

# Keep Digging

Exactly one year after his inauguration, President Ronald Reagan spoke about the previous year's progress and the opportunities and challenges ahead. He said, *"It isn't going to be easy; nothing really worth achieving ever is. But this is an optimistic nation, and I am optimistic."*

Then he told the joke about a man with two sons. One son was a complete pessimist, the other son a complete optimist. The father was worried about them and talked to a psychiatrist. The psychiatrist thought for a minute and recommended an unusual treatment. Put the pessimistic kid in a room full of toys to cure the pessimism and put the optimistic kid in a room full of manure to cure the optimism.

The dad was skeptical, but did what the psychiatrist recommended and put the boys in the room and checked back five minutes later.

He found the pessimist son was there crying, saying, "I know someone's going to come in and take these toys away."

But in the optimist's room, he was throwing the manure and digging away. The dad asked,

"What are you doing?" He said, "There's a pony in there somewhere."

Reagan closed the joke by saying this, *"...I'm confident that if we all do our best today and in the months ahead, we can turn things around. There is a pony in here."*



## Preparing for the Final Months of Your Campaign

With the election less than 90 days away, it's easy to feel like you're stuck in a room full of manure and there's a lot of crap ahead of you.

Here are 9 Winning Edges to help you with your digging:

### Got a tough interview?

Check out Winning Edges:

- [#24 - Answering Tough Questions](#)
- [#25 - Mastering Unscripted Answers](#)
- [#27 - Mastering Your TV Interview](#)

### Thinking about your messaging for the fall?

Check out Winning Edges:

- [#36 - Help Undecided Voters Not Be Wrong](#)
- [#34 - Voice of the Voter](#)
- [#62 - Let Voters Change Their Mind](#)

### Fundraising?

Check out Winning Edges:

- [#73 - 90-Second Phone Pitch](#)
- [#66 - Create a Fundraising System Not a Goal](#)
- [#46 - 10 Call Rule](#)