

**The Art of the Deal:
A Beginner's Guide to Becoming President in 2018**

By Camille Doherty

2018 Royal Nonesuch Humor Writing Contest

Young Writer Category - Honorable Mention

****Please note that the following information only applies to white, Christian, upper class, married, heterosexual, older males****

Credentials Required:

As outlined in Article Two of the Constitution, there are eight credentials and standards necessary to become the President of the United States of America. These requirements include

being:

1. At least 35 years of age
2. A resident in the United States for at least 14 years
3. A wealthy, white, Christian man
4. Willing to make false promises
5. Willing to spend at least 500 million dollars on your campaign for signs and smearing advertisements
6. Willing to make no stances or decisions that will offend your donors
7. Able to address the nation on important issues in 140 characters or less

Running Your Campaign:

Campaign management can be a very difficult business. But, the following tips will ensure that you will have an easy path to reach the position of Cheeto-in-Chief. The first step in starting your presidential campaign is to get your name out there. Publicizing your name on hotels, board games, private jets, toilet sprays, teen pageants, bottled waters, meat companies, or even plastered in size 1,562,800 pt font on the sides of towers are all great starting places. The more media attention and memes the better.

Catchy and inspiring slogans are a crucial component of any political campaign. When considering your slogan, try looking back in history to other important and powerful world leaders and their political platforms. For example, mirror the effectiveness of Germany's most well-known leader, and his vision of returning to the glorified era before the Treaty of Versailles.

Make America Great Again! Remember the effective tools the Chancellor used to purify Germany's Aryan race. #draintheswamp! Draw parallels and political connections from the past to the present, and encompass the type of leadership you want to exhibit.

In the debates and primaries, the image you exude is a key aspect of your campaign. While most standard candidates typify the reliable, driven, well-educated politician, it is important that you stand out. Be unconventional! The American public loves the politically incorrect, unpredictable, and uncontrolled billionaire. The less diplomatic, political, or government experience the better! Harness the right balance of a fifth-grade vocabulary and rhetoric and the cutting edge of a low brow bully to find the sweet spot with the American people. In addition, help the media to have little to no expectations of you. This way, if you don't pay federal taxes, or you gloat about groping women, or verbally attack the debate moderators, no one expects anything more of you! However, if the rare occurrence of you saying something intelligent happens, then that glorious moment of victory will be forever ingrained in the public's mind. Lastly, when determining your presidential agenda be aware of the of the dangerous and rising tide of empathy for minority groups that is sweeping through the country. This epidemic, if left unchecked, could result in a national state of compassion.

While in Office:

Congratulations! You have successfully become the President of the United States of America through the beautifully confusing and obscure system of the electoral college. God bless America. The United States has had its array of important leaders in history: George Washington was the first to exemplify civic virtue in our government, Theodore Roosevelt was the first American to win the Nobel Peace Prize, and Barack Obama was our first black president. The point is: there is a first for everything, and it is important that you go down in history by setting a precedent. For example, be the first president to have never held elected office, a top government post, or military rank. Better yet, stand out by being the first to have allegations of sexual assault and misconduct from at least 15 women, or by being the first to post a video on Twitter of you bodyslamming the press. Leave behind a legacy of the true American values you possess and hold dear.

While in office, there may be some pushback to your agenda, but don't let that stop you. One of the first lessons an elected official learns in office is to NEVER COMPROMISE. It

seems harsh, but it's been the rule of government since before the Civil War. How else would the U.S be able to achieve such incredible gridlock and inefficiency? But don't let this scare you from making change. In 12 short months, you could get the US locked in a military standoff with North Korea, throw the future of the Iran nuclear deal into doubt, weaken NATO, embolden Russia, and trigger a diplomatic crisis over Jerusalem. How efficient!

However, being president is not all about you or your accomplishments, it's about the people you serve. It is crucial that you support your community and nation, and give back to your citizens. Consider engaging in charitable activities and organizations like the HCAFM initiative (Helping Comedy Actors Find Material) that supports the families of people like Alec Baldwin and so graciously donates material to organizations in need like SNL.

Lastly, making America great again can be exhausting. The American people are relentless: always demanding their basic human rights, reporting the news on your decisions, and expecting proper due process of law. The expectations are endless. One common strategy that is useful to take the bite out of a crisis-filled day is to enjoy the beautiful art of golfing. Go ahead! Take off once every four days and relax in Mar-a-Lago to escape the daily stresses of Congress and mass shootings. The American people will fund you in your efforts.

Public Relations:

In office, maintaining a healthy and dynamic relationship with the public is a critical component of any presidency. The United States is founded on the communication and connection between the government and its citizens. But, your relationship with the public can start even before you are in office! A president's exchanges with minority groups can truly reflect the tone of the administration. For example, try discriminating against potential minority renters in your place of business to outline your stances on race. But make sure you're not accused of violating the Fair Housing Act because yes, that does exist. It is also important to maintain a good connection with the youth. Be seen in a positive light through the lens of a teenager. Feature yourself in iconic and trendy cameos such as giving a young child directions in Home Alone 2, commenting on male modeling in Zoolander, or owning the Miss Teen USA pageant. Kids love nothing more than having rich, old guys tell them what to do, attempt to understand pop culture, or judge their friends in swimsuits.

The ability to address the nation on important issues is a major responsibility of the job. It is valuable to learn the skills of keeping your communications succinct, salient, and to the point. When delivering news on the nation's stances on foreign policy, chemical outbreaks in other nations, ongoing investigations regarding your sex scandals or collusion with foreign dictators, keep it short! Less than 140 characters to be exact. Mastering the art of your twitter feed is a hard-earned skill, but one that every successful president must acquire. Use it as a platform to share everything: your thoughts and prayers after mass shootings, your threats of nuclear war with foreign powers, and your public criticisms of Democrats and females. In terms of the standard format of the tweets themselves, it is standard protocol to begin with a quick segment about the “bias, garbage, fake, and corrupt” reporting of CNN and the New York Times. Follow it up with an uplifting phrase about the great work of your administration, mention “no collusion”, throw a couple of filler words in between, and press the big blue button on the top right-hand corner of the screen. If possible, end with a strong punch such as, “BAD!”, “SICK!”, “SAD!”, or “JOBS, JOBS, JOBS” to really get your point across.

When speaking to the nation outside of the thin guise of a twitter account, the most important tip is to be confident. The American public can smell fear. But don't let this scare you! “You know words,” in fact, “you have the best words.” This blindly confident and entertaining deliverance can really rally up a crowd and revive the American spirit. If worst comes to worst, no need to worry, simply mention Hillary’s emails, Obama’s citizenship, fake news, or even create new words to describe your situation such as ‘bigly’ or ‘covfefe’.

Foreign Relations:

America first! America first! America first! Unfortunately, although this is catchy, as President you do have the responsibility to interact with other countries. While usually simple diplomatic and policy stances like “the Germans are bad, very bad” will slide, sometimes a more in-depth foreign policy is required. But the decisions are all up to you! “When it comes down to it, the only one that matters is you. You’re the only one that matters.” Dealing with our poor, violent, rule-breaking neighbors to the South? Easy. Build a wall, and make them pay for it! But not just any wall, a really big wall to keep all of the violent, drug dealing, rapists off of our precious soil. How do the Mexicans feel about the wall? Well, they’ll get over it.

Dealing with foreign dictators is another major responsibility of the job. When forming these relationships it is important that you develop a tight-knit connection with these leaders to the point where you are on a nickname basis with them. While most politicians would fear and respect the dangerously powerful Kim Jong Un, you are comfortable enough to call him Rocket Man. But also don't be afraid to call them out on their flaws. If a foreign leader is bothering you or testing nuclear or chemical weapons, don't hold back. Call them short and fat, or Animal Assad!

Lastly, at some point in office you will need to grapple with the fact that not all countries are as pristine and pure as the United States. Could you imagine! Some countries even have leaders who attempt to delegitimize the truth, verbally and physically harass its citizens, or consider neo-nazis to be "very fine people". As president, it is your duty to speak the truth to your citizens and share the basic facts about other countries. For example, all African nations, Haiti, and El Salvador are shitholes. It is necessary that you broadcast this around the globe. Since the people and political climates in other countries are so shitty, you should not let just anyone into your borders to infest your economy. When there is a certain group of people that you dislike (the Muslims are a great place to start), just ban them! And if at first you don't succeed, try again and try again with a new draft, take it to court, and read the Constitution for once. Preferably skip to Article II, Section IV. Who knows, it might actually be useful one day.