

## How to “Trump” somebody?

Currently I am writing a book where I present a the psychological profiles of every candidate who are running for the presidency in 2016. This is my view of "The game of Trump."

"The Donald" plans to trump other candidates: it is a three step program:

### **Step One:**

Be irrational, and overwhelming. Speak to the frustrations, pain and suffering expressed by many Americans. The objective - gather massive media attention resulting in more media attention for Trump at the expense of other candidates with less bombastic messages and approaches.

### **Step Two:**

With this massive media attention he must begin to slip in more rational remarks, making him look more like a viable candidate to those who have written him off as some sort of a nut.

When he does that he reaches a point where others begin to see him and consider him as a viable candidate.

### **Step Three:**

Become increasingly more calm, focused and rational in debates and media interviews. Trump will become more moderate, and move more towards the center. He will make more mainstream comments (remarks acceptable to the RNC giving them the illusion that Donald Trump is more controllable, and more of a team player). After having blown everybody else away, he than can become the Republican candidate.

That's the strategy, and that's how Trump will trump the others!

Once in the general election against the Democrat candidate Tump will return to a variation of the three steps as necessary to stimulate attention, raise anxieties and pose solutions. Next the White House!

©8/20/2015 GoodfieldInstituteLLC