



What pro-life candidates must know to win this pivotal election.

- The one message that resonates with the *millions* of women directly impacted by abortion, and why it appeals to their friends and family, too.
- Why *poor-choice* candidates are afraid to discuss the pain and suffering of women harmed by abortion. How a positive, pro-woman message can expose their anti-woman agenda.
- News the abortion lobby *desperately* wants to hide. Why it leaves poor-choice candidates with *no* political cover.

“As a woman who’s had an abortion, it’s not a legal or political issue for me; it’s a personal one. This little book moves past the tired clichés and addresses women’s real concerns. This will get women’s votes.”

Georgette Forney, Silent No More Awareness Campaign

“This will break decades of verbal deadlock.”
Theresa Burke, Ph.D., Rachel’s Vineyard Ministries

“Leaders who champion the rights of both women and the unborn are no longer playing defense. Instead, they’re making their opponents defend the indefensible.”

Congressman Steve King (R -IA)

“Understanding women’s pain and ending the dual carnage of abortion isn’t a moral compromise, it’s a moral mandate.”

Fr. Frank Pavone, Priests for Life

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For Pro-Life Political Leaders

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