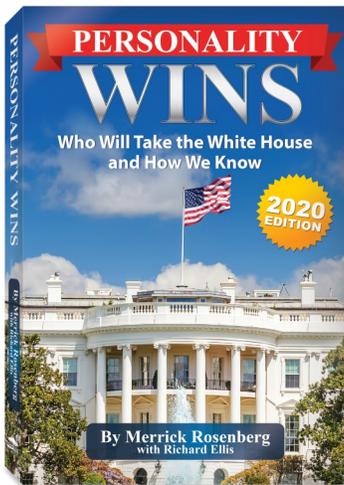


# Presidential Elections: The Ultimate Personality Contest



**Merrick Rosenberg**  
Leading Personality Expert



There is so much talk about the personalities of the 2024 presidential candidates, it's time bring in a *Personality Expert* who can provide deeper insights and fresh, new perspectives on how a candidate's personality impacts their electability.

**Merrick Rosenberg** has discovered a pattern that demonstrates the power of personality in presidential campaigns. This pattern is so consistent, it has held strong for 23 consecutive elections going all the way back to 1932. Using this original model, Merrick can predict who is the likely winner of a presidential election.

Merrick is the author of five books on personality, including *Personality Wins*, *The Chameleon*, and *Taking Flight!*. He is a keynote speaker and the CEO of Take Flight Learning, where more than 1000 certified trainers around the world deliver the content created by Merrick. He has worked with more than half of the Fortune 100 companies and is a recognized thought leader on how personality drives success. He has a B.A. in Political Communications from George Washington University and an M.B.A. from Drexel University.

## Personality Wins

The candidates' personalities will determine who becomes the next President of the United States. Merrick will provide a fresh angle on why people react positively and negatively to each candidate. He can explain how personality is going to determine of the 2020 presidential election.

## A New Perspective on Presidential Elections

- ◆ Are there certain personalities that tend to win presidential elections?
- ◆ How did you determine the personalities of the presidential candidates?
- ◆ Why is personality more important than policy in presidential elections?
- ◆ How can personality work against a candidate?
- ◆ Is the economy less important than a candidate's personality?
- ◆ Don't voters care more about a candidate's platform than their personality or are presidential elections really just personality contests?
- ◆ How does social media play into electability?
- ◆ Does character matter in presidential elections?
- ◆ Will personality play into VP selection?
- ◆ Don't speechwriters provide the text for candidates throughout the campaign? And if so, are we truly seeing a candidate's personality?
- ◆ Does someone's personality determine how effective they will be as a president?
- ◆ Does personality determine how popular a president will be?

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*Nationwide availability for interviews - based near Philadelphia*