

Chapter 1

INTRODUCTION

I wonder what it would be like to be the President of the United States . . .

Giving my Inaugural Address in 20 below zero weather and catching a Harrison cold. Staying awake late that celebrated night sipping Polk Whiskey. I wonder.

And wouldn't it be comfy to plop down on Lincoln's bed? To whiff the back-room smells that Grant complained about for years? To operate the Hoover vacuum in my private quarters? It would be nice.

And yet, I wonder if protestors will heckle at my State of the Union Address? Would the city of New York be happy when I come for a visit? And could there be another Lee Harvey Oswald lurking in the streets of Dallas? I'm wondering.

Russia threatening their missiles up my nose. China painting the White House into the Red House. America becoming a vacation resort for Cubans. I'm wondering!

I wonder what it would be like to be governor of California . . .

Reads like something Ronald Reagan wrote. But it isn't. This comes from Dave Mansfield, the fictitious character who is going to show you how to become the President of the United States . . . *or something like that*. This book discusses the 3-ingredient methodology for achieving success. You may define success as being wealthy, famous, or achieving a world record. But in this book, we will define success as achieving something that elevates you to a higher plane. Successful people are more motivated, more disciplined and generally more satisfied with their lives than people who live from day to day without any sense of direction or self-development.

Take Dave Mansfield, for example. Success for Dave is becoming the President of the United States. Such high political ambitions, you may say. But this is Dave. He was born with a Republican smirk on his face. He grew up only a short distance from D.C. and, whenever possible, would take trips to stare at the White House that would someday be his. He rehearsed often the scene when he would light the steps of the Capital to his inauguration to be sworn in as the youngest, most dynamic President in American history.

Dave's political mold began with his parents. He was raised in a conservative home that, along with his Southern Baptist Church, preached the anti-drug, anti-long hair and anti-movement that filled the streets of Washington to protest America's involvement in Vietnam. "Evil was increasing everywhere," he was warned. Young men such as Dave must prepare themselves to someday step forward and save America from its decay. "Honesty . . . decency . . . integrity," they would preached. Three words that became Dave's inspiration during much of his young life.

Like a child prodigy in music, politics became the driving force that aspired Dave to read, study, debate, and dream himself inside the White House. Nothing occupied his mind more. But Dave faced one minor problem. Dreaming himself into the White

House with an "imaginary cabinet" was one thing. But getting elected to the office was an entirely different issue. He didn't have a Kennedy name. Nor will he inherit a Rockefeller fortune. Though his father was honorable, Dave couldn't piggyback on his occupation as a government accountant. His road seemed a little bleak. But, with a little creative thinking, coupled with honesty . . . decency . . . integrity, and of course a little luck, the destiny that Dave dreamed about for these many years was beckoning him to conquer.

Dave planned his Presidential strategy while mowing his parent's lawn during the summer after graduating from high school. Believing as he did in his destiny to something grand, he never contemplated that unknown forces that would block his path. He would simply achieve his Presidential strategy by copying a plan used many successful Presidents:

Plan 1) Graduate from high school (completed with honor).

Plan 2) Attend an undergraduate institution (in a few months).

Plan 3) Go to Law School (Harvard or University of Chicago).

Plan 4) Become a big-time lawyer (I mean big-time).

Plan 5) Become popular in my community (as popular as Ronald Reagan).

Plan 6) Run for State Office (Virginia or California, can't decide).

Plan 7) Run for U.S. Congress in my district (people will like me).

Plan 8) Run for U.S. Senate (people would love me).

Plan 9) Become a Congressional leader (easy as pie).

Plan 10) Run for President (just like JFK).

Plan 11) Celebrate my 36th birthday in the Oval Office (maybe my 40th if things don't work out as planned).

Dave's presidential strategy took nearly an acre of lawn mowing to materialize. He

never questioned the attributes required for someone to be elected to the White House. Neither did he consider his weaknesses. Whatever it would take to become President, his key strategy was honesty, decency, and integrity. Dave would be 18 soon. The political world was waiting.

How quickly dreams can fade! Dave's only worthwhile accomplishment during these last 10 years was his moving from small-town Virginia to New York City. However, his 10 years of political experience amounted to no more than 25,000 licks of envelopes for another person's campaign. Dave wishes he had another acre of lawn to mow.

Dave never envisioned that weak political skills would obstruct his political goals. He lacked leadership, physical stature, deal-making skills and many of the questionable things often found in American politics — like arrogance and back-stabbing. Never in his childhood fantasies did he comprehend how licking stamps and answering phones will become the keys to political success rather than honesty, decency, and integrity.

Does this mean that his goal — Dave Mansfield for President — is a failure? Does it mean that he should scrap his presidential ambitions and seek something more reasonable? Perhaps, if he wants it that way. But Dave is only in his late 20s. Given the age of many Presidents in lifetime, he still has a number of years to chase after his dream. But first, he must scrap his lawn-mowing strategy. Dave must return to the drawing board and map out a new strategy that will overcome his obstacles and build key political strengths. But how . . . ?