

Sixth, think strategically, across issue areas. Think in terms of large moral goals, not in terms of programs for their own sake.

Seventh, think about the consequences of proposals. Form progressive slippery slope initiatives.

Eighth, remember that voters vote their identity and their values, which need not coincide with their self-interest.

Ninth, unite! And cooperate! Here's how: Remember the six modes of progressive thought: (1) socioeconomic, (2) identity politics, (3) environmentalist, (4) civil libertarian, (5) spiritual, and (6) antiauthoritarian. Notice which of these modes of thought you use most often—where you fall on the spectrum and where the people you talk to fall on the spectrum. Then rise above your own mode of thought and start thinking and talking from shared progressive values.

Tenth, be proactive, not reactive. Play offense, not defense. Practice reframing, every day, on every issue. Don't just say what you believe. Use your frames, not their frames. Use them because they fit the values you believe in.

Eleventh, speak to the progressive base in order to activate the nurturant model of biconceptual voters. Don't move to the right. Rightward movement hurts in two ways. It alienates the progressive base and it helps conservatives by activating their model in biconceptual voters.