

## MORE TACTICS! MAKE YOUR BETS

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All activists gamble. We study various strategies and guess at the odds. Then we make a series of bets on tactics we'll invest in and hope it all pays off in big campaign wins. But **a good gambler distributes their risk**. So consider doing the same when selecting tactics — choose a “portfolio” of several tactics you'll develop. It's impossible to accurately predict what will hit, so rather than bet on one tactic, start by making several smaller bets in the hope that one (or more) hits.

Adding more tactics might seem overwhelming at first, but it doesn't need to be. **There are several advantages to working on multiple tactics at once**. Developing more than one idea helps everyone be more creative. It creates opportunities to synthesize and combine ideas to make them stronger. And in the most practical sense, **it's easier and more effective to develop a handful of ideas quickly, see how they perform, and then “double down” on the winners — rather than to bet everything on one, singular, seemingly perfect idea from the beginning**.

Other benefits: Decisions don't get bogged down by trying to get everyone to agree on a single path forward. There's a bonus agility to alter course, which means you don't have to start over if a plan doesn't come together. When it's clear something isn't working in Tactic C, you can safely abandon it and salvage the positive aspects into Tactics A and B.

A mix of tactics also lets us choose one tactic that's more creative and ambitious, one that's more cautiously practical but likely to succeed, and a “moonshot” idea that has low odds of success but has the potential to propel your campaign forward like nothing else.

