**How to Talk with Conservatives Laser Talk**

Echo Chambers

Deniers (16%) shouldn’t be the focus – target the others.

Change our thinking – it’s a universal issue.

Market

Follow-the-money – 81 companies have signed up

Our solution is market-based, more freedom of control.

innovatve energy of markets - individuals, businesses,

Renewable energy is a good investment – Solar World, Elon Musk

Schultz-Becker plan

Conservative – guarantee that the dividend would be returned

Distrust of government – if you want to make sure it’s revenue-neutral, get involved in the solution.

EPA is implementing regulations – conservatives don’t like government control.

REMI report

Businesses

Endorsements

What about local Chambers of Commerce - insurance

Insurance companies

Values – fairness, liberty, purity, in-group, harm, authority

(The Righteous Mind, Jonathan Haidt)

Science – Science is conservative

GMO’s – which the left argues against to lead in.

Politics

Conservatives are complex – everyone is complex

Republican view of solutions?

Belief was politically-based – Al Gore set the issue back.

(Hayek) Health argument – auto-emissions and pollution from power plants

Tactical

Conservative organizations and leaders list – we need to do the work of understanding what conservatives are discussing

* Clearpath.org
* republicEN.org
* yc4er.org
* conservamerica.org
* [www.facebook.com/thegreenteacoalition](http://www.facebook.com/thegreenteacoalition)
* Conservativestewards.org

Walk into offices with a young Republican