

Reset - MS – Messaging v5 - Narrative

Updated 3-24-18

This Document

- Notes 1
- Narrative (WS-SM-video) 2
- Emails 9
- Tweets & Tag Lines 11 (always be adding)
- LI – Per Bio 15
- AC – Team page - Bio 15
- FB – Comp Page Print-out
- Crowdfunder Fundraising Not started

Social Media Pages

- FB – Per: Short intro (needs updating)
- FB – RA: Separate Pg (needs updating)
- LI – Per: Short intro (needs updating)
- LI – RA: Create new page

Tasks - Attract

- Final last review
- Fix all headings & abbreviations
- Mark differences in text (WS, SM & Video)
- Identify links (experts, Buy, Toc, etc.)
- Add “@”s and “#”s, etc.
- Write email for LP, GP, F&E, etc.
-
-

Video Ideas

- Talk about the Attract list
- Video: “Friending” DD supporters. / mention using DD (and what DD means).
- Is this a message of Love or Hate? / Hate or Love?
Listen to what [Mike Gozian](#) has to say. → Link to video

For Book

Add Somewhere

- Perhaps add text about Election Reform from book.
- In the future, I’d like to see a Reset America political party. But, for now, I’m happy just having candidates adopt / pledge their support for these principles / values.
- RESET America is about electing people who put the interests of the nation above their own.
- Excerpts are not available at this time. We are working as fast as we can to publish the book and rollout this movement. Your support will help us take back our government faster.

Narrative (WS, SM, Video)

I Can't take it Anymore

Our government (and so called “leaders”) are out of control. I can no longer sit on the sidelines and watch our nation and world fall apart. I am re-launching the movement Reset America, with a new energy and focus.

- We have lost confidence in all areas of government.
- We have lost our respect as a leader among nations.
- We are terrified with the direction our nation is headed.
- Our election process is rigged and corrupt.
- Our quality of life is in jeopardy.

Are you as Confused as Me?

This last election had me trying to explain these contradictions [this paradox].

- We had inarguably the two worst presidential candidates in history... yet less than 5% of voters backed someone other than the democratic or republican candidates.
- The approval rating in congress is the lowest in history, under 10%, yet the reelection rate is over 95%. If elections were fair and democratic, then how can this be? [then why doesn't supply meet demand?]

The REAL PROBLEM

I listen to the news. All I hear is, “the problem is _____”, “the problem is _____”, “the problem is _____”.

- NOT ONE TIME have I heard the REAL PROBLEM discussed.
- ~~NOT ONE TIME have I heard the TRUE UNDERLYING PROBLEM.~~

What's the REAL PROBLEM? Well, to find out, you need to buy my book. (Just kidding, this one's on the house). There are only two PROBLEMS. And one CAUSE.

Problem 1 – Our Corrupt Election Process

A.k.a. The best government money can buy

Only a small number of people in power determine the party's nominee. Less than 15% [fake data] of people supported either Clinton or Trump, yet both “earned” their party's nomination. ~~This means that the opinions of MOST Americas were shut-out in the primary elections.~~ The national elections are not any different. Unless you live in a large swing-state, your vote does not matter either.

The democrat and republican parties use every trick imaginable to ensure that your vote does not count. Read about the ways the parties force-out anyone who tries to change the system, including Mike Gozian who ran for president in 2008 only to have the system force him out of the race / only to have the establishment / those in power / protect and profit by the status quo... He was the leading independent candidate... See text from “What makes me a political expert?”

- Preorder, Mistaken Believes and help support our movement.

Problem 2 – Can't vote outside the 2PS

The second problem is that people are convinced that they can't vote for anyone except a democrat or republican. People fervently believe the most dangerous mistaken belief of all... "Voting for a 3rd party is a wasted vote".

So, we are trapped into voting for one of two pre-selected puppets [Manchurian candidates, assholes]. Over time, all top-two voting models evolve into the "lessor of two evils". Well, I hold the most unusual opinion in that the lessor of two evils is still evil.

Read this excerpt from the book, Mistaken Beliefs about the number one mistaken belief, "Voting for a 3rd party is a wasted vote."

~~And that's why I want to help people take control of their government by letting you vote for who you want, and not who they tell you to vote for. How brilliant the two parties are for creating a system whereby all the voters are convinced that this 'mistaken belief' is true. They pull every string [use every trick in the book] to convince you to not look outside their two parties.~~

~~We all hear about the private conversations, politicians have about how stupid voters are. This is what our magnificent leader said during an interview with People Magazine, "If I were to run, I'd run as a Republican. They're the dumbest group of voters in the country. They believe anything on Fox News. I could lie and they'd still eat it up. I bet my numbers would be terrific."~~

There are NO OTHER PROBLEMS

These are the ONLY TWO PROBLEMS. There are NO OTHER "PROBLEMS"! This is the single most important issue in our nation and the media fails to understand or address.

- Please forward this message to all media outlets and other organizations that share a similar vision. [of creating a fair and democratic election process.]

Consider this... I wish to run for president in 2020. But I can't. I don't qualify [stand a chance]. That is unless I sell out. If I sell out [by becoming] and become a democrat or republican (and therefore become "for sale") then I'm considered a viable or serious candidate... but if I stick to my principles [to try and change the system for the benefit of everyone], then "I'm crazy and insane."

Does this make sense to you?

Combine w "What makes me a political expert?"

I know many -- Many of their [sleazy games / tricks] unethical and illegal activities are uncovered in the book, Mistaken Beliefs... at least the ones that I know of anyway. Who the heck knows what else they're up to that we don't know about! Please pre-purchase Mistaken Beliefs now, so that we can spread of message to Reset America.

The REAL CAUSE

But even after I said all of this, I am still not addressing the real CAUSE of these two problems. This is as bit more complicated to explain. It's called herd thinking. Trump is a master at this. It's easy to understand and combat, but first we need to understand what it is and its effect on our ability to make intelligent and conscious decisions that are best for ourselves.

We need a Revolution. We need it Now.

We all know there's a revolution coming. We're just waiting for it to start. Studies show that most people (over 80%) do not approve of our current two-party system and want change. As a matter of fact, "Americans are Polarized" is one of the Top 10 Mistaken Beliefs.

- Here is a list of other Mistaken Beliefs that are destroying our nation.

So, if people want change, why doesn't it happen? [Until now] there hasn't been a specific plan with a realistic strategy to Reset America – and change won't occur by the same people who created and who benefit by the existing system.

We need to Reset America

This is what Reset America is all about. It is a realistic strategy to take back our government and choosing how we want to be governed as a society. The plan is simple to understand and easy to make happen. ~~Reset America is an organization with a plan to change the nation's dangerous trajectory.~~

We believe that our government must be "reset" by replacing our current career politician with new people who care more about the greater good than the personal gain or whims of those in power / **getting reelected and protecting their way of life.**

And if you think it's bad now, the political circus in Washington is only going to get much worse and worse faster when you consider how this insanity has swelled in recent elections.

The only solutions that are considered and debated are those that put money into the pockets of those who pay to influence policies and the politicians who solicit and accept these bribes. There are viable solutions that cost zero dollars to implement, but they're not even considered because they don't benefit the people in power / **increase campaign contributions or gain favor in the media, and so on.**

The Reset Plan

Here's our plan. We propose that all Americans only vote for candidates who pledge their support on a list of principles that are important to everyone. If they do not agree to these values or violate them, then we will no longer support their campaign. It's that simple.

- These are the Reset Principles.

As you can see, this is NOT about any particular issue. Frank, I don't care how you feel about any specific issue. I just want a system where all issues are addressed honestly, without people's self-interest involved. Regardless of how passionate that might feel about a specific issue, I ASSURE YOU that nothing will change (except for the worse) while those in power make the laws for their own gain / until we replace each and every politician with people who pledge to support these principles.

And if they don't? Then, we replace them to! Yap, this is a lot of work. Deal with it. Did we really think that we could give all this money and power to a very small group and NOT EXPECT them to manipulate the system for their own benefit?

[The book **Freakenomics** proved that the only true predictor of behavior are how we are incentivized].

So, who's to blame?... the politicians who are human and motivated by self-interest or the people who blindly vote to support a system that is self-serving, corrupt and damaging to our nation and planet.

The Reset Principles

We endorse any candidate for office (from president to water commissioner) who adopts and shares these values: [← Link to Reset Principles](#).

- Are there principles missing? Let us know!
- Reply with principles that YOU FEEL should be included.
- **Add you own Reset Principles on our Facebook page.**

~~I could write a book about our problems and how to fix them... but wait a minute... I did!... Now, I need your help to PUBLISH IT.~~

- ~~• Please visit my Fund me account and help~~
- ~~• Please volunteer~~
- **Please forward these messages to everyone you know who wants to see their interests represented and not those of a small group who is selling out your future for their personal gain.**

What makes Me / Mike a Political Expert?

In 2008, Mike ran for president. During the early stages of his campaign, he was the leading independent candidate beating Hillary Clinton in online polls. Mike learned firsthand what it was like running for national office as a political outsider. Read his shocking story in his book, [Mistaken Beliefs](#).

CNN and other news agencies asked to interview me / him after the election to hear what it was like running for president as an outsider. But, after the election, I was too dejected / depressed / disenchanted / ill to think about / remember the negative / demoralizing experience. Now, I am ready to tell my story.

- Learn the story of the presidential candidate that the media calls the Che Guevara of US politics.
- Read articles and watch TV appearances from the Gozian Campaign / Mike Gozian on the Reset America Facebook page.

Programs Ready to Launch

There are two **[three]** specific programs that are close to being released. Two are almost finished and we need your help to complete them ASAP.

- ~~1. Website & spreading this movement → Perhaps just include items 2 & 3.
Add description... include online / television program called, 'This Week's Lies'.
With your help, begin a new political party called the Reset America party.~~

2. A full-length documentary based on the book, Mistaken Beliefs, and our award-winning Internet video we produced in 2006 called, "Kiss Freedom Goodbye". In 2008, Mike Gozian produced a critically acclaimed online movie that exposed only a few of the many ways that the democrats and republicans rig the system to retain their grip on political power.

- Link to video: "Kiss Freedom Goodbye"

The movie gained international attention and was honored with the following awards for best short political video:

- The 2006 Telly Award for best internet commercial for political issues
- The 2006 W3 Award for best viral marketing video for activism
- The 2006 Marcom Award for best political web video
- The 2006 Ava Award for best new media political video

3. Book, Mistaken Beliefs by Mike Gozian, Founder of Reset America
This book is 90% finished. It explains the real problem in government and it's NOT what you think.

Excerpts from book: → To be added shortly

- Table of Contents
- Top 10 'Mistaken Beliefs'
- Why politicians are doing an excellent job... Just not the job you want them to do!
- Why congress has a 95% reelection rate with a record-low 10% approval rating.
- Why the democrats secretly love Donald Trump.

What you Get with your Order → Here's what you get, if you pre-order the book today.

Can this Happen?

~~CAN it happen? Yes... but first we need to understand the real reason that is preventing us from taking action. These are the hidden causes that prevent us from creating the very change that WE KNOW WE NEED!~~

[The real reasons in preventing / creating change are not what they appear.]

The underlying obstacles are the result of mistaken beliefs that we hold on to / embrace as a society. These 'mistaken beliefs' are false and have dangerous consequences. They are terribly wrong, and they effect how we think and how we act. It explains the facts and human behaviors that need to be understood before any change can occur.

What about the Issues? We Need to Fix the Real Problem First

It doesn't matter what you want to see changed in Washington... ending our wars, wasteful spending, lobbyists, election reform, health care, immigration, education, and so on. The book includes many examples of easy solutions that cost nothing to implement and why they are not supported by the democrat and republican parties, for example:

- You won't get peace when so many people make so much money from War.
- You're not going to get people healthy when big pharma has two lobbyists for each politician.
- You can't fight drugs and crime with a for-profit justice and prison system.
- Read more about easy solutions to our most complex problems in Mistaken Beliefs.

It's a complete waste of time to spend time or money trying to effect policy on ANY ISSUE or at ANY LEVEL of government until we first fix our election process. But, this will NOT happen with the same people who created and profit by the current system that they themselves created. Literally ANY SOLUTION to ANY PROBLEM starts by holding our leaders accountable. Then, having the common sense to vote for candidates outside the two main parties.

There are never only two solutions to a problem. There are, however, only two solutions that benefit the people in power and those protecting their way of life. Nothing will change so long as the only concern and motivation in congress is getting reelected. From the minute they are elected there is a non-stop drive to fundraise (i.e., solicit bribes) and consequently return the favors of their 'contributions'.

Finish Closing Text Last

Time is Running Out

Please help us!... Time is running out.
Valid solutions that exist TODAY will NOT be viable TOMORROW.

- Please donate to Reset America so that we can complete these programs before time runs out.

Help Spread our Message

- Become a Patriot in the 2nd Revolution
- Please FORWARD and LIKE our message... including all organizations and groups that share the same vision for wanting change and a democratic election process.

END

[LINK TEXT](#)

[My Apologizes Upfront](#) → [Add to book...](#) TOC 11

I am not paid to spread this message. In contrast, politicians and other insiders collect huge salaries and have unlimited resources to pursue their agendas. In my case, the opposite is true. Building this movement takes away from the time that I would normally invest in developing my business and generating revenue for my family. This is one of many ways that the establishment maintains power.

Not worded perfectly.... Or may not include the best examples.

Data may be not 100% current or accurate... Facts need to be verified

Though the wording and data may not be 100% accurate at this time, it does not diminish the importance of this message or change the only viable / realistic strategy to change it.

- Read [Mistaken Beliefs](#) to learn other ways that the establishment protects the status quo.

What you Get with your Order

Here's what you get, if you pre-order the book today.

If you pre-purchase a copy you of the book now, then you will get the following:

1. ~~PDF File~~
You'll receive a PDF file that contains the full version of the book once it is published.
2. Hard copy
A hard copy version of the book when it is published.
Indicate if you want to book signed by Mike Gozian.
3. Tablet versions
Kindle or e-book version when they are available.
4. Audio
Audio version narrated by the author when it becomes available.
5. Updates
You also qualify to receive additions and updates when they become available.
6. Bonus
The first 100 people to order a copy will receive a Reset American bandanna.
Bandannas and shirts are available to purchase.
Please support this movement by Liking and Sharing these messages.

[Extra Text](#)

- Learn why we only vote for democrat and republicans, read [Mistaken Beliefs](#).
- Read an extract from [Mistaken Beliefs](#) about their unethical behavior and illegal activities.
- I urge you to pre-buy our book, [Mistaken Beliefs](#) and learn about our movement to Reset America.