

How Haley can beat Trump

The media has trouble coming up with a single convincing story to explain Donald Trump's success. During the 2016 primaries, the media

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claimed that so many candidates were running for the Republican nomination that Trump was able to win, despite having support of only 35 percent of the Republican electorate. That story clearly fails to explain his success this year. Now that DeSantis has dropped out of the race, the Republicans are down to two candidates, and Trump is the clear favorite to win the nomination again. So why did Nikki Haley and Ron DeSantis fail to gain traction?

I would argue that it is because they have failed to articulate a clear compelling message. What is Nikki Haley's message? She tells us she is a generation younger than Trump and won't cause chaos (like Trump does). That is a pretty light offering. Ron DeSantis talked about how he got things done in Florida. That's great, but what was he planning to do as President that is different from what Trump would do? He never answered that question.

In contrast, Trump makes promises that evoke vivid images in the mind of voters. He promises

to build a wall and to drill-baby-drill. These promises are aimed at solving problems voters care about. The wall is an attempt to stem the tide of illegal immigration that flows over our Southern border. More drilling will increase the supply of oil and result in lower gasoline prices – which is a tangible benefit to consumers.

If Haley wants to win the nomination, she must come up with policy proposals that solve problems and that are easy to explain and visualize. These proposals also need to be different from the proposals Trump has put forward.

For instance, Haley could promise to stop admitting asylum seekers for four years. This would close the loophole that gives people an incentive to come into our country. Now, when people are caught trying to sneak into the U.S., they ask for asylum. We allow them in and then take ten years to consider their asylum case. And then when we do, 90 percent of the requests for asylum are rejected. That system does not make a whole lot of sense. In contrast, the ban on considering new asylum cases does make sense because if all the people who are caught trying to sneak into the U.S. are turned away, people will learn that sneaking in isn't worth the trouble and they will stop trying.

Stemming the flow of illegal immigrants has many advantages. It will stop the human trafficking

that results in such poor treatment of the immigrants. It will remove the chaos on the border, making it easier for the border patrol to catch people trying to bring fentanyl into our country. It will keep communities on the border from being overwhelmed by the problems that come with so many people passing through.

There is a disadvantage to my proposal. The U.S. needs workers. Our birth rate has dropped so low that our population would shrink without immigration. If we want to keep Medicare and Social Security benefits for seniors, we need an expanding population, composed of young workers, who can contribute to these programs. To get these workers, we should double (or triple) the number of legal immigrants that we let into the U.S. Workers who enter the U.S. through proper channels have an easier time fitting in than illegal immigrants do – in part because they can legally work right away.

My proposal removes all of the chaos of the current system and still allows the U.S. to get the additional workers it needs. Further, it is a simple proposal that is easy to explain. If Haley is going to be successful, she needs to start adopting bold proposals that solve problems and that are easy for voters to visualize.

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