

# **REDLINE FOR CANDIDATES**

**A Field Guide for Those Called to Stand**

By Joe Demers

# So... You're Thinking About Running?

Let me guess.

You've watched the news lately.

You've seen the drift.

You've seen the silence.

You've seen the compromise.

And at some point, you said something dangerous:

“Someone should do something.”

Then the thought got closer.

“Maybe I should.”

That's where this begins.

But let me say something uncomfortable right away:

Running for office does not automatically make you courageous.

Winning an election does not automatically make you righteous.

And quoting Scripture does not automatically make you prepared.

There are lines God has drawn.

And if you're going to defend them, you'd better understand them.

This isn't about politics.

It's about stewardship.

And if you're serious about standing, then you need preparation before position.

Welcome to Redline.

# The First Mistake Most Candidates Make

They think the battle is external.

It's not.

The first battlefield is internal.

Before you ever debate a policy...

Before you ever shake a donor's hand...

Before you ever file paperwork...

You must answer this:

Are you prepared to lose popularity in order to keep conviction?

Because eventually, you will be pressured to soften your tone, shift your stance, or “reinterpret” your principles.

The Redline candidate doesn't move the line.

He stands on it.

And that requires clarity — not emotion.

## Pillar One: DISCERN

You cannot defend what you cannot define.

Most campaigns react to headlines.

Redline candidates interpret culture through Scripture.

Discernment means:

- Understanding the spiritual root beneath political chaos
- Recognizing moral drift before it becomes policy
- Separating outrage from strategy

Let me be blunt.

If your political worldview is shaped more by cable news than the Word of God, you're not ready.

Discernment is calm.

It does not panic.

It does not spiral.

It does not shout.

It sees clearly.

And clarity wins long-term.

## **Pillar Two: STAND**

Standing is not shouting.

It is not aggression.

It is not performance.

Standing means you have already decided where you will not compromise — before the pressure arrives.

Redline candidates do not negotiate their convictions mid-campaign.

They don't become bold only when it's safe.

They develop:

- Scriptural confidence
- Disciplined messaging
- Emotional restraint

Here's something funny but true:

If your entire strategy is "I'll just tell it like it is," you'll last about six weeks.

Boldness without discipline is just noise.

Conviction with structure is leadership.

## **Pillar Three: GOVERN**

Not everyone is called to run.

But everyone is called to steward influence.

If you are called to run, understand this:

Campaigning is theater.

Governing is weight.

You will face:

- Backroom pressure
- Political isolation
- Media distortion
- Moral fatigue

If your faith is inspirational but not operational, you will burn out.

Redline candidates prepare to govern with:

- Policy literacy
- Constitutional understanding
- Biblical anchoring
- Long-term vision

You are not running to "win."

You are running to preserve foundations.

That is heavier — and holier.

## **The Redline Difference**

Let me clarify something.

This is not about building a political army.

It's about building prepared leaders.

There's a difference.

Armies gather around emotion.

Leaders build from conviction.

Others may call people to “fight.”

Redline calls people to think, prepare, and act with discipline.

Faith in action.

Not frenzy.

Not panic.

Not personality cults.

Stewardship.

# A Story About a Line

Years ago, I stood in a room full of believers discussing cultural chaos.

Everyone agreed something was wrong.

Everyone nodded.

Everyone sighed.

Everyone prayed.

But no one moved.

After the meeting, one man came to me and said,

“Joe, I think I’m supposed to run for city council.”

He didn’t say it loudly.

He didn’t say it confidently.

He said it like a man who knew the cost.

We worked through Scripture.

We worked through messaging.

We worked through discipline.

We worked through clarity.

He didn’t run to win attention.

He ran because he understood the line.

That’s the difference.

This guide is not here to make you excited.

It’s here to make you prepared.

# What Happens Next

If you've read this far, you already know.

This is bigger than an election cycle.

It's about legacy.

It's about defending what God has drawn.

It's about integrating faith with discipline — not using faith as decoration.

And that is exactly why I created the Redline Leadership Framework.

A structured 3-module training designed for conservatives and Republicans who don't just want to run...

...but want to lead with integrity.

Inside, I will show you how to:

- Integrate faith with strategy
- Build disciplined messaging
- Govern without compromise
- Stand without losing your soul

This guide is part of my process.

Preparation before position.

Conviction before campaign.

If you're serious, join us.

Apply for the Redline Leadership Framework.

The line has already been drawn.

The question is:

Will you stand on it?