

- Don't expect to convert staunch conservatives.
- You can make considerable progress with biconceptuals, those who use both models but in different parts of their life. They are your best audience. With biconceptuals your goal is to find out, if you can by probing, just which parts of their life they are nurturant about. For example, ask who they care about the most, what responsibilities they feel they have to those they care about, and how they carry out those responsibilities. This should activate their nurturant models as much as possible. Then, while the nurturant model is active for them, try linking it to politics. For example, if they are nurturant at home but strict in business, talk about the home and family and how home and family relate to political issues. *Example:* Real family values mean that your parents, as they age, don't have to sell their home or mortgage their future to pay for health care or the medications they need.
- Avoid the usual mistakes. Remember, don't just negate the other person's claims; reframe. The facts unframed will not set you free. You cannot win just by stating the true facts and showing that they contradict your opponent's claims. Frames trump facts. His frames will stay and the facts will bounce off. Always reframe and fit the facts to *your* frame.
- If you remember nothing else about framing, remember this: *Once your frame is accepted into the discourse, everything you say is just common sense.* Why? Because that's what common sense is: reasoning within a commonplace, accepted frame.
- Never answer a question framed from your opponent's point of view. Always reframe the question to fit your values and your frames. This may make you uncomfortable, since normal discourse styles require you to directly answer questions posed. That is a trap. Practice changing frames.
- Be sincere. Use frames you really believe in, based on values you really hold.
- A useful thing to do is to use rhetorical questions: *Wouldn't it be better if . . . ?* Such a question should be chosen to presuppose your frame. *Examples:* Wouldn't it be better if we could fix the potholes in the roads and the bridges that are crumbling? Or, wouldn't we all be better off if