

# TESTIMONIALS

*“... we talk a lot about changing your life with copywriting. But Richard Viguerie did more than just change his life: He changed the world. When Barry Goldwater lost the presidential election to Lyndon Johnson in 1964, most political experts thought the conservative movement in America was dead and buried. But Richard Viguerie went to the Board of Elections and copied (by hand!) the names and addresses of thousands of Goldwater donors. He used that mailing list not only to create one of the most successful direct-mail fundraising agencies in history, but also to build a new conservative movement in America that ultimately resulted in the election of Ronald Reagan and changed the face of American politics forever. Richard Viguerie is one of the most brilliant copywriters who ever lived, a truly iconic figure in the history of direct marketing, and a living testament to the power of copywriting to make a difference in the world.”*

**– Richard Armstrong**

Author, *The Next Hurrah: The Communications Revolution in American Politics*

*“He is one of the genuine pioneers of modern American politics. He went out and figured out some very complicated things and then applied them to a cause he believed in—a cause that I am proud to have worked with him on. He really invented the use of direct mail by Republicans and by conservatives.”*

**–Newt Gingrich**

Former House Speaker

*“He is the catalyst that allowed conservatism to reach the pinnacles that it has over these past many years. He was on the ground floor with YAF, with Reagan, with Goldwater. He was there with his envelopes and his stamps, and a fast tongue, and sent out thousands and thousands of letters to people to raise the money that allowed conservatism to be such a powerful force in today’s politics.”*

**– Barry Goldwater, Jr.**

Former Congressman

*“Richard Viguerie is probably the greatest political copywriter in American history. If you understand copywriting, you understand political communication. He really is the Godfather of the conservative movement. Long before we had the internet, it was Richard Viguerie who devised a way for conservatives to communicate, raise money, and mobilize.”*

**– Roger Stone**

NYT Bestselling Author, Trump Advisor

Over, Please 

**RICHARD A. VIGUERIE**

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# MORE TESTIMONIALS

*“The truth is I couldn’t have gotten my Institute off the ground without what I learned from him. Even if he had not decided to go public, his prowess would have made him a public figure. Without any doubt, Richard Viguerie is the Funding Father of the conservative movement.”*

**– Morton Blackwell**  
President, Leadership Institute

*“He is a man of integrity with a sharp mind, and he is able to get to the heart of an issue very quickly and easily. Richard has been making a big, profound difference—not only in fundraising, but in American politics—for decades. He’s been able to help the causes he supports to gain notoriety and influence.”*

**– Dr. Lee Edwards**  
Heritage Foundation

*“I think Viguerie deserves a tribute. He has pioneered a political development in this country, and that is giving the little guy access to the political debate. He’s a pioneer. He’s brilliant, and I hope he will stop being brilliant.”*

**– Roger Craver**  
Liberal campaign consultant

*“Much has come after Viguerie in the way of [conservative] PACs and leaders, but he made it all possible. ‘It all’ as of now represents multi-million dollar budgets, effective political action, think tanks, publications, and—most telling—significant numbers of members of the U.S. House and Senate, state legislatures, and other levels of elected officials.”*

**– AFL-CIO News**

*“The nation’s liberals are having a bad attack of the jitters over a buildup of political muscle by conservatives. The liberals are especially concerned about ‘that guy across the river [in Virginia]’ Richard A. Viguerie.”*

**– The Associated Press**

*“Richard Viguerie, the direct mail impresario..may have understood the value of a name before anyone else in contemporary politics.”*

**– The New York Times Magazine**

*“He’s left his print on every aspect of the conservative movement from its infancy to today. He’s an iconoclast.”*

**– David Keene**  
National Rifle Association

*“Entrepreneur Richard A. Viguerie, the Texas-born Mr. Viguerie, became the king of political direct mail and provided conservatives with an essential tool to raise money, communicate ideas, and motivate people.”*

**– Dr. Lee Edwards**  
The Washington Times