

# Chris Matthews – Hardball: How Politics Are Played

## Alliances

1. **It's not who you know; It's who you get to know.** Just knowing someone is not enough, you need to build relationships.
2. **All politics is local.** If you want to understand how a politician (person) behaves, look at what effects them at home, where his votes are.
3. **It's better to receive than to give.** If you want to make a friend, let someone do you a favor.
4. **Dance with the one that brung ya.** Loyalty is one of those virtues that carries political as well as more weight. Who will trust the person who's shown himself unworthy of it.

## Enemies

5. **Keep your enemies in front of you.** Keep your friends close, but your enemies closer.
6. **Don't get mad; don't get even; get ahead.** Rather than trying to weaken your opponents, strengthen yourself.
7. **Leave no shot unanswered.** A lie unanswered becomes the truth within 24 hours.

## Deals

8. **Only talk when it improves the silence.** Those who rise to power in large organization succeed through a keen understanding of the institution, its members, not by speaking, but through listening.
9. **Always concede on principal.** Get what you want by telling the other guy exactly what he wants to hear.

## Reputations

10. **Hang a lantern on your problem.** It's always better to bear your own bad news.
11. **Spin!** Managing expectations. Once you establish honesty by "hanging a lantern" on your problem, you can exploit that credibility.
12. **The press is the enemy.** Never trust the press.
13. **The reputation of power.** Play to your strengths. "A leader is a man who has the ability to get others to do what they don't want to do and like it."
14. **Positioning.** Decide where you want to be in relation to the voter and put yourself there.

**Show Up! Ask! Believe!**