

## Why the Trump Campaign Should Commence Negotiations with the Nehlen Campaign...

RIGHT NOW! – 29 July, 2016

### The Situation:

- One of the Trump Campaign's largest needs is for qualified and compelling surrogates.
- Now that the conventions are over, the quality and caliber of surrogates available will go up, no question.
- However, the qualifications almost never land anyone in the perfect sweet spot.
- A new player has entered the arena in Paul Nehlen, who is running for Congressional District 1 in Wisconsin, in the Republican Primary against Paul Ryan, August 9, 2016.
- His breakout moment came – after suffering a near perfect media blanket of silence – when last Thursday, the final night of the DNC in Philly, he was interviewed for the first time live, on National TV, by Lou Dobbs.
- Nehlen Interviewed by Dobbs:  
<https://www.facebook.com/groups/127220340622838/>
- With his blow out success, first time out on national TV, Nehlen is one of few, and possibly...
- The very best, most perfectly positioned surrogate Trump can procure.
- As will be seen, there are NO circumstances under which a Trump/Nehlen friendship will fail to be the correct and best, most leveraged, lowest risk and smartest strategy.
- At minimum, commencing negotiations is unarguably the right thing to do, right now.

## **Battlefield Wisconsin District 1:**

- Half-jokingly, I've termed this battlefield WEXIT. A Trump supporting challenger is within reach of unseating the most powerful establishment Republican in Washington. What a story. But..
- It gets better. Nehlen is a wealthy businessman who self-funded to commence, but has now through small donors hit the \$1,000,000 mark, stunning for a Congressional District Campaign.
- Stunningly, this freshman campaigner with NO political experience has crafted one of the best ground games on the American field. His support is nationwide, already, but the numbers on the ground are stunning. I won't attempt to document any of the ground team's amazing prowess, but we can get that documentation at need, readily.
- Beyond ground game, Nehlen and team are natural masters of the new game. Most especially, the recent breakthroughs onto the Drudge Report, due to creative internet and video strategies are stunning, and WINNING!
- As reported on the Dobbs' show, Ryan's numbers have plummeted beneath 50% having started out at 80% or higher, and from absolute zero, Nehlen has climbed – and this is a couple of weeks old now – north of 30%. This momentum is so great that victory is absolutely in sight.
- Nehlen's reach is further demonstrated by huge ad buys that Ryan is only now, and for the first time making.
- All of this was achieved under (until Dobbs last night) the equal of a media blanket of silence, now broken forever.
- It has been and remains, however, the case that local news outlets have left this alone. Worst of all is the Conservative Talk Radio which has been simply in the tank for the NeverTrump movement, which was instrumental in Trump's defeat in Wisconsin. Nehlen has faced the same entrenched opposition from the get go.
- There's more, but win or lose, Nehlen will now be a national figure, period, and he's 100% in the Trump camp.

## **The Trump Campaign's WD1 Strategy:**

- While it's understandable that the Trump campaign has sought to hedge its bets with Ryan, fearing making their situation with the Party Apparatus even more difficult, that strategy has now come to an end.
- Not only is the nomination in hand, Ryan's plummeting numbers and the death of the NeverTrump movement dooms Ryan to an ever weakening position.
- Should he remain speaker, he'll be a permanent obstacle to Trump's policies, and will always join forces with his globalist Democrat allies against the Trump direction.
- As such, even if he keeps his seat (I predict he won't, but we'll know by August 9), he no longer offers any advantages in friendship and is now a far better enemy for the Trump Campaign than he can ever be as a friend.
- Trump has always been a genius in picking his enemies. Now is the moment. Not AFTER Nehlen's victory. If the Trump Campaign waits...
- It will appear merely opportunistic and NOT strategic. This will gain the Campaign far less than coming out for Nehlen full force RIGHT NOW. Yes, it's a risky strategy in part, but the risk is so low as to almost not matter.
- Here's how. Everyone knows Ryan opposes Trump. Soon, everyone will know that Nehlen supports Trump. Who is Trump for, his friends or his enemies? He must declare, boldly, loudly and rapidly with only days for the window.

## What if Nehlen wins on his own?

- ...And he will win, I strongly predict... This will greatly benefit Trump. The news cycle will cover this like no other Congressional race's outcome, as it will shake the halls of power like never before. But...
- Trump will only own secondary and NOT primary credit. Not having declared for Nehlen, Trump won't be able to take direct credit. It may be that Trump has no need for the direct credit, but I will argue to the contrary of that below.
- Nehlen will be the David who defeated Goliath with no help. That is good for Nehlen, and as a 100% loyal man, he will still be completely on Trump's side, and will also know that he has, single handedly removed Trump's greatest threat. A Ryan speakership during Trump's first 100 days might actually even be disastrous. If Nehlen wins, he will instantly become Trump's mightiest ally. It will surely be heady days for Nehlen.

## What if Nehlen loses on his own?

- It will be argued that this will at least leave room for Trump to make some sort of working alliance with Ryan. This is 100% wrong. No such alliance will ever be trustable, and what's more, it makes Trump look like he's playing the exact same political games he's campaigning against. Business as usual.
- While a defeated Nehlen will be to Ryan's short term relief, he will be weakened no matter what, and will never have any power other than by alliance with Trump's enemies. Ryan will always be the last man standing from the NeverTrump effort if he remains. As such...
- He will never be either genuinely powerful or even a worthy enemy. He is the enemy Trump must put down.
- Following a defeat, Nehlen will still be the most charming, honest, compelling new voice in American politics. He will have a growing bully pulpit and will have a bright future no matter. And, most important, he will continue to be 100% loyal to Trump and ALL of Trump's causes, and will be a strong, compelling voice of support.
- Trump's failure to declare for Nehlen is, actually, in no way a problem for Trump. Even without Trump's help, and at no risk to the Trump Campaign, Nehlen will absolutely use his new bully pulpit to support Trump from the outside. He'd be more powerful for Trump as a fully-fledged member of the team (remembering that I predict he'll win, so all this is merely a scenario that is not going to happen if my prediction is correct), but Nehlen is 100% trustworthy and will support Trump no matter what.
- By allowing his staunch supporter to be defeated by Ryan without ever having helped, no one will believe that Trump will take risk for them, only for himself. In this scenario, Trump lets his friends go down since he was unwilling to lend them a hand. Not good.

## **BUT...what if Trump declares AND Nehlen loses?**

- The argument will certainly be made that entrenching the enmity between Trump and Ryan is more than just risky, but the wrong thing to do. It will be argued that Trump must play politics with Ryan, since he may have to do business with him should Nehlen lose. While understandable, this is precisely wrong. Under no circumstances will Ryan ever be a dependable friend and it is guaranteed he will take sides with the Democrats against Trump's agenda.
- A Ryan speakership goes farther to threaten Trump's first 100 days than any other single factor. Imagine that Ryan is blocking Trump in Congress, will NOT having supported Nehlen get Trump one thing? And, if it is not known in advance that Trump and Ryan are on a collision course, Trump will have no cover under Ryan's obstructionism during those critical first 100 days. The enmity should be declared right now. No, not in direct terms, but everyone will understand that any Trump support for Nehlen is his opposition to Ryan, no matter what words are used.
- That argument addressed, there is in actuality NO LOSS whatsoever, and in fact great gain. Precisely as Trump gained by being loyal to Lewandowski through the silly "manhandling of a reporter" case, so also will loyalty to Nehlen GAIN Trump immeasurably. In case of a defeat, Trump should immediately bring Nehlen into his own camp, regardless.
- It has been often reported that loyalty is one of Trump's highest values. Nehlen's campaign PROVES his loyalty, not only to Trump – as it absolutely does – but more importantly to America itself, and of course to Wisconsin and District 1 most of all. It can be known to a certainty that Nehlen will never be bought off, and that if he won, he'd be 100% loyal and faithful to his principles and his obligations. This is equally true relative to what might occur if he were defeated. He will remain – and this is certain – 100% loyal to Trump, the nation and most of all, to his fellow Wisconsinites.
- This gives the Trump Campaign the option to bring Nehlen in, or not, and suffer ZERO loss as a consequence of either decision. Therefore...
- Boldly and strongly coming out FOR Nehlen RIGHT NOW is the one and only BEST strategy.
- I'll guess there is roughly a five day window before it starts losing its leverage as a strategy. I'm calling for no later than Thursday or Friday (August 3 or 4, 2016) as a realistic outside target. Monday or Tuesday would be perfect, or...
- We might measure this by news cycle domination. A Trump support call will catapult to the top of the news cycle and might be good for...I don't know how many days...but...
- The drama leading up to August 9th makes it appear to be a strategy that could garner momentum for the eternal period of 7 or 8 days, and then...
- Last regarding the possibility of defeat, a spirited, high-morale, up and running campaign apparatus on the ground would come over to Trump regardless of the pain of defeat. Being able to turn, instantly, to their hero who supported them prior to the Primary would ensure highest functioning of the Nehlen team's ground structure, which is, and without doubt, one of the most amazing teams in America right now.

## If Trump declares and Nehlen Wins...

- Trump is now kingmaker. The gain, the impact of the gain is not limited. Think about all the down ticket races now clamoring for Trump's blessing. Think of the shocked fear and awe the establishment powers will feel. Much of victory is based on...
- The paralyzing fear implanted in the hearts of the enemy camp. If Trump helps Nehlen take down Ryan, what can't Trump do? The dispiriting effect of such a defeat on Democrats up and down their ticket, not least to include the Clinton campaign will be stunning. It establishes 2016 as...
- The year we throw the bums out. It is a foreshadowing of Trump's own victory in the most emotionally compelling and overwhelming manner.
- All the remaining Republicans now have to see the writing on the establishment wall and either convert to Trump or face extinction.
- The world as a whole will see Trump as a true risk taker living up to the principles of *The Art of The Deal* and more...
- The world will see and feel the reach of his touch, pulling victory out of everyone else's certainty of defeat. This cements the Trump brand as more than the good fortune people project onto Trump's own victories. They will all see that his movement has now established its presence beyond his own name.

## **But last, what if the Trump Campaign can't make a decision that rapidly?**

- No problem. Nehlen will win anyway. Or, as established, if he loses he'll remain loyal to Trump and will have a growing voice during the remainder of the 100 days till election. Even still...
- The failure to commence negotiations now, seriously and at the proper level, will be a missed opportunity, and one that no intelligent strategy can recommend.
- Which brings us to our closing case. Under no circumstances should commencing negotiations be considered risky. So what if that got out? It would rivet everyone's attention and that's the news cycle. But, if it doesn't get out, and there's no reason to think it would, friendship can be built right now, in advance of the outcome. You never, ever want your friends to face the risk of defeat without so much as the respect of communication.
- No one has earned more attention from the Trump campaign than Paul Nehlen has, with his courageous David-against-Goliath battle against Trump's worst enemy in the Republican establishment.