

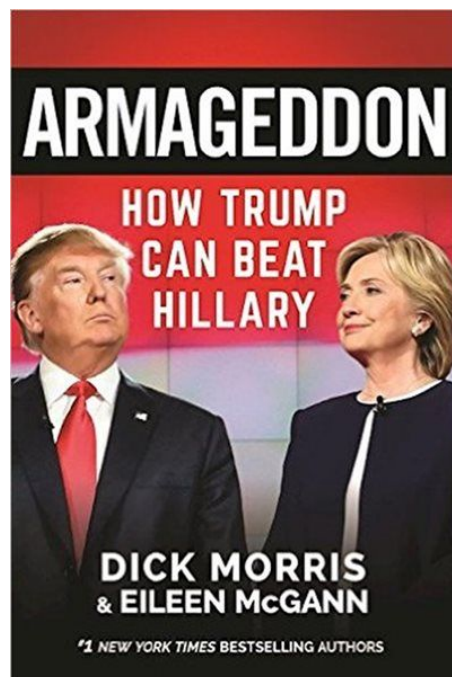


Special Guests

Providing Positive Publicity on Purpose since 1985

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Case Study:



Armageddon: How Trump can Beat Hillary

By Dick Morris, former senior political consultant to Bill and Hillary Clinton

Challenge and Goals:

- 1) *Promote the book about a long-shot Presidential candidate, businessman Donald Trump*
- 2) *Overcome the odds of the book about an underdog candidate competing with 16 other major candidates in the race. Prior to the 2020 Democratic Party presidential primaries, this was the largest presidential primary field for any political party in American history.*
- 3) *Promoting a book about a then 'unviable' candidate winning a general election when the book was written and released BEFORE the primaries were even over!*
- 4) *Attain significant book sales and profitability for the publisher.*
- 5) *Doing all of this for a tiny, obscure publisher.*

Methods:

- 1) Deploying a scorched earth campaign on talk shows to raise awareness about the book.
 - 2) Create a Facebook Watch live video show to promote the book.
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RESULTS: Armageddon: How Trump can Beat Hillary because the #1 bestselling book of all released books on Amazon, as well as a New York Times bestseller. Great sales and profits for publisher Humanix Books.

NOTE: The law of unintended consequences produced two other results:

- 1) Fox News channel reinstated Dick Morris after the Special Guests agency booked Dick Morris on the O'Reilly Factor with Bill O'Reilly. Ironically, shortly Dick got on Bill O'Reilly, Fox News gave O'Reilly 'the right foot of disfellowship.'
 - 2) Donald Trump became President.
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