

pretty good speech

From: Mark Penn

RELEASE IN PART
B6

To: Hillary Clinton hr15@att.blackberry.net

Subject: pretty good speech

Basically a copy of all the techniques we used – well done and certainly what he needed. Serious, patriotic and always appearing to bring people together. Very much the kind of stuff that works.

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You have been getting good reviews on your tours – I always liked having a leadership track and a human track and you have been doing both, but I would be careful about seeming too silly as it could make you look irrelevant. Obama has serious, direct, and powerful leadership style.

My biggest worry would be that the policies may not work.