the time to decide between these options, do nothing. The problem is that these business owners are completely stuck with the status quo and missing out on opportunities to grow their revenue. And most likely, if revenue isn't already going down, it will soon enough as competitors innovate and take their market share.

Other business owners try to do everything... It's easier than ever to create a lot of marketing content, so many business owners use this as an excuse to throw everything at the wall and hope something sticks.

How many times have you tried the new sure-fire Facebook ad strategy or LinkedIn tactic or funnel hack? These “magic bullet” strategies are everywhere, and it seems like new ones crop up every day. However, these “hacks” are not real marketing strategies... And they usually do not get the results the business owner hoped for.

As John Wanamaker famously said, “50% of all my marketing is wasted money. I just don’t know which 50%!”

Business owners are losing time and money trying to do it all (and not getting results) rather than honing in on a strategic approach that actually grows revenue. These business owners are mistaking motion for progress.

Can you honestly say with certainty that you have a solid marketing strategy that gets you the results you want? If you’re like most business owners, the answer is probably no.

Not only do business owners now have infinite options for marketing, but customers now have infinite options for purchasing. The Internet makes it possible for your customers to purchase products from anywhere, meaning that you have thousands of competitors fighting for your customer’s attention.

Think about what your customers deal with in today’s climate—as a consumer yourself, you see it every day. How many emails do you get from businesses that want you to buy their product or service—that you don’t even open? How many social media posts do you scroll past without even noticing the product or service being advertised? This is the world your customer lives

in... So many businesses are in a race to the bottom as they fight for relevance and attention in a noisy, crowded marketing landscape.

So, with more options than ever, how can today's business owners differentiate from the competition, cut out the noise, and choose an evergreen marketing strategy that works in the long term?

If you're struggling to differentiate your business, you're not alone... You've likely been led astray by "Vanilla Marketers." These marketing firms believe that products and services succeed when they appeal to as many people as possible. They often follow traditional, outdated marketing principles that are no longer effective in today's business landscape. In the end, Vanilla Marketers make brands appeal bland, boring, and indistinguishable from competitors in their industry.

They appeal to everyone—so they appeal to no one.

And they set you up with no meaningful way to connect to your ideal customer, leaving you struggling to grow your profitability.

The Search for Meaning in a Transactional World

After twenty years of business ownership and entrepreneurship, we've spoken with hundreds of business owners from diverse industries. We've recognized that, along with bland marketing, many business owners are frustrated by the reality that their customer relationships are transactional, with no true,

meaningful, and lasting connection between the business and its customers.

With little or no customer loyalty to your business, it can feel like you “rent” your customers, not “own” them.

You may hit your sales goals at the end of the quarter, but you immediately have to scramble to do it all again because none of those customers you won will stick around. It starts to feel like you’re on a hamster wheel, running and running with no progress...

You wish that your customers were a loyal tribe who advocated for your business, built a community around it, and generated effortless referrals for you...but they don’t. And even worse, you don’t know how to change that.

Above all, even beyond your revenue and profit goals, you ultimately wish your business could make a meaningful impact on the world.

Every business owner starts their business because they have a passion for it and want to make a mark on the world. But when you’re chugging along, trapped in a cycle of transactions, struggling to consistently grow revenue, it can be easy to lose sight of that desire to make an impact. You find yourself losing meaning and purpose in your work. Instead of the freedom you were seeking, you spend countless hours chasing transactions just to keep the business afloat.

You begin to feel confused, overwhelmed, and burned out.

The old joke, “Business would be great except for the customers and the employees,” may start to hit too close to home. This tongue-in-cheek quote is funny and relatable to entrepreneurs facing the many challenges of running a business, but when a business loses focus on its ultimate outcome and the meaning of its work, the joke may begin to ring true. It’s then that a business owner should recognize that it’s time to find a new approach.

What if there was a way you could use your business to be a force for good in the world—and what if it led to more revenue, stronger customer relationships, and exponential referrals?

What if you could realign with your purpose, find meaning in your work, and experience the joy of running a business that is aligned with your values?

Clarity for You and Your Customers

Enter our winning strategy: Conviction-Driven Marketing™, or connecting with your customers by demonstrating that you share their convictions (beliefs, values, and interests).

When you connect with people through their deeply-held values and convictions, you’re connecting to their identity as human beings. That builds an unbreakable bond...

“The strongest force in the human personality is the need to stay consistent in how we define ourselves.”

—Tony Robbins

People need to remain consistent with their own view of their identity, and they will make choices aligned with who they want to be and who they want others to see them as. Countless studies and decades of research point to this truth.

You probably have a few products today that you feel are part of who you are. Whether it's the car you drive or the clothes you wear, the choices you make about what products you buy tell the world something about you. And if a product is connected to your most deeply-held convictions, the connection you feel with this brand, and your desire to represent it, is even stronger.

Conviction-Driven Marketing™ frees you from competition. Once your customer connects with you on convictions and becomes a proud advocate for your business, competition disappears. A 2022 Harris Poll survey¹ states that 82% of consumers want a brand's values to align with their own, and 75% of consumers reported parting ways with a brand over a conflict in values.

If a business represents your most deeply held beliefs and values as a human being, there's no shiny new feature or bargain price that can compete with that. Instead of being solely preoccupied with beating your competition and trying every new marketing tactic you can think of, you can instead focus more on cultivating a relationship with your audience. And this won't be just any audience... This will be an audience of people who connect with what is most important to you in life and share similar

¹ Harris Poll, 2022, commissioned by Google Cloud. "New Research Shows Consumers More Interested in Brands' Values Than Ever." Consumer Goods Technology. Available at: <https://consumergoods.com/new-research-shows-consumers-more-interested-brands-values-ever>

beliefs. Fall in love with your customers, not with your product or service.

Wouldn't that transform the experience of running your business? Rather than focusing on transactional exchanges with anonymous consumers, you can build a community of people who unite over shared, deeply-held beliefs. Rather than feeling burned out, lost, and disconnected from your purpose, Conviction-Driven Marketing™ allows you to fulfill your life's purpose and find meaning in your business beyond the transaction.

The Two Strongest Types of Convictions

We're about to break a big rule...

If you're like us, you've probably heard this advice and had it ingrained into your sensibilities: "It's not polite to bring up faith and politics!"

In this book, we're going to throw that rule out the window. You can't perform Conviction-Driven Marketing™ without the convictions. And the two strongest, most deeply held, unchanging convictions for most people involve their faith and political worldview.

Think about it... Your opinion on many things has changed throughout your life, and though your beliefs have probably become more nuanced as you've gotten older, your faith and your politics have likely not changed frequently, if at all.

According to data from the General Social Survey, in 2018, about 70% of respondents reported being in the same faith tradition as when they were children². And in 2020, the Pew Research Center found that 9-in-10 voters remained affiliated with the same political party as they had been in 2018³. That's despite nearly billions of dollars spent by political marketers just like us.

The consistency of your faith and political principles may not be true for other areas of your life, and it shows in your buying habits. You might get into exercise, buy a bunch of equipment, and then stop exercising after a few months. You might frequent one restaurant for a few years, and then stop going there as your eating preferences change. You might change careers, and when you do, the products you buy, from technology to the clothes you wear to work, change, too. You buy different products as your kids get older and as you get older. Yet as other variables in your life change, your faith is your faith, and your politics are your politics.

The reason that people believe it's not polite to bring up faith and politics is because people feel so strongly and passionately about these subjects, and conversations can become emotional. But what if you could harness that emotion and passion that people feel about these convictions into your marketing positively and authentically?

² General Social Survey, 2018. NORC at the University of Chicago. Accessed via GSS Data Explorer. Available at: <https://gssdataexplorer.norc.org/>

³ Pew Research Center, "Voters Rarely Switch Parties, but Recent Shifts Further Educational, Racial Divergence", August 4, 2020. Available at: <https://www.pewresearch.org/politics/2020/08/04/voters-rarely-switch-parties-but-recent-shifts-further-educational-racial-divergence>.

We recognize that many businesses have real fears and objections about injecting faith and politics into their marketing. We all know that politics have become more tribal in recent years, and many people are afraid to polarize. They fear that they'll alienate half of their audience if they declare their political leanings, and they feel that the audience that remains will be too small. Not to worry... We have statistics to show you that this isn't the case, and we'll get into them later in the book.

We will also reveal in Chapter 4 that you can choose the extent to which you want to be partisan.

Additionally, people of faith may have reservations about mixing business and religion. All four gospels reference Jesus overturning the tables of the money changers and confronting those selling cattle in the Jewish temple. Rightly, we want to follow Jesus' example of not profiting from faith. Many of us have also encountered salespeople who use faith in an insincere way, so it's easy to feel afraid of appearing that way to others.

These fears and objections are valid. But as Christians personally, we also recognize that followers of Jesus have a call to be leaders of influence in our world, worshiping our Savior by honoring Him with our work - including business ownership. Christian consumers want to support Christian businesses that honor their convictions, and they want to avoid businesses that make choices that are against the teachings of Christ. While it is right to be wary of behaving like the money-changers in the Bible, we encourage Christian business owners to recognize that there is a strong need in our world to create God-honoring products

and services for consumers who want to ensure they're spending their money in a way that is true to their beliefs.

A Time-Tested Approach

When it comes to injecting politics into business, there are successful businesses that have been doing so for decades.

Consider how businesses on the “left” side of the aisle have behaved.

Take ice cream company Ben & Jerry's, founded in 1978, who have built a brand around convictions like “supporting the Palestinian cause” by closing their stores in Israel and creating flavors supporting gay marriage and President Barack Obama.



A Ben & Jerry's ad promoting activism on issues such as climate change.

Athletic and outdoor apparel brand Patagonia, founded in 1973, has also used conviction-driven marketing to oppose politicians who don't support their version of climate change orthodoxy.

They've canceled events at venues that also hosted Republican politicians they didn't approve of.



Patagonia's website prominently displays content about climate change designed to appeal to shoppers on the left.

But refreshingly, on the center-right, we now have the great example of EveryLife Diapers. Co-founders Sarah Gabel Seifert and Caroline Carralero were disheartened to find out that so many companies providing baby products donated to organizations that opposed life and supported abortion. In response, they founded a company that celebrates life, champions parenthood, and is rooted in faith.



Buy For a Cause

★★★★★ 2 Reviews

Even if you don't have a baby in diapers, you can support EveryLife's mission to change lives when you "Buy For a Cause."

We're proud to partner with pro-life organizations who support those who make the bold and brave decision to choose life. Each bundle purchased will be shipped to the organization facing the most urgent need as they aid families in crisis. To date, you've helped us donate more than 1.5 million diapers.

\$49.99/month

Choose order type

Subscribe

\$49.99

- Donate a month's supply of "Buy For a Cause" bundle every 4 weeks
- Skip, cancel or edit any time

One-Time Purchase

\$49.99

- Donate a month's supply of "Buy For a Cause" diapers

ADD TO CART



EveryLife Diapers declares its pro-life values on its website, encouraging shoppers to "Buy for a Cause" and donate diapers to organizations in need.

Hobby Lobby, an arts & crafts store founded in 1972, embodies Christian and conservative principles, including remaining closed on Sundays to allow employees time for rest and worship. This decision has allowed Hobby Lobby to attract employees who share their faith and create value alignment throughout the organization. In 2023, they did \$7.5 billion in revenue and employed over 35,000 people. But most importantly, the Green family, who own Hobby Lobby, have given away millions of dollars to Christian causes and charities.

We Are Committed To

Honoring the Lord in all we do by operating the company in a manner consistent with Biblical principles.

Offering our customers exceptional selection and value.

Serving our employees and their families by establishing a work environment and company policies that build character, strengthen individuals, and nurture families.

Providing a return on the family's investment, sharing the Lord's blessings with our employees, and investing in our community.

With our *Super Savings & Super Selection Everyday*®, we have everything you need to *Live a Creative Life!*®

Store hours are Monday through Saturday from 9:00am to 8:00pm. All Hobby Lobby stores are closed on Sunday.

Hobby Lobby's website shares its commitment to Christian values.

Patriot Mobile, founded in 2013, has positioned itself as America's only Christian, conservative wireless provider. In a sea of wireless providers, conviction-driven marketing has allowed Patriot Mobile to amass over 100,000 subscribers.



Our Story

Patriot Mobile is America's ONLY Christian conservative wireless provider. Since 2013, Patriot Mobile has given Americans a conservative alternative for their cell service by providing dependable nationwide coverage on 4G or 5G networks and exceptional U.S.-based customer support. Patriot Mobile gives a portion of every dollar earned to support organizations that align with our Four Pillars of Giving:

- First Amendment
- Second Amendment
- Sanctity of Life
- Military, Veterans, and First Responder Heroes



Patriot Mobile's website states its Christian, conservative ideology.

Note that all of these businesses exist in crowded marketplaces with seemingly infinite options for customers to choose from... Yet conviction-driven marketing has allowed them to stand out from the crowd and find success. Think about how difficult it is for Patriot Mobile to compete with powerful and cash-rich companies like Verizon, Sprint, T-Mobile, AT&T, and even Mint, which features A-list actor Ryan Reynolds in their marketing. Despite this, Patriot Mobile is thriving! They are nothing less than David facing Goliath, and like the Bible story, they are winning.

Conviction-driven marketing doesn't mean you need to take a partisan stand. Values such as "protecting the environment" and "supporting veterans" aren't inherently controversial, though choosing one over the other can send signals about where your business leans politically and what your core values might be. If stating that you support a particular candidate or taking a public stand on a particular issue scares you, know that you can build values into your brand that you are comfortable with.

However, if you're the type of person who isn't afraid to take a stand for what you believe in, know that there is a giant opportunity to win over customers by doing so.

In 2023, Seth Weathers founded Ultra Right Beer after Bud Light hired a controversial spokesperson who was unpopular with their typically conservative customer base. Customers began to boycott Bud Light, and the company lost \$27 billion in market value.

Weathers saw an opportunity to win over conservative beer drinkers who no longer wanted to purchase from Bud Light and created Ultra Right Beer with blatantly conservative branding. Because Ultra Right Beer took a stand in the middle of a controversy, the beer went viral and generated hundreds of thousands of revenue within weeks of launching and is now a multi-million dollar company. Though taking a risk and stepping into a controversy may not be the right strategy for every business, this story illustrates that it can lead to success.

This success is possible for you, too.

The reality is, there is a large segment of consumers who are looking for businesses that are open about faith and politics. This trend is only continuing to rise. Furthermore, customers want to support businesses whose beliefs align with their own, and more businesses than ever are stepping forward and wearing their convictions on their sleeves.

With intense competition in business, the way to cut through the noise and stand out from the crowd is to connect with your

audience on faith and politics. When you have a core message that hits people in the heart, they're with you for life.

The Importance of a Quality Product or Service

Though Conviction-Driven Marketing™ is a powerful approach, it will only be effective if you have a quality product or service that can compete with other brands, including those that do not use a conviction-driven marketing approach.

Conviction-Driven Marketing™ can attract new customers like a magnet—and when done right, it can keep them coming back again and again because they resonate with the story your business tells. However, if your product is subpar, customers who flocked to you for your values won't stick around for long.

This approach to marketing can support a fantastic, high-quality product or service that needs an extra push to get in front of consumers in a crowded marketplace. Yet it's important to remember that Conviction-Driven Marketing™ is not a replacement for an excellent product or service.

If your convictions are the only compelling thing about what you're selling, you won't find long-term success. But if your convictions add an attention-capturing layer to a product or service that is already strong, this approach will give you the boost you need to drive sales and build a large, loyal audience.

Who is This Book For?

We hope that by this point, we've opened your eyes to the power of Conviction-Driven Marketing™. But before we unpack how you can implement Conviction-Driven Marketing™ in your business, we want to take a moment to discuss who this book is for.

This book is not for people who want to go halfway. You certainly don't have to be as controversial as some other businesses, but if you're planning on tiptoeing through this process, it may not be for you. If you're not ready to own your values, in an authentic way, this approach will not work.

This book is not for people who are not willing to stay the course. It's not going to be as easy as putting up a flag, saying "This is who I am!", and sitting back as customers flock to you. This approach is not another throwaway marketing tactic like the latest LinkedIn hack or Facebook trick.

This approach is a long-term strategy that will shape your business on a foundational level. You're going to have to put in the work and be consistent. Customers will want to see validation that you're actually walking the walk. It may take time before people see that you mean what you say, but once they do, they'll be customers for life.

Finally, throughout this book, we're going to be talking about how to use Conviction-Driven Marketing™ to appeal to a Christian and/or conservative demographic. Although the strategies we discuss in the book will work with any set of

values, we are Christians and conservatives with a background in politics. Therefore, this demographic is where we have the most expertise and can have the greatest impact in helping business owners with similar values unlock the power of this audience—we call them Liberty Spenders, and there are 76.5 million of them, totaling \$5 trillion in spending power.

So, if you're open-minded, if you're ready to go all the way, if you're willing to stay the course, and if you're a business owner who sees the enormous potential of capturing the lucrative audience of Christian and/or conservative Liberty Spenders to take your business to new heights, read on.

CHAPTER 2

Why Conviction-Driven Marketing™ with the 5P System is Your Secret Weapon for Sales

“If you do what you’ve always done, you’ll get what you’ve always gotten.”

– Tony Robbins

From Politics to Business

Before we go on this journey together, we want to introduce ourselves and share how our journey in politics and business led us to create the 5P System. We’re Kurt and Kristen Luidhardt. In 2006, we started The Prosper Group, which has become one of the nation’s leading Republican political consulting and digital fundraising companies.

But once upon a time, we were just two young people becoming interested in politics... After college (we met at Indiana Wesleyan University), we set off working on political campaigns. But a detour into entrepreneurship shifted our path and laid the foundations for our future work in business. In 2004, we

were preparing to get married, and we didn't have the kind of money to afford the kind of wedding we wanted. One of our political mentors suggested that, since we wanted to get married in August, we sell fireworks around the 4th of July. Being the ambitious kids we were, we operated 3 short-term locations and made \$9k in just two weeks, which was enough to pay for the wedding.

This experience opened our eyes to the thrill of entrepreneurship (and gave us some fun stories to tell!). While working on political campaigns, we pursued entrepreneurial side hustles such as installing Christmas lights on houses. Still young and new to the world of business, we were amazed that we could often make more than our salaries at our political jobs in just a few days as small business owners. This chapter of our lives deepened our appreciation for small businesses and the American dream.

Eventually, we turned our focus wholeheartedly back to Republican politics and founded a political marketing agency together. But in 2009, there were no elections in the state of Indiana, where we live. So, we hit the road.

Today, we've traveled over one million miles and worked in almost all fifty states. But back in 2009, we had no money, and we would sleep in the car sometimes as we traveled around, drumming up business. That year, against all odds, our firm worked for three of the most high-profile elections in the country: Chris Christie's campaign for governor of New Jersey, Scott Brown's campaign for U.S. Senator for Massachusetts, and Bob McDonnell's campaign for governor of Virginia.

All three of these campaigns were massive upsets, and we employed ground-breaking voter contact technology and online fundraising tactics, earning national recognition, winning industry awards, and shocking the established political consultants. In Scott Brown's race alone, we helped raise \$14 million online with a grassroots digital campaign that became viral and spread nationwide.

Winning these three elections catapulted our business's growth and put us on the map. At the time, we were just kids. We didn't have training. We weren't from DC. In the eyes of the political world, we were nobodies, and we were competing against people who had the connections and experience we lacked. Nothing was handed to us. We worked for everything.

In 2010, we succeeded in electing 14 members of Congress and working on several of the top targeted U.S. Senate races, where we continued to break fundraising records (over \$28 million total) and win national awards for our work.

By 2012, we were able to parlay our success into working for our first Republican Presidential candidates. We worked initially for U.S. Senator Rick Santorum's campaign before being hired by Mitt Romney in his challenge to President Obama. The attraction was our growing mastery of the art of small-dollar fundraising online and our expertise in Republican donor data.

In 2015, we were ready for our next Presidential cycle—this time with an open seat. We worked for multiple candidates in the primary, and when President Donald Trump became the nominee, he hired us. There was almost no team on the digital

front at the time. Then, Digital Director Brad Parscale had handled Trump's entire Primary campaign with just himself, his trusty laptop, and a couple of staff. Now, in June of 2016, we were hired to help build out a team to rival Hillary Clinton's 250-person strong digital operation. We had to learn very quickly how to work on a campaign with a national scope from the ground up. Instead of assisting remotely, Kristen relocated with some staff to San Antonio to work from the digital headquarters.

We launched Trump's first-ever email fundraising campaign. We were able to raise \$2.6 million from the first email we sent (a new record) and over \$4 million from the overall campaigns we ran that day. Over time, we raised more than \$60 million of Trump's \$333 million. Ultimately, we were solely responsible for managing the mobile app and the comprehensive texting program in addition to our ongoing email fundraising efforts.

During that time, we learned so much about the Liberty Spender demographic and how to get them to convert. These same people who donated over \$300 million to Donald Trump in such a short time frame spend literally trillions of dollars every year buying products and services that your business sells.

Today, we're proud to have helped elect over 100 members of Congress, 15 Governors, 15 U.S. Senators, and 1 President. We've raised over \$500 million from over 13 million transactions, and we've received honors such as being named the #466 fastest-growing company in the U.S. in 2019 (from Inc. Magazine) and being named in the AdWeek 100 for being one of the Top 100 fastest-growing agencies in the world.

Now, we want to bring our extensive experience and success in politics to help businesses. We're proud of our work for great political candidates and politicians, but we've seen firsthand that business owners are better able to change the world. We know the right politics are important, but it's clear today that no one politician is going to save us.

If we want to make the world a better place, we need to support business owners with integrity who add value to their communities as they pursue the American Dream. They are the ones creating jobs, supporting charities, and taking on some of the toughest problems in today's world.

We ourselves have experienced both the ups and downs of being entrepreneurs. We've built a successful agency that grew to more than 55 employees, we've founded and run dozens of businesses (ask Kurt about his hometown ice cream shop, The Dutchtown DariBar), profitably exited 3, invested in start-ups, and consulted with many others. And, like many other entrepreneurs, we've had some colossal failures, too.

We know the highs and lows of running a business, the joys and challenges of hiring, mentoring, and sometimes firing employees, the push/pull of setting priorities, building your company culture, and reaching sales goals. After experiencing these challenges ourselves, we have become passionate advocates for other entrepreneurs.

And, once again, we feel called to combine our passions to change the world—one business at a time.

Thanks to our work in Republican politics, we know the Christian and/or conservative consumers who we call Liberty Spenders on a deep level (and we've had plenty of adventures, encounters with legendary politicians, and memorable moments... Just don't ask Kurt about the time he split his pants in front of former President George H.W. Bush!).

We understand what resonates with Liberty Spenders. We understand the issues they care about. We understand the way to reach them. We know what media they watch, what podcasts they listen to, what influencers they respect, and what events they attend. We want to leverage our knowledge about the Liberty Spender audience to help business owners accomplish amazing things.

Out of this mission, the 5P System was born...

The 5P System for Reaching Liberty Spenders

As we began working with businesses and strategizing about how they could reach customers using Conviction-Driven Marketing™, we began looking back at our experience in politics. In business, the goal is to get a sale, and in politics, the goal is to get a vote, yet the underlying game is the same. In both worlds, your goal is to convince someone to believe in what you are offering and choose you over your competitors.

We saw the potential to borrow strategies from political campaigns to help business owners build bases of loyal customers and grow their sales to new heights.

We started asking ourselves what we had been doing for our political candidates that worked and would translate to business. Why did our clients like Donald Trump, Ted Cruz, Scott Walker, and Tommy Tuberville do so well?

To use the most high-profile example, consider Donald Trump. He was largely written off as a long shot when he announced his campaign in 2015, yet he was elected President. What did he get right, and so many others get wrong, that made him the favorite of conservative and Christian voters that we call Liberty Spenders?

We think he did a better job of understanding the things we have identified and built into our 5P System.

People

Donald Trump understood, seemingly deep within his bones, the people he wanted to represent. Whether you agreed with him or not, you couldn't deny that he was relentlessly focused on a group of people who felt left out by the current system and became increasingly loyal to him. Those voters turned out in greater numbers than ever before, surprising many people during the primaries and then shocking them when he eventually defeated Hillary Clinton.

The Rule: You must understand the **people**, who they are, what they care about, and what motivates them.

Positioning

Again, Donald Trump understood how to position himself vs the others in the primary and general election. While other candidates, like Jeb Bush, tried to appeal to a broad audience, Trump positioned himself smartly on key issues.

The Rule: You must **position** yourself properly in relation to Liberty Spenders. There are three major categories: market fit, issue, and ideology. All can work, but you must choose right for yourself.

Passionate Story

Is there anyone better than Donald Trump at telling an engaging story? It was weaved into everything he said. His campaign slogan, Make America Great Again, is famous worldwide. Everyone voting in 2016 knew his key policy positions to sell that story - building the wall, imposing tariffs, and ending NAFTA.

Additionally, Trump pulled his personal story into this narrative. Despite being a billionaire, he was able to connect with voters who were barely making ends meet. He shared how being a member of the elite, he witnessed firsthand how greedy politicians were taking advantage of everyday Americans.

The Rule: Once you understand your audience and your positioning, you must tell your story with **passion** and in a way that resonates with this audience.

Proof

Having worked on the inside of the 2016 campaign, we can speak firsthand at how obsessed Donald Trump was with data. We reported in real-time our results and Brad Parscale spent much of his time demonstrating that the campaign's money was being spent wisely. Trump didn't want anyone simply "trusting their guts". It was data that led the campaign to target Democrats that Republicans hadn't tried to win in years.

The Rule: Test your messaging to **prove** it works with the audience you want to reach before you waste money getting it in front of them.

Product Rollout Plan

Perhaps the biggest surprise of the 2016 campaign was how effectively Donald Trump used every medium and channel to roll out his campaign. In the end, experts say Trump earned about \$6 billion of free media in his campaign from effective use of newsjacking, media relations, influencers, and the like. Still today, Donald Trump is the absolute master of working this ecosystem. When we dive into it, an astute observer will see that Trump effectively uses each channel.

The Rule: As you roll out your product or service, you should tap into the ecosystem of conservative and/or Christian influencers and endorsers and collaborate to optimize your success.

Our 5P System has become the game-changer, providing the ultimate blueprint for mastering Conviction-Driven Marketing™. It's designed to streamline every move, ensuring each strategy is executed with laser focus and purpose—so your business and brand not only stays true to its core values but also delivers powerful, measurable results that set you apart from the competition.

Before we delve into each of the 5 Ps, we also want to highlight another distinction of this approach.

Marketing Based on Convictions, Not Demographics

Our mentor, Tony Robbins, regularly says, “People buy feelings, not things.” As we covered in Chapter 1, when you market to people based on their deeply-held values, you can provoke strong feelings in them, match their identity, and make them true fans.

In contrast, your typical “vanilla” marketing firm is going to focus on appealing to customers based on high-level demographics or geography. Or, worse yet, just try to appeal to everyone. However we find those factors much less valuable for predicting purchase behavior and creating loyalty.

So why is your “vanilla” marketing campaign plan so reliant on these outdated methods of targeting consumers? Because that’s the way it’s “always been done.”

Meanwhile, people who have the same convictions around faith and politics may belong to different demographics, but they

have a more powerful connection with others who belong to the “tribe” that holds the same values. They see the world the same way, believe the same things, and increasingly identify with each other’s brand choices.

So when we talk about appealing to people on the basis of faith and politics, we’re saying it’s time to throw out these old concepts and engage the secret weapon of Conviction-Driven Marketing™.

You’re creating a powerful attraction so that your target customer, who shares your business’s values, sees your brand and says, “Oh, that’s me!”

Clearly, depending on your product, demographic targeting may still matter. For example, if you sell a product for new moms, you still need to properly target this demographic. But by leading with Conviction-Driven Marketing™, you’re no longer limited to marketing on features, benefits, and price.

Own Vs. Rent

Do you own your customers, or do you rent them?

We all know the difference between owning and renting a home or property. A property you are renting is not yours. It’s temporary. Your landlord could evict you or sell your home to someone else without your consent.

Similarly, in marketing, the discussion of “owning vs renting” is usually about the risks of relying on platforms such as Facebook

for your **audience**. When you rely on a third-party platform to reach your audience, you are “renting” them from that platform. If that platform disappears or makes a policy change that affects your business, you lose your audience. You don’t want to be in this risky position, especially as social media giants are influenced by the tides of the political world and sometimes hostile to conservatives and Christians.

But let’s put the topic of social media platforms aside and think about what it means to own or rent your **customers** on a deeper level—in relation to your competitors and your industry.

When you “rent” your customers, they don’t truly belong to you. They can be taken away by your competition, and you have to constantly put in work to keep them. Your customers may not have strong reasons for choosing your product over your competitor’s product, and the decision may come down to who has the lowest price on any given day.

When you own your customers, however, they’re with you for life—they have no interest in leaving you to check out your competition. Your customers consciously and purposefully choose your business out of all of the businesses in your industry because they see a unique value in it.

When you own your customers, you no longer have to spin your wheels, spending money trying to market to replace lost customers. Depending on your product, you’ll have more recurring orders, and you’ll have more referrals.

Conviction-Driven Marketing™ is one of the strongest ways to own your customers. Liberty Spenders are passionate about their values. If you show them that you share these values, they'll remain loyal to your business. When your competitor lowers their price or puts out a flashy advertisement, it won't matter to your customers because they recognize that this business does not align with their values, while yours does.

Consider two great companies that have mastered this principle. Patriot Mobile's retention numbers greatly exceed those of their competitors, **by as much as 20%**. People choose Patriot Mobile for its values, which are unchanging and core to the company. Meanwhile, its competitors are practically interchangeable with consumers, who tend to choose them for shifting reasons such as price and convenience.

I Have a Bean, a Wheaton, Illinois-based coffee company, has the same result. Customers who choose I Have a Bean do so because they sell coffee in the 99th percentile of quality. But their customers are all informed of their conviction-driven mission after their first sale. Their powerful vision to give second chances to people who have been released from prison follows Biblical teachings about redemption. Owner Pete Leonard credits sharing this mission with customers as the reason for its industry-leading retention rate.

(By the way, you can tune into our *Liberty Spenders Show* for more details on these inspiring success stories.)

Patriot Mobile and I Have a Bean have mastered the concept of Conviction-Driven Marketing™ and found enormous success with this strategy. Now, it's your turn...

In the following chapters, we'll explore each of the 5 Ps in-depth and walk you through the process of aligning your business to Liberty Spenders. We'll show you how to do in YOUR industry what Donald Trump did in his!

CHAPTER 3

People: Meet the Liberty Spenders (& the \$5 Trillion They Can't Wait to Spend)

"I know who my customer is. I know who I'm trying to serve coffee to. I know who my customer isn't. I don't need to be everything to all people."

– Evan Hafer, Black Rifle Coffee Company

In early 2024, we tried out a new brand of diapers on our son. They were comfortable and definitely got the job done. The diaper brand we chose was called EveryLife Diapers.

Why did we choose this brand out of a sea of competing diaper brands?

We discovered that the brands we were previously buying from were paying for abortions. We couldn't imagine, especially while holding our beautiful children, participating in that.

We are Liberty Spenders.

Because EveryLife Diapers aligned with our values, they caught our attention, even though some of their competitors are much larger businesses with higher marketing budgets. And we bought them immediately.

This is just one example of how Liberty Spenders think about buying decisions—and we are just two of the 76.5 million people that make up this engaged and motivated audience.

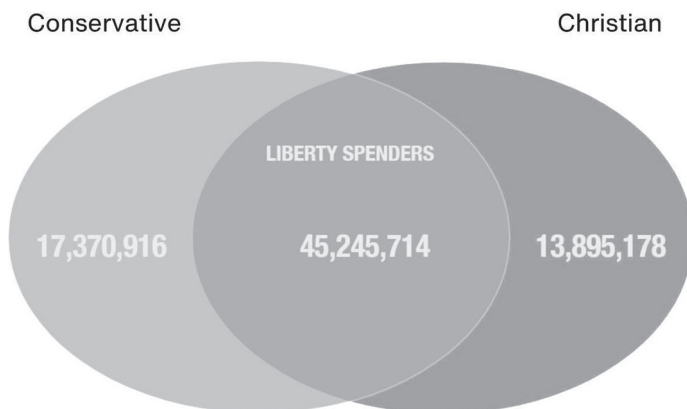
Who Are Liberty Spenders?

Liberty Spenders are conservatives or Christians who are significantly more likely to buy a product or service from your business when they associate your brand with their values. They are your neighbors, co-workers, employees, friends and family. You see them every day at the store or online - and there are tons of them.

From our extensive research and national data modeling, we have built the most sophisticated data set of Liberty Spenders in the country. We have identified a total of 76.5 million people who are more likely to buy from businesses and brands that use conservative or Christian branding or messaging.

How's that for an audience?! Now let's break it down further.

Liberty Spenders



From the overall Liberty Spender audience of 76.5 million, we have identified three unique segments. Some Liberty Spenders respond primarily to conservative branding or messaging, while others respond primarily to Christian branding or messaging. And of course, some people fit into both categories, making our third segment. (See the Venn Diagram above)

In the graphic above, you'll see that over 62.5 million Liberty Spenders respond primarily to conservative branding or messaging and are more likely to buy a conservative-branded product or service.

Additionally, we have identified over 59 million Liberty Spenders who respond primarily to Christian branding or messaging and are more likely to buy a Christian-branded product or service.

Of course, some people fit into both categories, meaning our total between the two, when accounting for overlap, is over 76.5 million. Together, these Liberty Spenders have an annual spending power of more than \$5 trillion.

I'm sure we can agree that any business can find a way to prosper from an audience that big.

These are the same people who each year help donate at least \$300 million to churches and \$2.5 billion to conservative political causes. That's just the disposable income of Liberty Spenders... Think about how much more money this group of people has available to spend on products and services that they want and need.

If you had any doubts that there was a large audience out there of people who want to buy from businesses that align with Christian and/or conservative values, we hope these numbers have shown you otherwise. The audience is out there... And no matter what product or service you're selling, there is a Liberty Spender for that.

Liberty Spenders are:

- parents buying diapers for their babies
- business owners buying a web design service
- executives hiring new employees
- homeowners buying a new couch (or a new house altogether!)
- customers of banks, merchant processors, and credit card companies

- pet owners
- and much, much more...

The lesson? They buy all of the products and services that the average person needs every day, from groceries to clothing to insurance to business consulting. And they are looking to buy from you, if you know how to talk to them.

Data for Targeting Your Customers

Some say knowledge is power, but many of us know that knowledge is just *POTENTIAL* power. The true power of this data is in your ability to appreciate the value of the entire audience, and then apply your specific industry and product particulars to it. It's exciting to know that there's a big audience; it's even more exciting to know you can reach into this pool and pull out the 325,000 potential customers that could double your business.

For example, if you're selling a product for campers, let's take that 76.5 million audience and condense it down to the 19 million we know are outdoors enthusiasts.

Even better? What if you already know your typical customer was also a man? Now this is an audience you can tackle - and use to ignite your sales. In Chapter 7, we'll get into our approach more.

Consider:

- Over 23 million Liberty Spenders are interested in buying fashion jewelry
- Over 5 million Liberty Spenders are dog owners
- Over 6 million Liberty Spenders are interested in diet/weight loss products
- Over 19 million Liberty Spenders are wine lovers
- Over 2 million Liberty Spenders are female nurses
- And dozens more

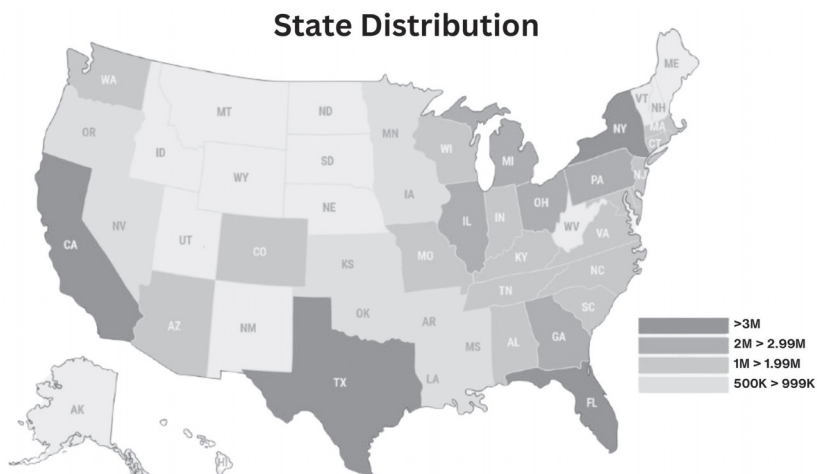
Liberty Spenders (and their wallets) are waiting for the next amazing product or service that aligns with their convictions. It's up to you to reach them, and then the magic will happen.

Demographics

Age, Gender, Race vs. Universes

Demo	Level	Conservatives	Christians
Age	18-24	5,211,197	4,258,847
	25-34	11,464,155	10,182,058
	35-44	14,228,817	12,066,901
	45-54	14,973,061	13,623,060
	55-64	17,783,286	18,826,587
	65-74	14,399,922	14,892,783
	75+	11,711,668	12,177,764
Gender	F	42,431,984	43,724,218
	M	48,440,085	42,838,121
	U	180,259	154,241
Race	Asian	2,805,698	2,705,287
	Black	6,892,704	9,412,621
	Hispanic	9,353,603	10,250,540
	Other	4,380,532	4,332,880
	White	67,544,568	60,015,252

Additionally, distribution by state also serves as a valuable reference point for Liberty Spender demographics.



For more of our data on Liberty Spenders, see the Appendix at the back of the book. You can also download a version of the Liberty Spenders Data Bible at www.LibertySpenders.com/DataBible.

What Do Liberty Spenders Want to See From Your Business?

Let's help clear something up right off the bat. Reaching the Liberty Spender demographic doesn't mean you need to put Bible verses on a hat or fly a Trump flag over your company headquarters. As with any group, within the Liberty Spenders audience, there is a spectrum of preferences and values. Most importantly, Liberty Spenders want to see that you **truly** hold conservative and/or Christian values, and the way that these values manifest in your business should feel **authentic to you**.

Appealing to Liberty Spenders will look different for every business... A business like Ultra Right Beer, which positions itself as a beer exclusively for conservatives and takes a stand on partisan issues, is different from a brand like Chick-fil-A, which does not brand itself as an exclusively conservative business but appeals to Liberty Spenders through a commitment to Christian values such as closing on Sundays. Both businesses appeal to Liberty Spenders, but the way that this manifests in each business's marketing approach is different (more on that in Chapter 4).

However, across the board and generally speaking, Liberty Spenders want to spend their money with businesses that:

- Support Christian and/or conservative causes
- Endorse Christian and/or conservative candidates or policies
- Make their products in America
- Promote and hire employees based on merit rather than DEI principles
- Honor the Sabbath
- Uphold honesty and integrity in all they do
- Advertise on Christian and/or conservative media
- Put Christian or patriotic branding on marketing materials or product packaging (though not every Liberty Spender-aligned business needs to do this to succeed)
- Respect and support the military and veterans
- Love our country and are proud to be here
- Support an American work ethic

Liberty Spenders do NOT want to spend their money with businesses that:

- Support “woke”, left-wing, or anti-Christian causes
- Implement DEI policies that favor one race over the other in hiring and promotion
- Push pornographic or inappropriate images to Americans and especially children

Good News! You're (Likely) Already Selling to Liberty Spenders...

For some businesses, one exercise that could be valuable is to understand how many Liberty Spenders you're ALREADY doing business with. If Bud Light would have done that before hiring their controversial influencer, they could have avoided their \$27 billion dollar mistake!

We do this by using our extensive databases that contain ideological analysis of 300 million U.S. residents - including which ones are Liberty Spenders.

Just that knowledge alone could ignite your sales immediately. (Imagine the success you could have by going back to non-active customers with an updated offer and message that appeals on the deepest level...)

If you know that most of your audience members are Liberty Spenders, that frees you up to take more risks and open up about your faith or political beliefs, knowing that you can escalate

your repeat orders because your audience is already in alignment with you and ready to buy in.

For many of our clients, this information alone is all they need to be excited, move forward, and get results.

Now you've been introduced to the first "P" of our 5P System: People. You've learned the size and scope of the Liberty Spenders audience, that we can slice and dice the data to pinpoint the right targeting, and you know what they want to hear from you.

In the next steps, you'll go through a discovery process to find out how to position your business—within the three levels of market fit, issue, and ideology—to align with Liberty Spenders.

CHAPTER 4

Positioning: 3 Ways to Capture the Hearts (and Wallets) of Liberty Spenders

“I will offer a choice, not an echo”

– Barry Goldwater

Take a look at how these successful companies have positioned themselves...

Patriot Mobile: *America’s Only Christian, Conservative Wireless Provider*

Black Rifle Coffee Company: *Coffee and culture to people who love America*

Strive Asset Management: *Committed to shareholder privacy*

Love of Country Clothing: *We celebrate your American spirit with every stitch*

XX-XY Clothing: *We stand up for women’s sports*

Take your cue from these companies targeting Liberty Spenders. Getting your position right is the next key to success in this market. In fact, it's the foundation that you'll build your entire strategy from.

Each company will do this differently, but there are three general ways to position your product or service to appeal to the Liberty Spenders demographic, and each has its merits:

1. Market Fit - Does your product or service uniquely appeal to Liberty Spenders?
2. Issue - Take a stance on an issue that aligns with the values of Liberty Spenders
3. Ideology - Declare your faith and politics boldly to attract like-minded customers

Market Fit

If you have a product or service that naturally appeals to Liberty Spenders and speaks to their wants and desires, you may not need to declare your ideology or stance on issues to capture this audience's loyalty.

If you sell something that most people buy anyway, such as soap or coffee, you don't automatically have market fit. For this positioning to work, your product or service needs to be something that uniquely appeals to Liberty Spenders. For example, Liberty Spenders tend to be pro-gun and many enjoy hunting. If you sell hunting gear, much of your audience will likely be Liberty Spenders, even if you do not explicitly state your faith or politics.

When you have a strong market fit, Liberty Spenders will likely make an assumption about your values based on the product that you're selling. If you sell Christian books, it is evident that you have Christian values, and your product will only appeal to Christians, so you don't need to do much to position yourself to align with Liberty Spenders and their values.

When you have market fit, your values are intrinsic to the product or service that you're selling. Your marketing content doesn't have to be ideological or issue-based because the product already speaks to the concerns and desires of Liberty Spenders.

Consider three examples from the movie industry...

The 2013 film *Lone Survivor*, about Medal of Honor winner Marcus Luttrell, ran a marketing campaign targeted towards Liberty Spenders. This campaign didn't have to emphasize a conservative or Christian ideology because, by virtue of being a pro-veteran military film, the film itself was already positioned to appeal to Liberty Spenders.

Similarly, in 2014, the film *American Sniper* was released, eventually becoming the highest-grossing war film of all time, unadjusted for inflation. The pro-military film already had innate appeal to conservative moviegoers, but the producers made a series of smart decisions to further cement its appeal to Liberty Spenders. First, director Steven Spielberg was replaced by Clint Eastwood, who had recently appeared at the 2012 Republican National Convention and was more popular with conservatives than Democratic Party donor Spielberg. The film was screened with leading veteran groups to build word-of-mouth buzz.

A culture war between left-wing and right-wing influencers and pundits ensued, and the conversation kept the film front and center in pop culture, which ensured that more and more Liberty Spenders heard about the film and became excited to support it.

The 2023 film *Sound of Freedom*, a Christian thriller about a mission to rescue children from sex trafficking, also had a strong market fit for Liberty Spenders. The film used a unique pay-it-forward campaign, encouraging Liberty Spenders to purchase tickets for others who could not afford to. Despite being a low-budget, independent film, it grossed \$250 million because it was successfully positioned to appeal to Liberty Spenders and utilized effective marketing tactics, which we will discuss later.

Issue Positioning

Issue is the second way to position your business, and it requires a deeper level of commitment to sharing your convictions with the world.

With this positioning strategy, you choose an issue that resonates with you, and your stance on this issue sends a signal that you are part of the conservative and/or Christian tribe. You can do this without making an ideological or partisan statement about politics or faith.

For example, XX-XY Athletics, founded by Jennifer Sey, a former Levi's executive who resigned due to "woke" politics at the company, uses an issue positioning. The company's mission

is to protect women's and girl's sports in light of recent policies about transgender athletes. XX-XY is not branded in a partisan way, but the business's stance on this issue aligns with Liberty Spenders' convictions.

Likewise, Hobby Lobby and Chick-fil-A don't take official political stands, but their business practices, such as closing on Sundays so employees can rest and worship, send a clear message to people of faith that they're honoring God with their business.

Another business that takes a firm stance on an issue is Seven Weeks Coffee, which donates 10% of every sale to a pregnancy center. Their name was chosen because seven weeks is the time when a baby is the size of a coffee bean. Seven Weeks Coffee's pro-life stance is baked into its marketing and the causes it donates to, but they don't need to label themselves as conservative for Liberty Spenders to make an assumption about what its values are.

Ideology Positioning

The final level of positioning is ideology, which involves being forward about your ideology on politics and faith in a partisan way. Businesses that choose an ideological positioning often label themselves as being Christian and/or conservative, rather than simply aligning with Christians and conservatives on issues or product fit.

For example, Patriot Mobile has declared itself "America's only Christian, conservative wireless provider." With this statement,

there's no hiding what they believe. It is a clear, upfront statement of ideology. Consumers who are not Liberty Spenders may read this statement and immediately think, "That's not for me." But taking this ideological stance has allowed Patriot Mobile to stand out in a sea of competitors with virtually unlimited funds and build a company with over 100,000 subscribers.

Public Square is an online marketplace, branded as a conservative alternative to Amazon, that asks everyone who sells on their website to sign a statement of belief ensuring their values are aligned with the company's values. There is no denying what causes the business support, which has allowed them to attract an audience of Liberty Spenders seeking an alternative to big-box retailers with mismatched values.

We've already discussed how Ultra Right Beer used a controversy involving Bud Light to step into the marketplace, branded as a beer by, and for, conservatives. The business skyrocketed to hundreds of thousands in sales just days after launching, and their success has not slowed down.

Ultra Right's branding is in-your-face political and they are not afraid to be exclusionary. The business understands that its strong messaging may drive away consumers who don't agree with the stances the business takes, but it will attract many others who do agree and who are excited to see a business take a bold stance on political issues.

The Importance of Authenticity

A word of warning: if you're going to go down the path of appealing to Liberty Spenders, you need to be authentic. People are passionate about faith and politics, and if they feel like you're using these values as a cash grab while not truly upholding them, it will backfire. Because Liberty Spenders tend to form tight-knit communities with other Liberty Spenders, word will spread quickly if people perceive you as taking advantage of your customers' values.

The way you choose to position yourself needs to be authentic, too. If you know deep down that you don't want to stir controversy and can't handle people with opposing beliefs being upset at you, don't choose to position yourself with ideology. If you choose to position yourself with an issue, ensure that you truly care about this issue and "walk the walk" in terms of giving back.

Authenticity makes the difference between a lasting business that builds a community of Liberty Spenders and a business that capitalizes on a controversy, only to be forgotten. Ultra Right's approach of responding to controversy in the press was an effective way to capture attention, get people talking about the business, and attract an ideologically aligned audience.

However, though Ultra Right executed this "newsjacking" strategy well, we also want to caution business owners to approach this strategy with some serious forethought and planning before taking action. Anger can burn like a fire... But when the flames of anger fade away, you still need to generate

brand loyalty for long-term success. It can be hard to build a loyal audience if you're always positioning yourself as "against" something without building something to be "for," such as a great product that supports a worthy cause. The attention from your audience could be fleeting, requiring the next controversy to keep people motivated.

Negative emotions like anger against something you disagree with can provoke people to take action, but if your business is built around negativity, it can leave a sour taste in people's mouths.

Happily, Ultra Right Beer has successfully navigated building a lasting audience after a "viral" moment in the news by remaining authentic to its values and producing a high-quality product. Fans of the business saw over time that Ultra Right Beer was not an opportunistic business using controversy to get attention—it was an authentic conservative business that truly held the values it spoke up about.

And they continue to succeed. In the summer of 2024, Ultra Right Beer sold over \$1,000,000 of a special edition beer can featuring Donald Trump.

Conviction-driven marketing is enormously effective, but it's only effective if your business truly holds the values you profess to hold.

To learn more about how to implement these strategies in your business, visit www.LibertySpenders.com/Resources for a helpful guide.

CHAPTER 5

Your Passionate Story (or, How to Win a Loyal Customer in 2 Minutes or Less)

“Storytelling is by far the most underrated skill when it comes to business.”

– Gary Vaynerchuk, Author, Motivational Speaker, Entrepreneur

Imagine that you’re scrolling through social media when you come across a video. It begins with eye-catching footage of a man shooting a gun set to loud rock music. You watch a montage that feels straight out of an action movie.





The video cuts to a man wearing a Black Rifle Coffee Company hat who says, “Every adventure starts with a great cup of coffee.” Another action-packed montage plays, this time mixing high-adrenaline scenes of combat with shots of coffee brewing.

If you’re a Liberty Spender, chances are that the images of people hunting and fishing, and the imagery of Army uniforms and American flags have probably already made you think, “I like where this is going... I want to know more!”

Then, CEO Evan Hafer tells his story. “I was roasting coffee one pound at a time in the back tailgate of a government truck,” he says, as photos of his time in the U.S. military appear. “My service rifle was laying right there next to my one-pound coffee roaster.”

Hafer and others then talk about the significance of the company’s name—the black rifle is the weapon used in basic training, so it is a symbol that connects to the experience of every veteran. He talks about the history of coffee in the U.S. military, dating all the way back to the Revolutionary War and

the birth of America. He says that veterans are “fueled by coffee, connected by service.”

You then hear the Black Rifle team talk about how serving in the military taught them to always strive to be better and how this lesson shapes the way Black Rifle strives to improve its coffee products for customers.

The video ends with text that says, “Thank you to our active duty service members, veterans, law enforcement, first responders, and customers.”

This example is a real video advertising Black Rifle Coffee Company. In just a few minutes, this video uses imagery, music, and interviews to clearly convey the brand’s story and why it appeals to Liberty Spenders. At one point, Hafer even says, “We serve coffee to the same type of people we are. They’re one and the same.”

That’s conviction-driven marketing in action...

In this chapter, we’re going to share how you can create a video like this one that captures your passionate story and gets Liberty Spenders excited about your business.

What is *Your* Story?

Donald Miller, author of *Building a StoryBrand* said it best: “If you want to build a brand for the future, start with an authentic story that connects with your audience’s heart.”

Now that you understand the People you want to appeal to and your options for Positioning, we need to tell your story in a Passion-filled way that moves people emotionally.

These days, every customer is deluged with marketing messages. There's intense competition for their attention. To cut through the noise, you need to have a compelling message, and the best way to deliver that message is through story.

“Vanilla” marketing firms focus on features, benefits, and boredom. The odds are low that the features and benefits of your product will connect to your customer on an emotional level. But when you focus on telling your story, you can build an emotional connection with your customers that gets them excited about the “why” behind your product.

Some people might think, “Well, I don't have a story. I'm pretty boring. There's nothing unique about me.”

That's not true!

Everyone has a story—it's just a matter of telling it compellingly. Even if your story is as simple as starting a business to fulfill the American dream or to support your family, that's a beautiful story, and many people can connect to it. The most common, simple stories can become powerful to your audience if you learn to tell them in a way that captures people's hearts.

This is another area where our political marketing experience can help.

Politics are about telling stories...

When most people think about politics, they think of Presidential candidates, but there are thousands of local, state, and congressional candidates hoping to win votes each election season. Many of them are just regular people who want to make a difference, and they don't have an obvious story to tell about themselves (or so they think!).

The skill of a political marketer is recognizing what is unique about this person, understanding what voters want to see in a candidate, and crafting a story that ensures the candidate will appeal to the right people. A powerful story can take a candidate from being some guy or gal who lives next door to being the next great leader that Americans want to root for.

We can use the same marketing principles to help a business owner capture the loyalty of Liberty Spenders...

And because our background is in politics, we understand the issues that are on the hearts and minds of Liberty Spenders, the messages they want to hear, and the values that they want business owners to stand up for.

So how should you get started?

Usually, business owners need outside help when crafting their story. It can be useful to have someone ask you questions and show you the beauty in your story that you can't see because you're too close to it. An outside perspective can help you align

your story with the Liberty Spender audience and the goals of your business.

It's hard to tell your own story, but we have a framework that leads to success.

Conviction Story Framework™

Because we understand that telling your own story can be difficult, we developed the Conviction Story Framework™ to guide our clients. To develop your story, we suggest that you begin by trying to think through four potential story elements. Use these elements as a cheat sheet to help you come up with the material we will use later:

1. Your story of origin or transformation
2. Your motivation or why you are in business
3. The cause you support or impact you're looking for
4. Your value proposition or why you're the best in the business

We would note that your decision about the positioning for your business (or product/service) will help you determine what to emphasize in your story. For instance, if you've chosen an "issue" position, you should really focus on your motivation and cause. If you've chosen an "ideology" position, your story should make it clear what your ideology is (the faith and/or political values you hold) and why those beliefs matter to you.

Now, let's take a closer look at each of these elements. As we break down each element, we're going to show you a real example

of how Seven Weeks Coffee has used them to tell a passionate story that resonates with Liberty Spenders. This story, called “How It All Started,” can be found on the business’s website. Let’s dive in...

Origin or Transformation Story

Every business (and every person) has an origin story. When did you start your business? What challenges were you facing at the time? Was there something that made you quit your job and go for it despite the risks? What did you give up? What roadblocks did you face along the way? To master this element, take the time to really remember starting your business and get it all on paper.

A transformation story is a little different and worthy of additional notice. Whereas your origin story may be more about how you started your business, your transformation story would be more about a realization you had. Is there something that changed in you to make you launch your business? Did you discover a new product, passion, or process that inspired you? What was the turning point?

Seven Weeks Coffee founder Anton Krecic talks about his story of **transformation** on the business’s website. He says, “In the fall of 2019, at the age of 22, I moved to DC to get involved in the political process, because I wanted to promote Godly values in government. As I began a career in the political arena, two things became obvious about values in Washington: Godly principles are lacking on both sides of the aisle, and many organizations put profits before people.”

This example establishes who Anton is—a young man passionate about politics and his Christian faith. He experienced a turning point when he realized that Godly principles were lacking in the world of politics, so he had to find a better way to make a difference in the world and honor his values. This story already builds a connection to Liberty Spenders, many of whom can likely relate to the idea of wanting to live out their faith but finding it difficult to do so in a career path where others don't always honor God.

Additionally, he often shares his **origin story**. He and his wife launched Seven Weeks Coffee just two weeks after being married. He was overwhelmed by the need to support crisis pregnancy centers and decided his coffee company would support them with 10% of his revenue. His wife came up with the name because, at seven weeks, a baby is the size of a coffee bean.

Now think for a moment, if you are aligned with these values and the product is of equal quality, aren't you more likely to buy from them?

Motivation – Why?

Another potential element of your story is your motivation. Starting a business is hard, so why did you do it? What drags you out of bed in the morning to work tirelessly towards your goal? What's the problem you're solving? What's the reason you care? What made you want to start this business or launch this product?

Anton says: “Billy Graham famously said he believed the next move of God would be believers making a difference in the marketplace... Seven Weeks Coffee was started to reverse [the trend of organizations putting profit before people] and to live out Graham’s calling as a believer in the marketplace.”

Here, Anton shares his “why” – since he became disillusioned with a career in politics, he decided to focus on being a believer making a difference in the marketplace. His motivation is rooted in his Christian faith and his desire to make the world a better place.

Cause – Impact

What cause does your business support? What impact are you looking for? Conviction-centric businesses measure their success not just in profits, but in impact. It’s important to note that impact comes in many forms, not just from donating to a cause. For example, the video platform Rumble supports the important cause of protecting free speech. Essentially, your cause is the way you want to make an impact in the world - even if it’s not with a donation.

In Anton’s story, he clearly states the cause that Seven Weeks Coffee supports: “Donate 10% of every sale to pregnancy care centers across the nation.” As of this writing, he’s donated over \$500,000 to more than 850 of these pregnancy care centers - all of which support the case of Life.

Other examples include XX-XY Athletics, previously mentioned. They support female athletes standing up against

males competing against women in sports via their Courage Wins Awards program.

Value Proposition

As a business owner, you likely know what value proposition means, yet most businesses are terrible at defining it.

Beyond your values in faith and politics, at the end of the day, you need to have a fantastic product or service. You can bet that Seven Weeks Coffee wouldn't have the success it has had if it sold mediocre coffee...

What is your business's unique value proposition? What sets your product or service apart from the competition in your industry?

Though the Seven Weeks Coffee story "How It All Started" focuses on Anton's origin, motivation, and cause, elsewhere on the business's website, there is a fantastic example of a value proposition story:

"We believe you deserve better coffee. The coffee industry is broken. Large distributors sell cheap coffee laden with mold and chemicals, while the farmers who grow it are often paid mere pennies. At Seven Weeks Coffee, we believe in a better way. By sourcing our coffee directly from farmers, we bring the world's finest specialty coffee straight to your door. Through our sourcing partners, we oversee every step of the process—from planting and harvesting to processing and shipping—ensuring complete transparency and quality. We personally know the farmers who cultivate the coffee you'll drink, and through these

Direct Trade partnerships, we are revolutionizing the coffee industry. We provide Americans with exceptional coffee and support farmers directly, paying them 300% more than what fair trade requires.”

This story highlights that the business sells high-quality coffee sourced directly from farmers. It contrasts Seven Weeks Coffee’s product with competitors who sell “cheap coffee laden with mold and chemicals.” Yet notice how this story about the quality of the coffee itself also reflects the business’s values by describing how it supports farmers.

The value proposition here is that consumers can get “the world’s finest specialty coffee” while knowing that the farmers who grow the coffee are treated fairly.

The bottom line? Liberty Spenders expect a good product. There must be an element of this value in your passionate story.

Now, it’s your turn. Take a moment to kickstart your own story creation by brainstorming your own versions of each of the four components. Answer the following questions:

- What is your origin or transformation story?
- What is your motivation as a business owner?
- What cause does your business support?
- What is the unique value proposition of your product or service?

For more guidance on how to craft your passionate story, visit www.LibertySpenders.com/Resources.

Telling Your Passionate Story Via Video

Now that you have your story, *how* do you tell it (we'll get into *where* in Chapter 7)?

In other words, what medium do you use? Today, there are so many ways to tell your story and introduce yourself to customers, using words, photos, and videos.

We start every client with a video. Why? Because a video works on so many levels. It can provide a template to use when you are speaking to the media or giving a presentation or speech. It can be used in paid media, on social media platforms, and even to get the attention of influencers and media outlets.

But most importantly - video allows for emotion. Your passion for what you're doing comes out when people can see the founder and experience his or her heart for the business.

Video also allows for great testing to determine which version of your message is most effective for your business (more on that in Chapter 7).

However, let's clear up some misconceptions. Some business owners have a mistaken belief that video needs to be highly produced and expensive. That's not the case at all, especially in today's social media landscape. In fact, sometimes overproduced videos can seem less authentic than more simple videos with a clear, strong message.

Focus on authentic emotion over bells and whistles. A simple video of the founder talking straight to the camera can be effective. Don't overproduce or overspend on video.

The goal is to tell your story in the right way and then test it. Once you've tested your message and know that it works, you can explore producing videos with a higher budget but don't do so before ensuring that your message is effective.

Typically, we find that videos that put your brand promise front and center tend to be most effective at 60 to 120 seconds long. If you plan to use it on paid media, it will need to be shorter.

Before we get into "types" of videos, let's establish the rules for a successful video message.

Conviction Story Video Rules

1. Get right to the point - The first 5-10 seconds are crucial to grab attention. Don't waste "real estate" at the beginning on something that doesn't grab attention.
2. You can only convince people of ONE thing at a time - don't try to do too much in your video.
3. Provide one call to action. What do you want the listener to do? Keep the call to action simple. Do you want them to buy? Do you want them to follow your brand on social media? Whatever it is, just make one call to action. (By the way, we know this process is hard. We want them to

do it all, right?! Resist the urge to do too much here. You can do it!)

4. Have fun and show some personality! Remember, Liberty Spenders see marketing ALL THE TIME.
5. Don't make the mistake of NOT featuring your product or service. Don't leave your potential customer wondering - so who/what was that ad for?

Conviction Story and Ad Types

After 20 years of making political ads that worked (and some that didn't), we generally started to categorize effective ads into 4 types. This categorization may be simple, but we find that it helps our clients to begin to design their videos.

1. **“Your Story is My Story”** – The first type of video will focus on the origin story or transformation story elements above. Your goal here is to connect with your audience based on what you have in common.
2. A **“Why Story”** – This type of video tells the audience what motivates you and what problem you're trying to solve. EveryLife Diapers has a great example of this. In a recent video, co-founder Sarah Gabel Seifert discusses how as a new mom, she began researching diaper brands and was disheartened to find that many of the companies supported abortion. She was then inspired to create an alternative for pro-life parents who want to remain in alignment with their values.

3. **Unique Benefit** – This type of video leans into your value proposition. Here, you are truly emphasizing the quality of your product versus your competitor’s product. Recently, we interviewed Pete Leonard from I Have a Bean Coffee on our podcast. Pete’s Christian mission via I Have a Bean is to support “post-prison” individuals by hiring them to make coffee. He told us that when he changed his marketing to feature the quality of his coffee alongside his mission, his purchases went up. The lesson? Even if you have a compelling mission, don’t forget to tell Liberty Spenders how awesome your product is.

4. **Shock and Awe** – Grab attention with a very creative and possibly controversial video. Jeremy’s Razors does this effectively, in humorous, attention-grabbing videos that satirize “woke” advertising and present the brand as a conservative alternative. One ad opens with the line, “Remember when there used to be two genders?” Immediately, this hooks the viewer and makes it clear that this product is for a Liberty Spender audience.

Shock and awe can be the most risky type of ad, so it’s important to think strategically about whether or not this technique will resonate with your target audience. You may end up with an ad that people remember, but it may not increase intent to buy your product/service or its favorability. However, when it works, it has the most upside potential, and it can put your business in the spotlight or even go viral.

As the saying goes, “There’s no such thing as bad publicity,” and an ad that offends “woke” audiences could be a secret weapon to gaining national attention and earning the admiration of Liberty Spenders.

No matter which type of ad you choose, recognize that you have a story to tell the world. Don’t hold back—your story is what will allow you to connect with your audience on a deeper level and tap into what has driven you.

Before you launch your story into the world, we’re going to test it and get Proof that it will be effective...

CHAPTER 6

Proof: Advertising with 100% Certainty of ROI (Yes, it's Possible!)

"Trust, but verify"

– Ronald Reagan

So, after reading this far, you understand the people, positioning, and have a passionate story to tell. Now, it's time to launch that story into the world.

To do that, you have to invest your hard-earned money.

If you're like a lot of businesses, there's a fear in the back of your mind... "What if I spend all this money on advertising, and the ad doesn't work?"

"How can I be confident that my positioning and passionate story will resonate?"

You wish you could know for certain that the message you want to share will get the results you want.

Well, the good news is that you can!

A Different Approach to Testing

Our philosophy and obsession around testing, and the reason for the **Proof** step, is influenced by our decades of political marketing.

In politics, there's only one winner, and there's no second place. There are no do-overs, either.

Election Day is the ultimate judge. And the victors, particularly in federal campaigns, end up with control over trillions of dollars. With so much at stake, and so little time, we don't have the luxury of wasting time and money on ineffective ads (and neither does your business!).

Putting out even one advertisement that doesn't resonate with voters can cost an election. So, smart campaigns do some testing on the front end.

And sometimes, good testing actually saves lives.

A few years ago, in a blue state, Democrat legislators were working to legalize physician-assisted suicide. And it looked like it would succeed. Nobody knew how to stop it, and everyone had a theory about what would be effective.

So the organization fighting it made a critical decision that changed everything.

They decided to collect proof by testing their “guts” with actual data from our testing partner (more on this process in a moment).

They tested multiple videos from doctors and patients. A surprising result came out of those tests - two messages that the team didn't expect to be very strong actually worked the best.

First, voters were concerned about corruption from insurance companies, who would have an incentive to pay for suicides versus expensive life-saving treatments. Secondly, voters were concerned about how the suicide drugs worked (causing a drug overdose) and that they weren't even required to be taken in the presence of a physician.

Because of these tests, the right messages were turned into ads and the organization launched with confidence. Hundreds of thousands of dollars were saved in wasted ad dollars - but most importantly, thousands of lives were saved.

No More Guessing

“Vanilla” marketers operate on instinct with your money, and you're essentially paying them to experiment with your message and hope that it works. Good marketers understand the value of not wasting your money.

If you invest money in message testing before you spend the big bucks to launch a campaign, you'll know that every penny you spend is going to be effective and save money overall.

Think of it this way...

Message testing is like sharpening your knife before cooking. You wouldn't start slicing with a dull blade, wasting effort and time. Testing first means you cut cleanly and efficiently, while others are hacking away, wasting resources as they go.

We've been testing in the political world for years, and this process translates to business. What you'll see below is that now you can have access to the type of testing that has traditionally been reserved for Mega Brands alone.

Utilizing our research team, we test if a product and message is viable before our clients invest money in launching it. We believe in putting a message in front of an audience and getting their feedback before you put even a dollar behind it.

Method 1: Dial-Testing

We've already mentioned that we believe video is an effective way to tell your story. The other advantage of video is that it's an easy medium with which to test your message.

We recommend dial-testing your video advertisements. With dial-testing, potential consumers play a marketing video and rate it based on how it makes them feel. You may have seen dial-testing used on cable news to show an audience's opinion on a political advertisement or debate, and this technique is a simple way to see how people react to your video. Measuring what moves people to turn the dial to "favorable" tells you what's

working and what's not working in a specific advertisement, and you can apply these insights to your message at large.

For example, if your audience moves the dial to “favorable” during a point in the video when you talk about your military background, this tells you that your audience is moved by that part of your story, and you might explore highlighting your veteran status throughout your business's messaging.

Method 2: Focus Groups

An old-school way of doing something similar is in-person focus groups. Potential customers can be brought into a building, put into a room together, and shown advertisements and other marketing materials - including video. Generally, this is led by a focus group professional while the “client” watches behind one-way glass. The advantage of this method is your ability to ask questions directly to a potential customer. The disadvantages are cost and the time to organize.

The other disadvantage? You are sometimes listening to customers in real time as they give negative feedback on your favorite marketing message. That can be so emotional that I've seen some clients try to confront the groups!

Method 3: Phone Surveys

Phone surveys can be another effective way to ask your audience questions about your messaging. Phone surveys can be used to test phrases and ask specific questions. They are cheaper than

focus groups, but you lack the ability to show a video or other advertisement to people.

Method 4: Spending in Small Amounts

Potentially, the least expensive way is to make your advertisement and “test” it with small amounts of money. However, this way can be misleading. When testing this way, there are multiple variables to account for that may be affecting results. Perhaps the ad was good, but the audience targets were bad. Additionally, you may only learn that the ad did not perform, but not why.

Throughout the testing process, you may test multiple messages against each other to see which resonates the most with your audience. Often, there are four or five messages that could work for a business, so testing them against each other allows you to remove the guesswork and choose the one that gets the best results.

What Are You Testing For?

Another common mistake is to not understand the outcomes you’re testing for. This lack of understanding can lead to bad choices that ultimately lead you AWAY from the result. That’s why it’s valuable to work with a trusted partner. When doing testing, we look for 4 factors to drive your decision-making.

1. The stickiness of a message. Will your audience remember it? Will it cut through the noise? This item really measures if your ad is grabbing people’s attention and then increasing awareness of your brand. Note

that regardless of the quality of your ad, it is generally accepted that customers may need to hear it/see it more than a dozen times for the message to sink in.

2. Increases in favorability. Here, you are testing to see if your message makes a potential customer more favorable towards you. It is possible to create a memorable ad that does NOT increase favorability. Marketers make this common mistake when they go for attention over effectiveness.
3. Does your message increase the customer's intent to buy? It is possible to make a memorable ad that makes someone more favorable towards your brand but does not increase their intent to buy. This outcome could be because you are failing to present your unique selling proposition effectively.
4. Actual return on investment or return on ad spend. If you're testing by spending small amounts on multiple creatives, you can use actual purchase data to draw conclusions.

It's not enough to have an ad that people remember and that makes them favorable toward you if it doesn't make someone have a stronger desire to buy your product or service.

We favor our dial testing approach first because we can track an audience's reactions to different pieces of a video in real time, rather than performing a traditional A/B test in which an algorithm tells you which of two ads will get the most ROI.

Dial-testing tells you *why* an ad works, not just which of two ads works better than the other.

The testing process imbues you with certainty before you put your message out into the world. When you know that your message resonates with your audience, you can feel confident about investing money to tell your story and taking ownership of your alignment with Liberty Spenders.

What could your business accomplish if you approached marketing with certainty, not guesswork?

What if putting your story into the world didn't have to be a gamble?

And what if you could be 100% sure that your advertising spend would have ROI?

Once upon a time, these things may not have been possible—especially for growing businesses that aren't corporate giants. But the future is here... We have the technology ready to go, and we can't wait for more American business owners to get their hands on it.

CHAPTER 7

Product Rollout: Welcome to the Secret Ecosystem of Christian and/or Conservative Marketing Channels

“I suppose my formula might be: Dream, diversify, and never miss an angle.”

– Walt Disney

Imagine you toss a stone into a pond. The stone first makes an impact where it lands, but then the ripple spreads further and further out. This is what product rollout is like... First, you'll cast a few “stones” – targeting the most dedicated and passionate consumers via marketing channels where they can be found. Then, you'll notice the ripple effect that occurs... The most vocal, involved Liberty Spender consumers gradually influence the larger pool of Liberty Spenders to buy your product or service.

This can take time or happen overnight.

But now that you have a great message that you know is going to resonate with Liberty Spenders, you'll be more certain that your message will have an impact once it reaches the right people.

So let the fun begin! It's time to roll out your product, leveraging all of the tools that are available to you (and there are a lot...).

Because Liberty Spenders are a tribal community who hang out together, watch the same media, and are connected to large networks of other Liberty Spenders, there is enormous potential during product rollout to grow your business through word-of-mouth, public relations, newsjacking, influencer marketing, JV's and partnerships, and other tactics that don't have to come in the form of traditional paid marketing.

If your product is aligned with Liberty Spenders' values, trust that the Liberty Spender community, because of how connected it is, will enthusiastically share your product with their friends, neighbors, church communities, and more.

But how do you get your product in front of this audience to begin with?

It would take years to build relationships within this Liberty Spender community and know how to reach this powerful audience. But, thanks to our years in the political world, we have a deep knowledge of where the Liberty Spender audience turns to for information, and we want to give you a shortcut.

Our goal is to show you that any business that uses our 5P System can leverage these channels to launch a successful

product to a Liberty Spender audience—no, you don't need to have a multi-million dollar ad budget or rub shoulders with politicians to get your business's name out to the people who will adore it.

Let's make you the next success story!

Reaching the Tastemakers

You can think of the Liberty Spender audience as a series of concentric circles.

There is a large audience of casual Liberty Spenders, even larger than our 76.5 million. This circle holds Christian and/or conservative values, but they are not as likely to switch brands if switching is inconvenient.

For instance, think of the consumers who choose Chick-fil-A over other fast food chains or Hobby Lobby over other craft stores. These consumers aren't necessarily seeking out businesses with Christian and/or conservative values, but when they hear that a business shares their values, they'll support it over competing businesses if it's easy to do so. Why? Because in the presence of convenient options, they will pick your conservative or Christian business.

Then, there is a smaller circle of highly engaged Liberty Spenders who will go out of their way to do business with you. Our database of 76.5 million people is focused on this group. These people are usually early adopters and tastemakers of

products that become popular with Liberty Spenders, and they will possess an extra level of dedication to your business.

Inside that, there is a circle of influencers who get the early adopters on board. The ideal product rollout is about getting your business in front of these influencers so they can advocate for your product to the early adopters and allow the early adopters to build the momentum you need to reach the larger audience of casual Liberty Spenders in America (and the trillions of dollars that they spend each year).

Your Options for Product Rollout

At this stage, we're asking the question, "What is the approach or series of channels we think is going to be most effective to introduce this product or service to the Liberty Spender market? What's most aligned with the company's leadership and with their budget? Where is there a unique opportunity to make a splash?"

To make things more understandable (and manageable) we created 8 categories of product rollout options that we use:

1. Media Relations
2. Influencers/Endorsements
3. Joint Ventures and Strategic Partnerships
4. Events/Trade Shows
5. Newsjacking/Earned Media
6. Direct Introductions/Referrals
7. Paid Media
8. DATA TO SUPPORT IT ALL

Media Relations

Tap into the network of conservative media, such as podcasts, radio, print publications, web publications, Facebook pages, and many more outlets with Liberty Spender values. These media outlets often have large, engaged audiences that you can get your message in front of, and if you're making an impact on values that Liberty Spenders are passionate about, these outlets will likely be excited to help you get the word out.

We've found that every city tends to have at least one Christian radio station and conservative radio personality, and tapping into these local Liberty Spender communities can be a great way to get the ball rolling.

RedBallon, America's #1 non-woke job board, is a master of media relations. Founder Andrew Crapuchettes has been featured on Fox News multiple times and has been covered by Wired Magazine, the Federalist, the Daily Caller, Fox Business, and on dozens of conservative and Christian podcasts. These media appearances have helped him build a fast-growing company that's partnering with the who's-who of the Liberty Spender movement.

Influencers/Endorsements

If you find a conservative and/or Christian media personality whose image and values align with your brand, you can ask them to endorse the product and use their name and reputation to make your product popular. These partnerships can range from an official endorsement negotiated as part of an advertising

campaign, to strategically sending your product to influencers and encouraging them to try the product and spread the word if they like it.

EveryLife Diapers has also used this strategy effectively, naming surfer Bethany Hamilton as a brand ambassador. Hamilton is known for her inspiring memoir (which was made into a film) *Soul Surfer*, about her resilience after losing her arm in a shark attack while surfing. Now a mom, Hamilton promotes EveryLife's products by sharing social media content talking about how the brand aligns with her Christian, pro-life values.

This endorsement allows EveryLife to reach Hamilton's audience and achieve wider brand recognition, and Hamilton's openness about her faith makes her an ideal ambassador because her fans are already aligned with EveryLife's values.

Joint Ventures and Strategic Partnerships

Joint ventures and strategic partnerships are a completely overlooked strategy by most businesses. We've seen the power of this strategy; you're limited only by your resourcefulness, not your resources. Particularly in the Liberty Spenders market, it can be a powerful way to get your business in front of audiences who align with your values. These relationships can be with conservative or Christian organizations, other businesses, and more. Think about organizations that share your potential customers, for example.

Seven Weeks Coffee, which supports the pro-life cause, has developed joint ventures and strategic partnerships with over

850 pregnancy care centers that have become brand ambassadors for the business. These pregnancy centers serve and sell the coffee at fundraising dinners, telling donors about the business's mission, and they also send emails to their members with links to special deals and products. By partnering with organizations that are passionate about the same cause, Seven Weeks Coffee can tap into an audience that shares its pro-life values.

EveryLife Diapers has done the same thing with other pro-life organizations like Live Action, recording an endorsement from founder Lila Rose.

Events/Trade Shows

Every day, there are conservative or Christian conferences happening around the country, and many of them are attended by thousands of people. These events are hubs for Liberty Spenders—imagine buildings full of your ideal customers, all gathered under the same roof. Because these events draw people together based on their most deeply-held beliefs, the energy of these crowds will be electric—and you have serious potential for your business to make an impression.

These events might include political conventions, homeschool conferences, Christian leadership conferences, media conventions, policy conferences, and many more. At these conferences, you can network with other businesses and organizations who could become partners. You could also sell your product there, knowing that you're getting it in front of a large crowd of Liberty Spenders who will spread the word about your business to their communities at home.

Republican Red Winery, a Republican wine brand, uses this strategy effectively, partnering with conservative events to serve their wine to attendees. This approach ensures that large audiences of Liberty Spenders get to hear about and try Republican Red's wine, and many of them become loyal customers after doing so.

Another leading example of this strategy is Patriot Mobile, which sponsors many conservative events like CPAC, Turning Point USA, Republican Party Conventions, Concerned Women for America, Faith and Freedom's Road to Majority Conference, and many more.

Newsjacking/Earned Media

Here we borrow a term popularized by marketer David Meerman Scott—newsjacking. When there's an event in the news that is relevant to your product, you have an opportunity to create a marketing message around it and get people talking about your product. We've already covered Ultra Right Beer's viral success using this technique.

They were able to “newsjack” based on the extensive media coverage from the Bud Light PR disaster and earn a story on Fox News, which then led to more press coverage that helped them reach Liberty Spenders and sell over \$1 million in just 12 days.

Jeremy's Razors did the same thing when Harry's Razors stopped advertising on The Daily Wire's The Michael Knowles Show over its conservative positions. They jumped on this news

story and launched a competing razor brand. And they sold 45,000 razor subscriptions in one week...

Because the Liberty Spender community is so connected, this technique has a great potential for success. If you engage with a current event in a clever way that is aligned with Liberty Spender values, you can bet that Liberty Spenders will spread the word to their friends, neighbors, and church communities and create momentum around your business.

We've used this strategy over...and over...and over again to incredible success. It's not as hard as you might think, and it may be an easy way for you to get momentum. Think about your competition and your industry. What can you leverage to gain attention?

Direct Introductions/Referrals

After 25 years in the industry, we have a massive network of Liberty Spenders, and we're great at connecting people and opening doors. Many other people working adjacent to Liberty Spenders will have their own network, and direct introductions can be an effective way to get connected to that perfect influencer to partner with or that customer who is destined to be your #1 fan.

Recently, through our efforts, we've introduced a client both to major equity investors and to a multi-million dollar partnership with an allied organization.

Businesses and organizations who share your values are looking for partners right now. Don't overlook this low-tech strategy—it's an oldie but a goodie for a reason!

You could be just one phone call away...

Paid Media

Paid media is how we refer to the traditional forms of advertising that involves paying to get your ads in front of viewers, such as paying for a television ad, radio ad, direct mail, or a social media ad. Many business owners believe that the only way to have a successful product rollout is to spend a large amount of money on paid media, and “Vanilla Marketers” tend to believe that paid media is the end-all-be-all of product rollout strategies. This approach is far from the only way to succeed.

One of the advantages of the Liberty Spender market is that you can get a lot done through methods that don't cost a lot of money. That being said, you can certainly use paid media strategies, and we absolutely utilize this and recommend it to our clients.

Our extensive database of 76.5 million Liberty Spenders means we have the advantage of targeting our advertising to the exact right people.

And because we cut our teeth in political fundraising, we know the power of hitting the right email list, radio show, and direct mail. But we also believe paid media doesn't have to be your

default answer for product rollout because there are so many high ROI opportunities to get in front of this audience.

As a sidebar, we'd be remiss if we didn't also acknowledge a potential challenge, particularly if you've selected the Ideology positioning. If your business is using ads that speak openly about politics or religion, it's possible you may face censorship from the legacy media and tech platforms. (This censorship is also a good reminder of why so many consumers are looking to support companies who align with their values).

The good news is that conservatives and Christians have a giant infrastructure of media. There are online publications like Daily Wire, National Review, the Epoch Times, and many more. Fox News, NewsMax, and Real America News are obvious candidates for cable television opportunities.

Brands like MyPillow advertised heavily on Fox News, driving a significant part of the business's over \$100 million in annual sales. Lesser known are Christian and conservative radio stations and podcasts. Even more exciting are conservative and Christian email listservs and Facebook groups.

So even if you are facing the cancel culture of the left, there are plenty of alternatives to place your paid media - if you have the right connections.

Data

Now, we saved the most important thing for last. DATA!

Why is data so important? Because all of the above must be supported and guided by making sure you're targeting the right people.

Data is the secret weapon that ensures that all of the strategies above will be effective. With data, we can help you hone down your audience and target only Liberty Spenders versus the whole population. We can further split up the Liberty Spender audience into smaller segments.

For example, if you're selling diapers, the best audience is Liberty Spenders who are also parents with young children. If you're job platform RedBalloon, your audience is Liberty Spenders who are also executives at companies or business owners.

If you read the "people" chapter, you know that we've developed the most sophisticated data set of Liberty Spenders in the country. And it's available to you right now, TODAY.

Armed with this data, you can reach the exact consumers who are destined to become raving fans of your product or service, and you can rapidly grow sales and catapult your business to the next level.

CHAPTER 8

The Power of the Liberty Spenders Market

“Some people want it to happen, some wish it would happen, others make it happen.”

– Michael Jordan

We’re nearing the end of our journey together in this book, but we hope this is just the beginning of your journey to win the “votes” of the Liberty Spender audience, skyrocket your business’s success, make an impact that aligns with your values, and make your American Dream a reality.

Before we bring the book to a close, we want to share two final case studies from our clients, business owners just like you who turned struggle into success once we implemented the 5P System. We are unable to share their names, but the power of the transformation they experienced is why we do what we do.

A film’s producers came to us, in desperate need of help. They were going to lose their investments, and this was their last-ditch effort to make the film profitable. They had tried all of the traditional types of marketing, yet nothing had worked. They were ready to give up...

Instantly, we recognized that there were themes in the movie that would resonate with Liberty Spenders.

We took them through our 5P System and crafted a story about the film that would resonate with Liberty Spenders. We recruited and negotiated endorsers, and recommended targeted paid advertising through our Liberty Spenders audience. We executed this for them, writing the messaging, developing and negotiating the ad buys, and finding the right places to run our advertising.

We focused heavily on conservative email lists that “Vanilla Marketers” know nothing about. Utilizing our knowledge of the ecosystem, we were able to select the email lists that we thought would resonate with the message we had created.

Ultimately, we turned the entire financial equation around. Not only was the film profitable, but we drove so many orders online that other retailers like Wal-Mart and Target increased their orders of the film to keep up with demand. The producers turned a near-disaster into a success, and the film found an audience of Liberty Spenders who connected with its themes.

Another business came to us when the premier ad agency they hired was failing to get results. As is typical for “Vanilla Marketers”, they were employing traditional tactics that made people feel good but failed to generate results, such as sponsoring NFL football games, advertising at the local airport, and running broadcast television ads. There was nothing unique or compelling about the marketing campaign other than a catchy but confusing slogan.

Once again, our 5P System came to the rescue.

We recognized the obvious problem of no audience targeting. This was a large client who was wasting millions of dollars trying to appeal to everyone (and appealing to no one). We needed to refocus the business's marketing on the Liberty Spender audience.

The long and short? With a 25% smaller budget than the premier ad agency, we nearly doubled their revenue from roughly \$45 million to \$81 million.

We share these case studies to show you what is possible. Every day, we work with business owners like you who could have a stronger, more profitable business if they were marketing to the right audience with the right strategy. Yet time and time again, “Vanilla Marketers” lead these businesses astray with generic, watered-down tactics that stifle potential.

Yet when we implement the 5P System with Conviction-Driven Marketing™, incredible things happen...

It's Time to Take Action...

Throughout the book, you learned who Liberty Spenders are and why they're a powerful group to align your business with, how to position your business to get Liberty Spenders excited about your product, how to uncover your passionate story and share it with the world, how to use testing to prove and launch your message with certainty, and how to roll out your product by leveraging the “secret” ecosystem of Christians and/or

conservatives who can't wait to find out about your product or service. Now, it's time to take action and implement everything you've learned.

But it would be a shame if you closed this book, thinking, "That's awesome... I'll get to that someday," went about your day, and let all of the ideas you were excited to implement drift away.

History was never made by sticking to the status quo. We learned that first in politics... Every politician we helped elect had to go out on a limb and take action to get their names in the history books.

We've now experienced this with countless businesses as well... We wouldn't have been able to write about inspiring case studies such as Black Rifle Coffee, Ultra Right Beer, Seven Weeks Coffee, Patriot Mobile, Hobby Lobby, Chick-fil-A, and more, if these bold American entrepreneurs had not taken decisive action to shape the future of business.

Now, it's your turn...

It's a truth in both politics and business that if you try to please everyone, you'll please no one. Every day, countless businesses waste money working with "Vanilla Marketers," trying to appeal to a broad audience but failing to stand out in the crowd.

Meanwhile, Liberty Spenders are out there, looking for values-aligned products and businesses to spend the trillions of dollars they as a group possess. With a strategic shift in your

messaging, you can capture the attention of these Americans and begin a new chapter of your business.

People like to say that overnight success is impossible, but when it comes to marketing to Liberty Spenders, overnight success can be a reality.

The audience is out there... They're a tribal, passionate community who enjoy sharing news and ideas with their Liberty Spender friends and neighbors. If you launch a product or service with a message that excites them, word will spread through this community like wildfire.

Overnight success is a real possibility. Just look at Ultra Right Beer... In mere days after launching, the business surpassed \$1 million in sales, an achievement that would take years or a ton of capital for a typical beer company to accomplish due to the tough competition in the industry and an endless variety of products for customers to choose between.

If Ultra Right had launched its beer with non-political branding, it would have struggled to stand out in a sea of competitors. Appealing to the Liberty Spender demographic made this small business an instant success.

And when you do the same, your business could be the next Liberty Spender success story...

If you capture just a fraction of the \$5 trillion Liberty Spender spending power, you could double, triple, or quadruple your current sales.

What would it mean to you to have this kind of success? What would you accomplish if you could fast-track your business's growth and expansion?

How would this success allow you to make a positive impact in the world? How would it feel to know that your business was aligned with your most deeply held values?

As entrepreneurs ourselves, the American Dream of launching a small business is close to our hearts. We know firsthand the passion and hard work that goes into launching a business, and we know how meaningful it can be to find success after struggling as an “underdog.”

Think back to your “why”...

Like many business owners, maybe you were motivated by the freedom to make more money, control your schedule, and be in charge of your own destiny. Maybe, like some of the founders we've featured in this book, you left the corporate world after becoming disillusioned with a culture that was not aligned with your political and/or religious beliefs.

Whether you started your business to put food on your family's table, impact a cause that is close to your heart, or solve a challenging problem in your industry, we know how much this “why” means to you.

And now, it is in your power to achieve what you set out to achieve...and more.

If, like us, you're a Christian, recognize that through your business, God has given you an incredible opportunity to build His kingdom on Earth. If you align your business with your faith, imagine the good that you can do in the world.

If we want to make this country a better place, we all need to do our part, and business owners have a unique opportunity to make an impact by creating value, opening job opportunities, impacting their communities, and supporting causes that align with their convictions.

If you'd like to learn more about how to reach the \$5 trillion market of high-value, conservative, or faith-based clients to grow your business, here are the next steps you can take:

1. Visit www.LibertySpenders.com/Resources and download our free 5P System worksheets and a free report about Liberty Spenders.
2. You can also listen to multiple episodes of our *Liberty Spenders* podcast at www.LibertySpenders.com/Show, featuring business owners such as Hobby Lobby CEO Steve Green, to hear firsthand stories about how the Liberty Spender audience and the 5P System has transformed businesses.
3. If you think we can help, you can also book a call with us at www.LibertySpenders.com.
4. Think: Who else could benefit from reading this book? Consider sharing your copy or buying one for someone

else. Just like with the Liberty Spenders who made “Sound of Freedom” successful by “paying it forward,” please consider sharing our message.

The opportunity to make a difference, build the America of tomorrow, attain the freedom you want through a thriving business, and create a community that reflects your most deeply held values is in front of you.

Will you take it?

APPENDIX

Universe Overlaps

Consumer Variable vs. Universes

Universe	Conservatives	Christians
Male Occupation Business Owner	584,313	603,906
Male Occupation Professional Technical	1,587,206	1,343,608
Male Occupation Executive Upper Management	368,030	284,448
Male Occupation Middle Management	541,342	523,914
Male Occupation White Collar	552,870	424,823
Male Occupation Blue Collar Tradesman	3,372,633	3,288,794
Male Occupation Health Services	869,714	647,871
Male Occupation Secretary Clerical	75,591	80,043
Male Occupation Home Maker	78,346	87,096
Male Occupation Retired	579,108	618,252
Male Occupation Military	2,215	2,315
Male Occupation Teacher	38,862	39,779
Male Occupation Nurse	437,629	390,770
Male Occupation In Home Business	26,560	27,416
Male Occupation Sales Marketing	827,236	668,589
Male Occupation Student	87,623	79,874

Universe Overlaps

Consumer Variable vs. Universes

Universe	Conservatives	Christians
Female Occupation Business Owner	277,361	282,178
Female Occupation Professional Technical	696,910	629,328
Female Occupation Executive Upper Management	143,744	116,799
Female Occupation Middle Management	300,613	283,302
Female Occupation White Collar	655,851	569,565
Female Occupation Blue Collar Tradesman	1,306,794	1,362,539
Female Occupation Health Services	1,505,135	1,365,571
Female Occupation Secretary Clerical	737,927	737,374
Female Occupation Home Maker	1,159,551	1,168,524
Female Occupation Retired	368,024	381,669
Female Occupation Military	711	814
Female Occupation Teacher	115,438	113,152
Female Occupation Nurse	3,652,856	3,453,258
Female Occupation In Home Business	60,174	61,227
Female Occupation Sales Marketing	565,050	529,889
Female Occupation Student	108,772	107,155

Universe Overlaps

Consumer Variable vs. Universes

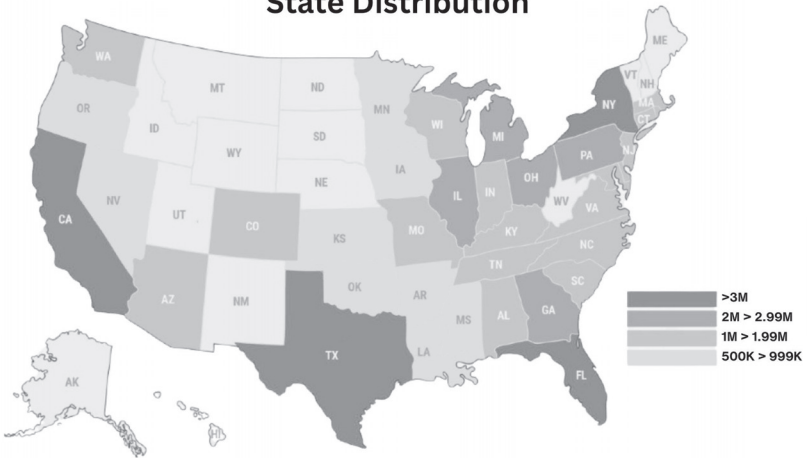
Universe	Conservatives	Christians
Professional Football Sports Fans	18,564,649	13,344,948
Soccer Sports Fans	17,776,597	14,471,843
College Basketball Sports Fans	25,648,335	20,683,526
College Football Sports Fans	33,787,645	27,705,769
Golf Sports Fans	37,883,159	32,951,520
Tennis Sports Fans	24,192,227	17,855,647
Professional Wrestling Sports Fans	8,846,235	10,937,392
Wine Lover	27,718,897	26,778,623
Online Purchase Personal Model	24,312,013	18,221,189
Online Purchase Business Model	29,914,628	23,717,941
Mobile Internet Access Model	18,857,724	13,998,637
E-reader Model	23,322,662	18,713,074
Avid Smart Phone Users	16,226,747	12,510,782
Online Music Download	16,479,739	11,963,317

Demographics

Modeled Household Income and Parent vs. Universes

Demo	Level	Conservatives	Christians
Modeled Household Income	Less than \$15000	2,521,852	2,837,100
	\$15000 - \$19999	2,860,162	3,310,934
	\$20000 - \$29999	5,547,441	6,152,505
	\$30000 - \$39999	5,460,424	6,161,597
	\$40000 - \$49999	6,196,422	7,216,006
	\$50000 - \$74999	17,107,781	19,289,575
	\$75000 - \$99999	12,423,088	11,057,048
	\$100000 - \$124999	10,756,875	8,630,103
	Greater than \$124999	21,372,220	15,353,906
Modeled Parent	Yes	23,095,187	22,868,064

State Distribution



Universe Overlaps

Consumer Variable vs. Universes

Universe	Conservatives	Christians
Homeowner	59,010,325	57,808,488
Cat Owner	4,823,728	5,190,833
Dog Owner	7,777,329	6,807,671
Pet Owner	13,239,589	12,034,947
Book Music Interest	37,787,046	37,469,296
Car Buff	17,585,237	17,705,187
Children Product Interest	29,455,412	29,112,666
Collectible Interest	10,715,178	11,866,187
Computer Owner	13,489,246	12,371,997
Fashion Jewelry Interest	34,224,785	34,167,812
Gardening Horticulture Interest	20,436,078	20,925,287
Golfer	8,150,494	6,885,579
Gourmet Food Wine Interest	12,898,238	12,745,095
Handcrafts Sewing Interest	16,935,429	16,849,733
Health Fitness Interest	24,983,911	23,907,824
Home Decorating Interest	23,609,762	23,187,153
Home Office Products	2,109,313	2,352,697

Universe Overlaps

Consumer Variable vs. Universes

Universe	Conservatives	Christians
Photography Enthusiast	5,193,855	4,474,340
Travel Entertainment Interest	24,083,625	23,262,495
Hunting	42,662,708	36,627,378
Fishing	18,348,420	16,974,457
Boating Sailing	10,367,169	8,361,930
Dieting Weight Loss	9,344,504	8,612,941
Cooking	26,072,276	25,457,691
Camping	4,950,095	4,509,897
Outdoor Enthusiast	28,992,611	26,535,210
Outdoor Activities	20,722,895	15,061,444
Gambling	2,540,422	2,479,035
Gardening	8,533,669	9,236,579
General Travel	4,144,974	3,978,964
High-end Sporting Equipment	29,109,089	23,227,932
Low-end Sporting Equipment	29,190,029	24,048,166
Professional Baseball Sports Fans	25,553,735	19,017,498
Professional Basketball Sports Fans	13,812,245	8,881,505

ABOUT THE AUTHORS



The Prosper Group

The Prosper Group, founded by Kurt and Kristen Luidhardt, is a cutting-edge, results-focused marketing agency that has been pushing the limits of what's possible to achieve in Republican politics, Conservative advocacy, and the Parallel Economy over the last two decades.

The firm has played a pivotal role in the election of 103 members of Congress, 15 U.S. Senators, 15 Governors, and 1 President - that was with the historic election of Donald J. Trump in 2016 - and countless other state and local elected officials.

The Prosper Group's online fundraising efforts have brought in over \$500 million in contributions from more than 13 million individual transactions. The firm's impact has extended internationally as well, through work on campaigns and advocacy efforts in Mexico, Brazil, Ireland, and Belgium.

The Prosper Group is recognized as a top agency on the right side of the aisle. It has earned more than 55 industry awards over the years, including the prestigious Pollie and Reed awards, and made the 2019 "Inc. 500" list of the fastest-growing private companies and the 2019 "Adweek 100" list of fastest-growing advertising agencies.

In addition to being the driving force behind The Prosper Group, Kurt and Kristen also founded Mustard Seed Interactive, a data company supporting direct marketing efforts in the financial services, non-profit, and consumer product sectors. Their most recent shared venture is the co-hosting of *The Liberty Spenders Show*, an interview-style podcast featuring strategies and success stories of businesses in the Parallel Economy.

Kristen Luidhardt

Kristen is a thankful wife to Kurt and a proud mother of two, who is passionate about her faith, the conservative movement, entrepreneurship, and advancing the role of women in the world of business, campaigns and elections. She and Kurt founded The Prosper Group in 2006, where she serves as President.

Kristen's work at The Prosper Group has earned her numerous accolades, including a 40 Under 40 Award from the American

Association of Political Consultants (Class of 2018) and the Starkey Entrepreneurial Women Award in 2019 in recognition of her inspirational story of struggle and success. Before founding The Prosper Group, Kristen's work as Director of eCommunications for Congressman Dan Burton earned a coveted Gold Mouse Award.

Kristen's deep expertise in organizational leadership, digital communications, and political strategy has made her an invaluable asset to clients across a range of industries. Notably, Kristen played a high-impact role as a senior member of the Trump for President digital team in 2016, overseeing key elements of the campaign's email strategy and spearheading record-breaking fundraising results through her management of the text messaging program and the America First mobile app. She also led digital strategy for Mike Pence's gubernatorial campaign in Indiana in 2012 and worked closely with the U.S. Senate campaigns of Scott Brown and Sharron Angle in 2010.

Kristen has been invited to speak and share her powerful insights with political parties and at conferences across the United States and in Brazil, France, and Mexico.

Kristen's entrepreneurial spirit matches Kurt's, and her true passion lies in helping others overcome their limiting beliefs to reach new heights. In her downtime, she cherishes spending time with her family and cheering on the Indianapolis Colts.

Kurt Luidhardt

Kurt is a thankful husband to Kristen and a proud father of two, who as a young boy dreamed of one day becoming President of the United States. Years later in 2004, while both working in politics by the day, he and Kristen took their first steps as entrepreneurs to fund their wedding. Two years later, they founded The Prosper Group, where Kurt serves as CEO.

Kurt earned the Campaigns & Elections Rising Star Award in 2010. In 2016, he served as Digital Director for former New Jersey Governor Chris Christie's presidential SuperPAC America Leads before working for Donald Trump.

As a preeminent expert in digital marketing, Kurt has been a go-to for national publications - he has been quoted or his work has been covered by The New York Times, The Washington Post, ABC News, The Atlantic, Roll Call, Politico, Campaigns & Elections, Wired, the Christian Science Monitor, and more.

Kurt is passionate about entrepreneurship - particularly when it comes to his latest endeavors in his hometown of New Washington, Ohio. He and Kristen own Dutchtown DariBar and they recently purchased Niedermier's Sunoco, a gas station and auto repair shop. The couple have also been active investors in political technology firms and multi-family real estate for a number of years.

Introducing:

A Roadmap for Accessing the \$5 Trillion Liberty Spenders Market

Are you a business owner struggling to stand out in a crowded marketplace? What if you could tap into a powerful market with over \$5 trillion in annual spending power?

In this groundbreaking book, Republican political marketing experts Kurt and Kristen Luidhardt reveal how to revolutionize your marketing by authentically appealing to Liberty Spenders - Christian and conservative consumers eager to support businesses that share their values.

Discover:

The proven and proprietary 5P System for reaching the \$5 trillion Liberty Spender market.

Why Liberty Spenders are the most valuable "hidden segment" of the American economy and how to tap into them.

How to 10x profit and enterprise value by shifting from "renting" your customers to "owning" them.

The little-known "Conviction-Driven Marketing" strategy that turned once-small businesses into massive American icons such as Chick-fil-A, Hobby Lobby, and Black Rifle Coffee.

How Trump's 2016 campaign leveraged the "secret ecosystem" of conservative influencers, media, and events to gain \$6 billion in earned media, PLUS a roadmap for how you can use this underground network to add millions in revenue this year.

And even more...

Drawing on decades of experience in Republican politics and business, Kurt and Kristen Luidhardt give you a playbook for tapping into the \$ trillion Liberty Spenders market that can 10x your revenue and profits, build a tribe of lifelong customers, and allow you to build a thriving business aligned with your deepest beliefs.

Whether you're a small business owner or a marketing executive, this book will transform your approach to branding and customer loyalty. You'll gain the tools to cut through the noise, differentiate your business, and achieve the American Dream.

It's time to stop blending in and start standing out. Are you ready to revolutionize your marketing and your business?