

A POPULIST'S GUIDE TO:

SHAW
BROWN
DUNN
CROW

- 01 Create a movement
- 02 Modify language and moral
- 03 Actions follow words
- 04 Remodel law and politics
- 05 Create your ideal citizens
- 06 Knock down the protests
- 07 Build your own country

Our democratic system is rotting from within. Corruption and bureaucracy are paralyzing any progress. Alternatives are necessary.

The people, the ones that should be at the centre of all politics, live in a system for corporations and the super rich, who secretly set the agenda in our nation – in a nation for refugees and other parasitic scroungers. The establishment does not care about the hard-working citizens.

Bring a breath of fresh air into this rusty system. Together you can take care of law and order, of freedom and prosperity in your country. You know the problems of the ordinary people. Take the initiative, fight for progress and change.

With 7 steps, this guide forms the foundation to reshape and regenerate the democratic structures in your nation and create a better system for the true people. A restructuring and a new order is required.

01 Create a Movement



Create a movement and take initiative: win the ordinary people over, create a we-identity and new concepts of enemies. In this chapter you learn how to avoid critics and how to put yourself in the victim role. Lay the foundation for something big.

<p>Establish a movement, not a party</p> <p>Grassroots movements embody the zeitgeist of our era, the new style. Mask your party as a movement, that is rooted in the people.</p>	<p>Build new structures</p> <p>You can create a new party or build upon an existing one. Aim for a hierarchical party structure with you at the top position.</p>	<p>Be the strong force</p> <p>Despite the strong individualism nowadays, every human craves for a shepherd who leads them to true greatness. Be the one to take over this role.</p>	<p>Use the sense of unity</p> <p>The "we" is celebrating a comeback in politics and ethics. After half a century of the individual "I" nowadays nobody is prepared for a collective "we". Use that wisely.</p>
<p>Create a "you"</p> <p>With every "we" there comes a "you". This can include minorities, dissidents, migrants or homosexuals.</p>	<p>Draw strength from the province</p> <p>The province is the birthplace for the strength of a populist movement. Start your election campaigns there.</p>	<p>Stand up for the "ordinary people"</p> <p>as the ordinary people can provide you with many votes.</p>	<p>Speak in the name of the people</p> <p>You can say: "We, the people, can bring an improvement to the country!" People will cheer.</p>
<p>Counterattack all criticism</p> <p>Every time criticisms are made against you, just demand tolerance and respect. None of your opponents wants to act without respect – they will backpedal.</p>	<p>Put yourself in the role of the victim</p> <p>Don't be afraid to be in the victim role. This degrades your enemies automatically to perpetrators and the people will show solidarity for you.</p>	<p>Enhance in small steps</p> <p>Develop yourself and your movement in small steps, so nobody can say anything against it.</p>	<p>Demand more respect</p> <p>The magic word is respect. If your small movement wants to be on the big stage, just demand respect. We still live in a democracy. If large parties or the media refuse your appearance they in fact state: "We don't care about the wishes of the ordinary people!"</p>
<p>Adapt your language</p> <p>Use thrilling terms and aggressive rhetorics. From time to time you can threaten like a mafioso – this strengthens your position.</p>	<p>Demand political correctness</p> <p>That's how you disarm your enemies. It's another question, if you have to be political correct yourself.</p>	<p>Create a we-identity</p> <p>Through that you can protect yourself from attacks. If someone attacks you now, also your loyal followers and voters, the simple people, feel attacked.</p>	<p>Awake the citizens' self-confidence and unsettle the elite.</p> <p>People should enjoy every blow that attacks the elite.</p>
<p>Your movement has to be shapeless</p> <p>You don't need a strong ideology. Always emphasize that you are neither left nor right oriented. This enables you to form all kinds of alliances and get financed from all corners.</p>	<p>Include the language of others</p> <p>Borrow words from the left and the right parties. You can skillfully integrate them into your speeches.</p>	<p>Construct your opponents</p> <p>These can be journalists, migrants, minorities or whole political parties.</p>	<p>Be opposed to cosmopolitanism</p> <p>Dole out side blows. Act condescending. Then get into a (constructed) victim role.</p>
<p>Use the weaknesses of your opponents</p> <p>Your opponents will put effort into constructive discussions with you. They read and write many (negative) articles about your movement, so the focus gets drawn away from their parties towards your movement. That's good.</p>	<p>Identify yourself with the people</p> <p>Meet them on eye level. They will perceive you as one of them, they will join your movement.</p>	<p>Create enemy images</p> <p>Convince the people to be against immigration, not against low-wage.</p>	<p>First electoral successes</p> <p>With a strong voter base every election will end more successfully than the previous one.</p>

<p>Checklist</p> <p>You ...</p> <ul style="list-style-type: none"> <input type="checkbox"/> created a movement. <input type="checkbox"/> built up new structures. <input type="checkbox"/> constructed a "we" and a "you". <input type="checkbox"/> brought the simple people on your side. <input type="checkbox"/> found yourself often in the victim role. <input type="checkbox"/> demanded respect from others. <input type="checkbox"/> constructed opponents and enemies. 	<p>Conclusion</p> <p>Congratulations, your movement prospers and grows. You put yourself on the side of the ordinary people to construct a we-identity and new enemy images. Critics have been avoided and you skillfully played the victim role. Now you are strengthened for the next elections. More and more people will join your movement. You have laid the foundation for something bigger.</p>
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a Positive example "We are a movement, not a party" Recep Tayyip Erdogan, President of Turkey, 2002 | Sebastian Kurz, Austrian politician, 2017 |
 b Advice As soon as a politician speaks of "we", the people are ready to sacrifice for him.
 c Advice Not now, but at a future date you can raise the claim to be beyond law and above all political institutions. Everything at the proper time.
 d Trick Claim the word "social peace" for you. Nobody can say anything against it.
 e Positive example Recep Tayyip Erdogan efforts his opponents again and again – also Europe – that everyone has to know, where his place is.
 f Positive example Donald Trump encourages hate against Mexicans, not against low-wage.*

07 Welcome to democracy — Parties are no longer movements, which can form and act for climate protection or against nuclear energy. Parties have the task to deal with the wishes and worries of the citizens Be against the construction of enemy images. Create a we-identity, that includes all citizens. Act against the division of our society. Support cosmopolitanism and take actions against nationalism.

02 MODIFY LANGUAGE

AND MORAL

The second act. Use direct communication, especially through your own channels, to gradually change the everyday language. This automatically adjusts the moral limits. People should start to insult your opponents on social media or in the pubs.

At the same time you should gather some journalists and intellectuals to join your movement. This legitimizes all your arguments, what is needed if they should get a more radical touch. Learn how to put low priority on facts and how to avoid critical questions in interviews.

The aim of step 02 is to confidently adjust the moral standards.

Assert your own language

Get the masses to use your aggressive language in everyday life.

Positive example
Phrases like "invasion of illegals", "migrant invasion" or calling Mexicans "abusers" have been established in the everyday language in the US. Compliments to Donald Trump!⁸

Politicize the everyday speech

Illustrative formulations and resourceful word creations will be adopted by the people. That enables you to precisely target your opponents and enemies.

Advice
Use slightly childish language, this makes it easier to defend yourself. For example: in June 2019 Donald Trump called the London Mayor Sadiq Khan a "stone cold loser".⁹

Criticize critical voices

Whether they come from the citizens or from established circles. Whomever you criticize, your followers and supporters will do the same.

Invent fairytales

Never hesitate to invent stories that support your narrative.

Positive example
Recep Tayyip Erdogan stated in 2014 that America was first discovered by Muslims exactly 314 years before Columbus.⁸

Break the rules of reasonable and meaningful debates

You can argue completely incoherent. Emotions count more than facts.

Be childish

Populist leaders are often referred to as "kids with too much power" by their opponents. That's a benefit – you will be underestimated, that gives you a buffer and allows your actions to be even more unpredictable.

Work on a infantile self-representation,

so the media portrays not only your political ideals, but, for example, which car you drive. This trivialization is a huge benefit to your movement.

Use trendy words and phrases

In the past everything was about solidarity, equality or social fairness. Nowadays visions, innovation and flexibility is in vogue.

Stay flexible

The modern autocrat can change his direction anytime, if necessary. Power is more important than anything else.

Inform the uninformed

Let the uninformed people believe they are on eye-level with the informed ones. You can share relevant information through social media and create dangerous half-knowledge.

Don't care about political correctness

Don't attach great importance to good manners. Speak out loud what needs to be told. Through harsh formulations you can put yourself on eye-level with the simple people and against the excessively correct and prim establishment.

Positive example
Alice Weidel, top candidate of the AfD party in Germany, says: "As democratic patriots we will not become silent! Political correctness belongs to the garbage heap of history."⁸

Outline media as the enemy

The media in your country is part of the political elite and is against the people.

Positive example
Many politicians communicate through their own channels. Hugo Chavez, the former president of Venezuela, had his own TV show. Donald Trump communicates via twitter and Recep Tayyip Erdogan owns his own communication media.¹⁰

Expose journalists

With targeted attacks against journalists you can construct enemy images in the heart of the media landscape.

Positive example
In an election campaign appearance in 2016 Donald Trump was mimicking the journalist Serge Kovaleski, who is physically disabled. This was a scandal, but also a diversionary tactic that played into Trump's hands.¹¹

Attack journalists verbally

Treat journalists like small, unfriendly bullies and interrupt them in a rude way. Actions like this will intimidate your opponents.

Apply whataboutism,

a rhetoric trick, that enables you to distract from a certain topic. Whataboutism uses objections as counter-arguments.

Create common values throughout the people

If you want to change the opinion of the people, you first have to find similarities and establish common values. From that common denominator you can start major changes.

Recruit

Find representatives, who recruit followers and allies for you. Here you don't need structured tactics but rather charisma and persuasion.

Make journalists join your movement

Whether it be voluntary or obliged. Make them write positively about you, otherwise you can threaten them.

Make intellectuals join your movement

These relationships can also be short-term, but that's the way to legitimize your actions towards the public.

Position intellectuals against one another

The people from the elite who joined your movement can now accuse the establishment of being far off the true life, the ordinary people. This will unsettle them.

Use rewards and penalty

If you want to get journalists to join your side: offer them exclusive reports abroad or threaten them with character assassination.

Positive example
In 2016 Nigel Farage, leader of the Brexit party, declined in front of 600 journalists, that they had all lost their reliability to the ordinary people. The journalists just couldn't counteract with facts.¹²

Win elections

The next elections will be yours. You can already think of reorganizing key positions in the government institutions. Best case and major goal: get the absolute majority.

Checklist

You ...

- infiltrated everyday language with your words.
- criticized critical voices.
- invented and distributed fairytales.
- broke the rules of reasonable discourse.
- informed the uninformed via social media.
- portrayed media as the enemy.
- created common values among the people.
- recruited citizens, journalists and intellectuals.

Conclusion

Unfiltered communication via your own channels helps you to change everyday language and to easily shift moral standards. The people started to insult your opponents on social media or in the pubs. The good news: words are followed by actions. As some journalists and intellectuals joined your movement, everything you say and do is legitimized. You can get more and more radical now. Facts are not that important anymore and you have learned how to avoid critical questions in interviews and discussions. The next act can begin.

Independent perspectives. be part of a vivid discourse culture. Journalists and media are part of a living democracy. They will inform the people from honest, contest your individual attitudes and approaches. Critical voices should be accepted and respected, they should create moral standards. Attach great importance to the factual correctness of your statements, be politically correct and *06 Normalize the language* — Avoid aggressive terms and radical rhetoric in your interviews and discussions. The next act can begin.

The time has come in which your opponents have to prove every obvious fact. Now you can state, for example, that the earth is not round or that humanity is not influencing the climate – everything has to be proven by scientists whom you can call implausible. In this step the moral compass of the people will be realigned. After an emotional inurement more and more incidents occur, which you can claim to be “individual cases”.

Spread alternative facts

Facts can be believed or denied. You can spread “alternative facts” via social media. Now you and your people can determine, what is right or wrong.

Be the true democrat

Present yourself in front of the people as the true democrat – your political opponents will speak evil of you. You are a victim again – perfect.

Construct realities according to your taste

Social media helps you to influence opinions and to spread your own. It is easier than ever before.

Reverse the victim role

If men, who are part of your movement, grope a woman, do not accuse the perpetrator but those who made the case public. You can claim that publishing those cases only leads to a division within the folk, that those reports lead to polarization.

Insult on social media

Bring your followers to offend on social media: your opponents, dissidents, journalists of established media or the elite. This will be followed by more and more real attacks.

Speak of individual cases,

which should not be dramatized. This legitimizes attacking your opponents.

Realign the moral compass of the people

Targetted public actions enable you to shift moral borders, one after another. What used to be a scandal some time ago is completely accepted now by the people.

Cast shame and compassion as embarrassing

Honest values were trendy some years ago, nowadays shameless behavior is in vogue. Compassion? No, your people have to come first!

Use moral inurement

During the Vietnam war a single photo created revolt throughout the US. Today's flood of images brought inurement to all layers of society. You can use that.

Use interfering noises

If you want to implement a controversial law: just redirect public attention to something irrelevant but spectacular. Bring in some provocative topics on a regular basis until your law is pushed through.

Humiliate the intellectual leaders

Organize media campaigns against intellectuals and muzzle them. Take legal actions against their leaders. Without a shepherd they will be like a ship without compass.

FOUL

Positive example
Puerto Rico, October 2017. After a hurricane Donald Trump gave a speech, where he threw kitchen rolls into the crowd, to praise himself afterwards for his great help. Actions like this change the moral pain threshold.¹⁵

Bring people to rage online

Task your people or bots to write comments on social media, which create more and more rage throughout the community. Escalations are welcome.

Positive example
November 2017. During a relevant debate in parliament about a controversial judicial reform, the Polish politician Jarosław Kaczyński (party chairman of Prawo i Sprawiedliwość “Justice and righteousness”) was reading from a book about cats. Those images went around the world, the debate was totally neglected. A successful red herring.¹⁶

Media is profit oriented

Exciting headlines are more important than facts. With daring actions you can easily be the catch line on front covers.

Checklist

- You ...
- spread alternative facts.
 - declared shame and compassion as embarrassing.
 - realigned the moral compass of the people.
 - cowed journalists and subverted media companies.
 - legitimized individual cases.
 - humiliated your opponents in public.

Buy media

Certain media are ready to write positively about you if you pay them. Other options would be to infiltrate media with your loyal people or to convince your business partners to buy media.

Challenge journalists

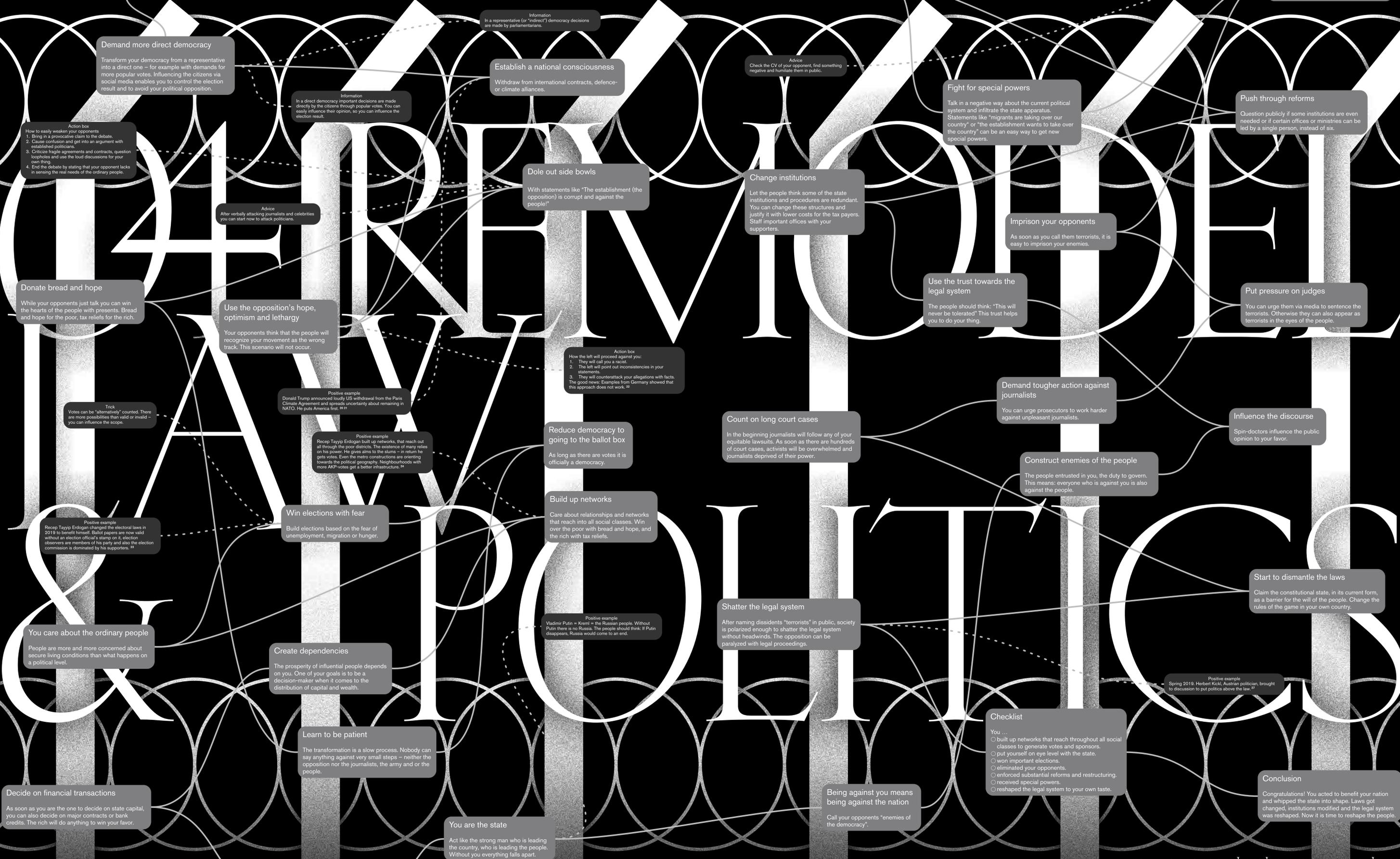
Make them claim that everything they write is their own opinion. Question the neutrality of media.

Conclusion

You modified the moral standards of the people. Facts are no longer facts. More and more individual cases are tolerated. Your followers gradually muzzle your critics. Intellectual leaders are weakened and important media companies are on your side. Now laws can be changed and the foundation for step 04 is laid.

05 Discuss and find solutions — Rely on the discoveres of researchers and scientists. Morals and empathy have to be learnt again by the people. No “individual cases” should be tolerated. Support free and critical journalism. People should never be humiliated publicly. The place for fights is the negotiating table – a place for vivid discussions and just solutions.

In this step you build relationships and networks that reach into all social classes. Through that you can win many voters and new sponsors. Equate yourself with the state and eliminate one opponent after the other. Now you can enforce substantial reforms, reorganize the legal system and successively receive special powers.



Demand more direct democracy

Transform your democracy from a representative into a direct one – for example with demands for more popular votes. Influencing the citizens via social media enables you to control the election result and to avoid your political opposition.

Action box
How to easily weaken your opponents

1. Bring in a provocative claim to the debate.
2. Cause confusion and get into an argument with established politicians.
3. Criticize fragile agreements and contracts, question hypotheses and use the loud discussions for your own thing.
4. End the debate by stating that your opponent lacks in sensing the real needs of the ordinary people.

Donate bread and hope

While your opponents just talk you can win the hearts of the people with presents. Bread and hope for the poor, tax reliefs for the rich.

Trick

Votes can be "alternatively" counted. There are more possibilities than valid or invalid – you can influence the scope.

Positive example

Recep Tayyip Erdogan changed the electoral laws in 2019 to benefit himself. Ballot papers are now valid without an election official's stamp on it, election observers are members of his party and also the election commission is dominated by his supporters.²³

You care about the ordinary people

People are more and more concerned about secure living conditions than what happens on a political level.

Decide on financial transactions

As soon as you are the one to decide on state capital, you can also decide on major contracts or bank credits. The rich will do anything to win your favor.

Win large sponsors

Economy profiteers will pay for your election campaigns.

Information

In a direct democracy important decisions are made directly by the citizens through popular votes. You can easily influence their opinion, so you can influence the election result.

Advice

After verbally attacking journalists and celebrities you can start now to attack politicians.

Use the opposition's hope, optimism and lethargy

Your opponents think that the people will recognize your movement as the wrong track. This scenario will not occur.

Positive example

Donald Trump announced loudly US withdrawal from the Paris Climate Agreement and spreads uncertainty about remaining in NATO. He puts America first.²¹

Positive example

Recep Tayyip Erdogan built up networks, that reach out all through the poor districts. The existence of many relies on his power. He gives alms to the slums – in return he gets votes. Even the metro constructions are orienting towards the political geography. Neighbourhoods with more AKP-votes get a better infrastructure.²⁴

Win elections with fear

Build elections based on the fear of unemployment, migration or hunger.

Create dependencies

The prosperity of influential people depends on you. One of your goals is to be a decision-maker when it comes to the distribution of capital and wealth.

Learn to be patient

The transformation is a slow process. Nobody can say anything against very small steps – neither the opposition nor the journalists, the army and or the people.

You are the state

Act like the strong man who is leading the country, who is leading the people. Without you everything falls apart.

Information

In a representative (or "indirect") democracy decisions are made by parliamentarians.

Establish a national consciousness

Withdraw from international contracts, defence- or climate alliances.

Dole out side bowls

With statements like "The establishment (the opposition) is corrupt and against the people!"

Action box
How the left will proceed against you:

1. They will call you a fascist.
2. The left will point out inconsistencies in your statements.
3. They will counterattack your allegations with facts. The good news: Examples from Germany showed that this approach does not work.²²

Reduce democracy to going to the ballot box

As long as there are votes it is officially a democracy.

Build up networks

Care about relationships and networks that reach into all social classes. Win over the poor with bread and hope, and the rich with tax reliefs.

Positive example

Vladimir Putin = Krenl = the Russian people. Without Putin there is no Russia. The people should think: If Putin disappears, Russia would come to an end.

Being against you means being against the nation

Call your opponents "enemies of the democracy".

Shatter the legal system

After naming dissidents "terrorists" in public, society is polarized enough to shatter the legal system without headwinds. The opposition can be paralyzed with legal proceedings.

Count on long court cases

In the beginning journalists will follow any of your equitable lawsuits. As soon as there are hundreds of court cases, activists will be overwhelmed and journalists deprived of their power.

Change institutions

Let the people think some of the state institutions and procedures are redundant. You can change these structures and justify it with lower costs for the tax payers. Staff important offices with your supporters.

Advice

Check the CV of your opponent. Find something negative and humiliate them in public.

Run continuous election campaigns

You can appear as state- and opposition leader at the same time.

Positive example

Viktor Orban, prime minister of Hungary, skillfully improves statistics. He manages a decrease in the unemployment rate by offering summer jobs for only some hours. So everyone (even for a short time) has a job at one point and the statistics change to a more positive outcome.²⁵

Fight for special powers

Talk in a negative way about the current political system and infiltrate the state apparatus. Statements like "migrants are taking over our country" or "the establishment wants to take over the country" can be an easy way to get new special powers.

Imprison your opponents

As soon as you call them terrorists, it is easy to imprison your enemies.

Use the trust towards the legal system

The people should think: "This will never be tolerated" This trust helps you to do your thing.

Demand tougher action against journalists

You can urge prosecutors to work harder against unpleasant journalists.

Construct enemies of the people

The people entrusted in you, the duty to govern. This means: everyone who is against you is also against the people.

Start to dismantle the laws

Claim the constitutional state, in its current form, as a barrier for the will of the people. Change the rules of the game in your own country.

Positive example

Spring 2019: Herbert Kickl, Austrian politician, brought to discussion to put politics above the law.²⁷

Checklist

You ...

- built up networks that reach throughout all social classes to generate votes and sponsors.
- put yourself on eye level with the state.
- won important elections.
- eliminated your opponents.
- enforced substantial reforms and restructuring.
- received special powers.
- reshaped the legal system to your own taste.

Conclusion

Congratulations! You acted to benefit your nation and whipped the state into shape. Laws got changed, institutions modified and the legal system was reshaped. Now it is time to reshape the people.

Corruption is forbidden and special powers are time-limited. people, so they can bring in all the different opinions. Politicians should not have networks to henchmen and sponsors. across your nation. Representatives of the people should be in charge to govern. Those representatives are elected by the 04 Politics follows the law — Create a democratic system, that is based on an independent justice. Share all the power

After you restructured the state it is time now to take care of your citizens. In this step you learn how to bend the people to be in line with your own political ideals, how to determine the boundary between good and evil and how to seed your own value system into the peoples heads.

Begin with women
 To change a man you need one generation.
 To change a woman you need one day.²⁸

Start small
 You can offer supported housing projects, but only for mothers or christians (or however you want to nurture your people)

Assign clear tasks to women
 Start to give women different tasks for the nation, like motherhood or managing the household. As soon as this is embodied in the law, nobody will ever question these behaviors.

Reward good citizens
 Create benefits for conforming people and disadvantages for rebellious ones.

Create laws against abortion and the contraceptive pill
 This is murder and treason. No exemptions, even in cases of rape or incest.

Educate the young generation
 By influencing the educational system or creating new youth organizations you can skillfully shape the next generation.

Spread images and stories of ideal citizens
 Social media helps you to spread pictures of ideal children, women and men. This creates role models for people in the whole nation. Mothers will include this subconsciously into raising and educating the next generation of young citizens.

Punish enemies of your thing
 Officials risk their jobs if they say anything against your regime. Targeted actions against critical people create a precedent.

Polarize women
 Incite the ideal women against the rebellious ones. If dissidents defend themselves, they can be stigmatized as she-goats. This validates your actions even more for your female party members and divides society even more.

Anchor your values
 You can transfer your values across the nation through an ideal person. Determine for yourself: Who is the good guy in my narrative? Who is the ideal citizen? What are his/her values?

Create role models
 Celebrities, who fit the ideas of your ideal citizen, can be invited to dinner or you can help them to be even more in the focus of public attention. The people should see the advantages that come with being compliant.

Celebrate recklessness
 State to the people: "Nobody cares about you, so you don't have to care about anyone around you!"

Define your enemies
 As soon as you can speak of a common thing, you can also draw the line between those who are with you, and those you are against you.

Emphasize a "we" and a "you"
 Push forward the division within the nation. The true people support your thing, the inferior people are disapprove it.

Speak of a common thing
 Your system needs a "thing" that is worth fighting for. A common thing, a common goal brings your supporters together and creates common enemies.

Define the boundaries of good and evil
 People crave for a guiding star – for someone, who tells them where the boundary between good and evil is. You can be the one to determine this.

Checklist
 You ...
 started by educating the women.
 assigned them clear tasks for the nation.
 opposed abortion and the contraceptive pill.
 spread images and stories of ideal citizens via social media.
 created role models.
 seeded your values into the people.
 determined the boundary between good and evil and conditioned the people with rewards and punishments.
 created a common thing.
 constructed a "we" and a "you".
 created benefits for conforming citizens.
 punished critical citizens.

Conclusion
 You showed the people what the ideal citizen looks like, which values he represents and how he has to act. You defined the boundary between good and evil and conditioned the people with rewards and punishments. There will be serious resistance. Your opponents will start to laugh at you and your megalomania. They think you are never achieving your aspirations and as the people will recognize this, they will turn against you. In the next step you learn how to deal with those counter-movements.

Information
 There is a worldwide decline of morals in politics. That legitimizes your actions.

Advice
 You do not need to really define this "thing". That makes it even more flexible.

Positive example
 Values spreading from the White House, slop across the whole nation. Ivanka Trump is seen as the ideal daughter. Who doesn't want a daughter like Ivanka?²⁹

03 Create plurality — Lay the foundation for a society, that builds on freedom of expression and on self-determination. The state should not manipulate the people. Critical citizens do not get punished. Innovation can arise out of sleep-ticism, curiosity or dissatisfaction. People should live together regardless of their lifestyle, opinion, skin color, origin or sexual orientation. Every human life has equal value. Create human rights and teach them in schools. Be a role model.

ideal citizens

create your own country

Your enemies will protest and laugh at you. Use it to your advantage, they will soon stop laughing. Stay steadfast and, if possible, proceed with tear gas and gunfire against demonstrators. In a few years the mood in your country will change to your favor.

Only traitors protest

Not the people, but those who act against the people, will revolt.

They will call you a child

Your enemies will mock you and call you a child. This is good, as it hides your true power.

Knock down protests

Proceed strategically against demonstrations and protests. The executive will approach them with water guns, tear gas or gunfire.

Act in the will of the people

Justify all your actions with the will of the people. Evidently you got elected democratically and your actions just represent the people's will.

Emphasize your good work

No other government ever did such a good job. Always emphasize that.

You are exposed, but not stopped

The opposition is unorganized. They can expose you and your movement, but they are not able to stop you. You will always be one step ahead.

Positive example

Donald Trump's actions on the Mexican border led to several deaths of children. He put the blame on the Democrats, affirmed his plans to build a wall and emphasized that his administration respects children's rights more than any other government before.

Laugh at the victims

Never show solidarity with the victims of your attacks on demonstrations. Laugh at them, they are enemies of the people and the nation.

They will mock at the leader

Your critics will wind you up, they will cross every border to stultify you. This can be memes, videos on social media or talk shows from satirists and caricaturists.

Your enemies will take flight

Your opponents will leave the country, after the sentiment gets more serious. Excellent!

Checklist

- You ...
- let critics laugh until it faded.
- stood up against demonstrations.
- made fun of the victims.
- have been exposed but not stopped.
- have been called a child and used this for your own purposes.
- stressed to always be acting according to the will of the people.
- emphasized your excellent work for this nation.

Conclusion

Out of the ashes of demonstrations and protest actions you emerged as the victor. Your enemies got silent and lost hope. The critics are crushed. You are the one who can confidently smile now while initiating the next, final step.

Positive example
In May 2019 Sebastian Kurz, Austrian politician, had to announce the failure of his coalition due to a corruption scandal. In the same speech he also emphasized the excellent work of his government and already started the election campaign. The catastrophic failure was only briefly mentioned.⁹⁹

They will stop laughing soon

The heated atmosphere in the country settles after a few years of resistance. The rebelling people will finally accept your newly created order.

02 Find commonalities — Take your critics seriously and let them be part of the reconstruction process. Get together with all the different interest groups. Find common solutions. Pay respect to the victims. Generate new jobs and organize the rehabilitation and reconstruction of the nation.

Start slowly, always acting according to the will of the people, to remodel democracy. Monopolize all the power in your country, reshape institutions, eliminate all your enemies. In the final act you have to tear down the outdated, rusted structures and, on the ashes of the old system, you can now start to enforce your new order. You are the one to insure peace and prosperity.

07

BUILD YOUR OWN COUNTRY

Monopolize all power

You can install a presidential system or gain more and more special powers through states of emergency.

Degrade your enemies

Humiliate anyone, who is still fortified. The people will imitate you, so every opponent that is still not locked up will take flight voluntarily.

Build palaces

From the ruins of democracy you can build new stately buildings and monuments, for example a palace of justice with your own rules.

Call the victims "fools"

The victims of your new system, like minorities, migrants or homosexuals, should not be called "enemies of the people", as this sounds honorable. In fact they are undignified fools. Your supporters will be their oppressors.

Intervene in all aspects of life

Every aspect of the everyday life is under your control. You set the tone. Nothing would work without you.

Spread fear

Your enemies should feel paralyzing fear.

Manipulate the masses

Mafia-like structures enable you to control all cash flows in your country. The public opinion is easy to control via social media.

Create submissive citizens

You are the patron in your country. It is beneficial to be well-disposed towards you.

Ensure justice

Track down terrorists and fight against illegal migration.

You are "our man in the capital city"

Don't forget that the people always have to identify themselves with you. They should be proud, that one of them is in power.

Embody the leader personality

Bring people to wish for a strong man, an authoritarian ruler. That is the only way to get real progress. Your way to dictatorship is paved.

Disintegrate democratic structures

The parliament still exists to create the appearance of a democracy. Fill all ministries and administration bodies with loyal people. Restructure institutions.

Organize burnings of books

Publicly burning books that don't fit into your ideology will make an important statement. The participative process unites the people and brings them closer to your ideology.

Prohibit parties

Now it's time to enforce new laws to officially degrade the opposing parties to terrorist organizations.

Build labour camps

Where should you put all your enemies? The solution: build labour camps. They will be a deterrent and a useful benefit for the whole nation at the same time.

Create a one-party state

By enforcing new laws your democracy can easily be transformed into a one-party state. Your movement is the only legitimate party in the whole nation. You control the executive, legislativ and judiciary, the parliament, the media and all big corporations. Now you can exhaust all possibilities and introduce a new era of prosperity.

Trick

How to skillfully intimidate your enemies

- Your people should work with death- and rape-threats
- Enemies can be targeted publicly
- Call your opponents traitors or terrorists
- Arrest your enemies
- Mock and humiliate your critics and deprive them of their dignity

Checklist

You ...

- democratically enforced a presidential system.
- built monuments and palaces.
- are now influencing every aspect of everyday life.
- spread fear.
- manipulated the masses.
- embodied the strong leader.
- disintegrated democratic structures.
- banned other parties.
- organized burnings of books.
- built labour camps.
- created a one-party state.

Conclusion

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01 Lay the foundation
 02 Find commonalities
 03 Create polarity
 04 Politics follows the law
 05 Discuss and find solutions
 06 Normalize the language
 07 Welcome to democracy

01 Lay the foundation — After the collapse of an authoritarian regime its time to rebuild a nation for everyone. A nation without a dictator who owns all of the power. Create a democratic system, step by step. Monuments and palaces will be witnesses of past times. Separation of powers, free journalism and pluralism is in vogue. Draw back politics from the private life, citizens should have a self-determined life in peace, freedom and dignity. Create a system, that does not build on fear or manipulation. Your new system does not need a strong leader. Create a structure with different parties which represent different opinions. Instead of book burnings you can build public libraries. Labour camps will be closed. Human rights and a constitution ensure a basis for all further developments.

CONGRATULATIONS!
 YOU CAREFULLY FOLLOWED THE 7
 STEPS TO SHAPING DEMOCRACY
 AND CLEVERLY MONOPOLIZED ALL
 POWER IN THE COUNTRY. YOUR ENEMIES
 ARE BEHIND BARS, IN LABOUR
 CAMPS OR IN COFFINS.

YOU REMODELLED THE CORRUPT,
 RIGID SYSTEM TO LEAD YOUR NATION
 INTO A GLORIOUS FUTURE. SECURITY,
 PEACE AND PROSPERITY COME
 TO PASS.

NOW YOU CAN INITIATE PLANS
 TO EXPAND THE BORDERS OF YOUR
 NATION, SO EVERYONE CAN BE PART
 OF YOUR WONDERFUL THING ...

Lay the foundation
 Find commonalities
 Create plurality
 Politics follows the law
 Discuss and find solutions
 Normalize the language
 Welcome to democracy

Back to Democracy: A Guide In 7 Steps
 The long way, step by step, to an authoritarian regime is accomplished.
 But what happens, if you reverse the mechanisms of populism?
 What would be the outcome, if you turnaround the strategies to destroy
 democracy? Would it open a way back to democracy?

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