

# Substantial Disruption



## Make America Firm Again

By Mike Tully

Is Donald Trump political Viagra? If the answer is yes, it may explain the success of the most unusual, invulnerable, and unexpected President-elect in history. Viagra sells dreams. That is why it is the [most popular](#) impotence drug in the world, despite its lack of satisfactory results. Its primary competitor, Cialis, [rates much higher](#) in customer satisfaction surveys, including those that include female partners. But compare the commercials. Cialis offers a remedy aimed at your average Jack and Jill. When Jack can't scale the hill he takes a pill to thrill Jill and, in the blink of an eye (from Jill's perspective) they are enjoying a post-conubial soak in paired bathtubs. Jack and Jill are average folks and could be your neighbors, except for the odd bathtub thing.

Viagra commercials are located in dreamland, not Jack-and-Jill-ville. They are set in exotic, luxurious resort locales, where tropical breezes ruffle wispy nightgowns as the tide foams in the background. The women are not your average Jills. They are Super Models, fantasy creatures, who [pose seductively](#) and invite male viewers into their web of pulchritude. You never see the men in those commercials, at least not their faces. The most you see is the man from the neck down as he transports a cart of expensive designer luggage. The man's identity is left vacant so that the viewer can inhabit it. Never mind that the advertiser's target could never afford the resort or the woman, not to mention the luggage. When your skill set is obsolete, your values disparaged, your income jeopardized if not eliminated, and your [life expectancy dropping](#) because of despair and drug abuse, a dream may seem like salvation.

Donald Trump is the Viagra dream personified. His Mar-a-Lago resort could be a setting for a commercial and Melania Trump, while respectfully married and a successful businesswoman, more than holds her own with the Viagra vixens. When Trump tells the downcast male voter that he can "make America great again," what they hear is: you can have *this*. I made it, I know how, and you can, too. It's a campaign aimed at the Deep South, and I'm not talking about the Mason-Dixon Line. I'm talking about the Belt Line.

Donald Trump's campaign was burdened with a boat load of scandals, any one of which would have undermined another candidate. Yet he was able to [insult John McCain's war record](#) and get away with it. He embarked on an insane Twitter detour over a former [beauty contestant's weight](#). He [picked a fight](#) with a Gold Star family. He was even caught on tape [admitting to sexual assault](#), bragging about grabbing women by the Tierra del Fuego. None of it mattered and a majority of electoral votes has him on the way to the White House. What was it about him that Trumped scandal? Why did reality not seem to matter? The answer is the Trump campaign was not based in reality. He sold dreams and a sufficient number of voters, primarily [blue-collar white males](#), were willing buyers.

No wonder his primary opponents were cannon fodder. When Trump ridiculed Jeb Bush for being “[low energy](#),” he wasn’t talking about jogging. When he referred to “[Little Marco](#),” he wasn’t referring to his shoe size. He didn’t disparage Ted Cruz’ virility, but he suggested his wife was [ugly](#). Then Cruz cluelessly asked Carly “[Look at that face](#)” Fiorina to join him on the ticket. Game, set, match. And Poor Hillary Clinton, with her name recognition, experience and political expertise, was an alien presence in Viagra Land. None of the Viagra Vixens are grandmothers and their various positions have nothing to do with tax reform. Blue-collar males turned from her like last week’s meat loaf.

Trump has carried the same Alpha male strategy into his President-Electness, pointedly grabbing both [Carrier](#) and [Ford](#) by their Tierra del Fuegos until they cried, “uncle.” He even took on one of the most legendary of Alpha Males, [Arnold Schwarzenegger](#). But he’s not President yet and the game changes on January 20<sup>th</sup>. Trump may not know the difference between ICBM and DKNY, but Vladimir Putin and Kim Jong Un do know the difference and are Un-likely to be impressed by Trump’s weapon of choice: his [pocket rocket](#). (Especially Putin.) The CIA won’t be cowed by his testosterone level, nor will the Senate. Islamic State terrorists and Al Qaeda are drawing bulls-eyes on every overseas property that brandishes the Trump name and the Middle East will be as intractable as ever. Trump has enjoyed remarkable success with his Viagra vision, but there remains this salient question:

Can he keep it up?

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