

**Governor Romney: It is time to Reboot and Reload.
Take the Bull by the Horns.**

January 23, 2012

Every good strategist knows that constant adjustments are needed to adapt to the ever-changing circumstances of a campaign. It is also a good idea to learn from the opponents and occasionally, take a page out of their own books.

It is time for the Romney campaign to do both.

First of all, it is time to go on the offensive, throw (at least a little) caution to the wind, take more risks, and be bolder. It is time to set the record straight and show the American People that a cerebral candidate can also stand up for himself in as forceful a manner as anybody on the race. It is time to set the rules of the game and let others follow. It is time to assert what is obvious to some but not to most: that he is the best and most qualified Republican to send Obama packing.

Governor Romney needs to take a page out of the Obama book and give a grand speech, in prime time, and with all the media present. He did it when he spoke about religion and the results were good. He needs to do the same now and speak about his success, his unapologetic success and how this is only representative of an America that some want to change from The Land of Opportunity into the land of entitlements.

He needs to tell his story to the American People: the story of a man who has reached the top through hard work, intelligence, honesty, and a good dose of good old American freedom. He must make it clear to everybody that when those freedoms are restored and we recover America's Soul, anybody can be successful. He must explain to the country that if we continue down the path of entitlements, give-aways, bigger government, excess regulations, cronyism, and the demonization of those values that made America the greatest country on earth, no one but those chosen by the government will have access to the top.

He needs to talk about his values and contrast them to those who have led a life of mercurial changes and who have a long history of hypocrisy. He must call those who make unusual and unreasonable demands of him and ask the American People to gauge if those same persons are being transparent themselves. Ask openly for the president's sealed records, for the former Speaker's lobbying contracts. Ask the media for equal vetting and for fair reporting.

Governor Romney must take a stance and state clearly that he is the owner of his times, his messages, and his campaign; that he will not yield to the demands of his opponents just to keep them happy; that he will openly show who he is to the American People, but that this does not mean that he will not repeal all attempts to be scrutinized beyond the levels of the sitting president or other candidates.

It is time to call a lobbyist a lobbyist, a socialist a socialist, a hypocrite a hypocrite. It is time to showcase the broken promises that have our country in the current, dire situation. It is time to showcase the corruption of those who proclaim to have become “holier-than-thou”; to call them when they ask for decades of documents when they themselves spin and dodge questions about their own past.

It is time to state in no ambiguous terms that the presidential contests will not, cannot be won on debates alone, but should and will be won on the content of the candidate’s character. Governor Romney must present himself for who he is: the one (and only) candidate with the true pristine character content.

People need to get to know Governor Romney, but he has to take the lead and don’t let those who are betting on his failure define him. They will lie, distort, take issues out of context, and relentlessly attack. They will smear, plant fabrications, spread falsehoods, so he has to be a step ahead and drive the message.

The time has come to take over this campaign and start calling the shots.

Governor Romney is too good a person and the president and former speaker too weak in terms of credibility, reliability, and trustworthiness.

It is time to point out those clear differences and let the American People understand how clear a choice they have.

But the Governor has to start speaking up.

Forcefully.
Passionately.
Aggressively.
Massively.
Constantly.
Loudly.

So, let’s go!

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