

# The Trojan Horse

How (and Why) to Join the Ranks of the Elite



## THE DAILY BELL

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This information is for three types of people.

**For the revolutionary**, this is the study of guerilla warfare. You are up against an entrenched and powerful enemy, but they don't understand the landscape of the changing times.

**For the entrepreneur**, this is the study of how powerful people market themselves and their interests.

**For the intellectual**, this is the study of history, psychology, and classic texts, applied to contemporary issues.

The goal is not to merely replace the elite with another batch of psychopathic predators.

But by mimicking what works, we can invite ourselves into the currently walled-off city of the elite, and destroy it from the inside.

In its place, people who earn respect by serving their fellow man will occupy critical positions in the social structure.

Why now? Because in changing times, there will be a lot of people in great need.

They will need help. And those who truly help them will see massive reward.

This could be a new Renaissance. A time to break away from the draconian policies of the current elite, born out of 20th-century fascism.

If you don't want to live under the current style of governing by the sick elite, equip yourself to take their place in this new world.

Joe Jarvis



Editor, The Daily Bell

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# The Man Who Created the Modern Elite

Edward Bernays is the reason we pair bacon and eggs, and why we eat them for breakfast instead of dinner.

He also convinced women to start smoking by associating cigarettes with womens' rights.

And he helped overthrow the Guatemalan government in a CIA coup to protect the United Fruit Company, now called Chiquita Bananas. Hence the term, "Banana Republic."

To drum up elite clients like these, Bernays wrote a book in 1928 called *Propaganda*.

In it he sells his services to rich and powerful people who want to be part of the elite.

What Bernays did was different from mere advertising. He was shaping the forces of public opinion, and directing the benefit to his clients.



For instance, Bernays created the National Soap Carving Competition as a way to sell Ivory Soap bars for Proctor and Gamble.

He teamed up with centers for arts and public schools to promote the carving contests. From there, most of the publicity surrounding Ivory Soap was provided free by newspapers covering the carvings, the artwork, and the children.

That's a more innocent example of how Bernays shaped public opinion.

To help the CIA orchestrate the overthrow of the Guatemalan government, Bernays convinced the American people that communism abroad threatened Americans at home.

In reality, everyone in the US government knew the Guatemalan government was not the slightest threat to America. They were a threat only to the United Fruit Company.

But Bernays managed to spend American tax dollars to protect the United Fruit Company, while impoverishing and killing innocent Guatemalans.

In *Propaganda*, Bernays builds the archetype of the elite, giving his clients something to identify with and strive for.

The first few paragraphs of the book perfectly describe the profile of the modern elite:

The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society.

**Those who manipulate this unseen mechanism of society, constitute an invisible government which is the true ruling power of our country.**

We are governed, our minds molded, our tastes formed, our ideas suggested largely by men we have never heard of...

Our invisible governors are in many cases unaware of the identity of their fellow members in the inner cabinet.

**Whatever attitude one chooses towards this condition, it remains a fact, that in almost every act in our daily lives, whether in the sphere of politics or business, in our social conduct or our ethical thinking, we are dominated by the relatively small number of persons-- a trifling fraction of our [population]-- who understand the mental processes and social patterns of the masses.**

It is they who pull the wires which control the public mind, who harness old social forces and contrive new ways to bind and guide the world.

Bernays, of course, was one of these powerful elite pulling the strings.

He started off working for President Woodrow Wilson during World War I. Bernays saw how the emergency was used by Wilson to gain dictatorial power.

Bernays observed that people were responding to powerful emotional triggers to go to war, not necessarily logical arguments. It was fear of the enemy, and camaraderie of a nation coming together for a higher purpose.

He expanded these tactics into commercial applications using psychological triggers to sell an emotional connection to a product, rather than simply highlight the uses.

For instance, when it came to opening up the market for cigarettes to women, Bernays staged a "Torches for Freedom" stunt, where attractive women lit up cigarettes during a parade. The media spread the message across the US for free. And women came to see lighting up a cigarette in public as a statement that they were equal to men.

In *Propaganda*, Bernays gives us a remarkably candid exposure of the tactics that would shape the 20th century, and continue today.

There are invisible rulers who control the destinies of millions. It is not generally realized to what extent the words and actions of our most influential public men are dictated by shrewd persons operating behind the scenes...

In some departments of our daily life, in which we imagine ourselves free agents, we are ruled by dictators exercising great power.

Many choices we seem to make on our own, are truly the influence of seemingly insignificant players in whatever industry or field.

Bernays convinced a prominent doctor to recommend a hearty protein-rich breakfast of eggs and bacon. The doctor wrote to his colleagues, and word spread from there that doctors recommend bacon and eggs to start the day right.

This removed bacon from competing with other dinner meats, and made it the go-to breakfast meat.

I truly crave bacon and eggs on a Saturday morning. But would I even think to make this meal if it was never ingrained in the consumer psyche, using health experts as a catalyst?

Bernays was so upfront about these influences, first because he wasn't talking to the normal everyday people. Remember, he wrote the book *Propaganda* to sell his services to powerful people.

But also, Bernays didn't think propaganda was a bad thing. He saw it as a method to safeguard a democratic society.

"They govern us," he said, "by their qualities of natural leadership, their ability to supply needed ideas, and by their key position in the social structure."

To Bernays, rising to certain positions of influence in government, industry, media, arts, and commerce, was proof that a person was fit to be part of the "invisible government."

He essentially modeled the quintessential elite after himself. That is, someone who can control public opinion and get what they want by manipulating the masses.

Like Bernays, an effective elite will be able to access and influence other power nodes to shape the right subsets of the population for particular ends.

For example, in 1929 Bernays organized an event purporting to celebrate 50 years since the invention of the lightbulb.

He called it "Light's Golden Jubilee." Thomas Edison himself headlined the event to accept an award.

The real point of the event was to drum up business for General Electric and Ford Motors, which paid for the celebration.

Without access to famous people like Edison, Bernays could never have arranged such a prominent “award ceremony,” which attached nostalgic and inventive consumer emotions to GE and Ford products.

It is the same idea behind Time’s Person of the Year and the Nobel Peace Prize.

President Obama’s campaign and advertising arms could spend billions, and never have the same impact on public opinion as him receiving a Nobel Peace Prize (which, remember, happened *before* Obama drone bombed kids, wedding parties, and American citizens in the middle east for eight years).

Elites are always gatekeepers. They control crucial access points in society, politics, and business. The more centralized a society, the easier it is to control which people receive the blessings of public opinion.

The elites manufacture and control access and status.

And in a vicious cycle, those who have been given status stand as doormen, ready to turn away any who will not promote the interests of the elite.

But as we will discover, the tactics of the elite have been exposed.

Not only does this make people less susceptible to their tricks, but it also provides the tools required to reach the masses with your message.

That is why in the following sections we will discuss the importance of becoming powerful, the ethics of using the elite’s tactics, and proven ways to gain power in tumultuous times.

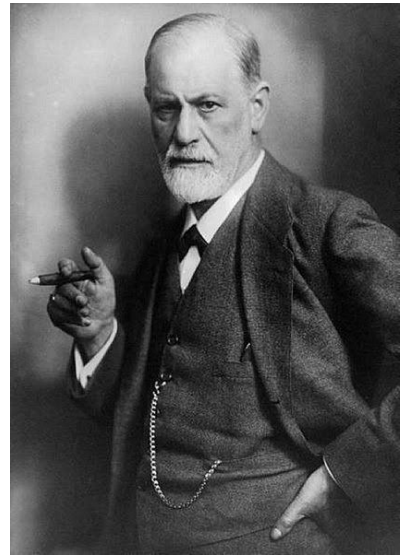
# Why you should become as powerful as possible

Edward Bernays, the man who created the archetype of the modern elite, inherited his elitist beliefs from his uncle, Sigmund Freud.

They thought that man was basically an animal, immoral, dangerous, and therefore must be controlled.

Bernays would take Freud's teaching, including psychoanalysis, and build these into his propaganda for corporations and governments.

Embedded in the entire worldview of the powerful, is that people must be controlled by an "invisible government" of high status elite. Otherwise, humanity's worst impulses will rise to the surface.



This raises an obvious problem: controlled by who? *Other* "dangerous, immoral" humans.

As Milton Friedman asked, "Just tell me where in the world you find these angels who are going to organize society for us?"

Bernays believed he was one of these "angels" fit to rule. And he advertised his public relations services to anyone who desperately wanted to control others.

It shouldn't be surprising that this allowed the worst type of people to ascend to the highest positions in society.

As JRR Tolkien put it in a letter to his son, "The most improper job of any man, even saints (who at any rate were at least unwilling to take it on), is bossing other men. Not one in a million is fit for it, and least of all those who seek the opportunity."

The solution to this problem is hinted at in yet another quote, this time from Bertrand Russell:

"The whole problem with the world is that fools and fanatics are always so certain of themselves, and wiser people so full of doubts."

The people who have risen to power are fools and fanatics.

Meanwhile normal, competent, rational people have sat on the sidelines, and let the sociopaths run the show.

We doubt our own abilities, fearing our influence over others' lives will hurt them. To desire power seems wrong. And as a result, we leave running society to the worst people.

These “leaders” gave us the economic and cultural disaster we are in now.

If you don’t want to live under their influence, the obvious step is to replace the institutions they use to control your life.

Cryptocurrency is a great example. By breaking the monopoly on money and banking, we can dilute the power of the central banks and governments.

And in tumultuous times, it is easier than ever to topple entrenched systems. The elite have become dinosaurs without the dexterity to adapt to sudden changes.

Bernays saw it too, how the common man rose in power to rival and replace kings.

The steam engine, the multiple press, and the public school, that trio of the industrial revolution, have taken the power away from kings and given it to the people. The people actually gained power which the king lost. For economic power tends to draw after it political power; and the history of the industrial revolution shows how that power passed from the king and the aristocracy to the bourgeoisie... and **at last even the bourgeoisie stood in fear of the common people. For the masses promised to become king.**

To-day, however, a reaction has set in. The minority has discovered a powerful help in influencing majorities. **It has been found possible so to mold the mind of the masses that they will throw their newly gained strength in the desired direction.** In the present structure of society, this practice is inevitable. Whatever of social importance is done to-day, whether in politics, finance, manufacture, agriculture, charity, education, or other fields, must be done with the help of propaganda.

**Propaganda is the executive arm of the invisible government.**

The next step is for the common man to once again replace these elites with new systems. After all, they are leftovers from the industrial age. And this is the dawning of the information age.

It was the enlightenment that allowed the people to take their power back from kings and nobles.

This led to the benefits of industrialization, which gave the people more wealth.

But it was the industrial age that again centralized power in the hands of the few.

The information age is the natural second phase of enlightenment. It has the power to decentralize control back to the people, to the individual.

This is the natural pendulum swing from centralized, global control over everything from money to military might. And that is why there will be so many opportunities to join the elite as the world once again becomes more local, without losing the benefits created by global, lightning speed communication and information sharing.



By decentralizing power, people rise through ability. You get powerful by serving others, as opposed to “gatekeeping”. That is how the current elite operate, by centrally controlling positions of power, and the institutions which the masses rely on.

Control a few key positions in higher education, the media, the government, and the banks, and you essentially control everything.

But freedom levels the playing field.

Competition creates alternatives. And alternatives mean you cannot be as easily controlled.

To gain power, people have tried voting, protesting, secession, armed guerilla uprisings...

Less deadly, and more productive is to simply dilute the power of the elite, by building our own spheres of influence.

Like wealth, power is not a zero-sum game. You can create more of it. You can grow power in your own area of expertise.

This pandemic may prove to strengthen local power centers.

But to make sure the old elite don't control the new world, we have to study their tactics and understand how they rose to power in the first place.

Remember, to sell cigarettes, Bernays tapped women's empowerment. To sell bananas, he stoked fear of communism.

It wasn't about the product, it was about the emotions he could attach to it. He did it unethically, but the method can be used for good *or* evil.

Some people say that these tactics of influence should be off limits.

Indeed the prevailing attitude is to shame anyone who outwardly admits to using influence or seeking power.

It is the method of prohibition. And prohibition never works.

Unless, you consider the real purpose of prohibition.

The Mafia, cartels, gangs, and governments love prohibition. Not because it limits the supply of whatever is banned--say drugs--but because it provides a monopoly on the supply of the contraband.

Here, the “prohibited” item is influence. Therefore, only gangs, cartels, and governments use it.

But this is a manipulation to keep the tools of power out of your hands.

They attach a negative emotion to their own behavior in order to monopolize their tactics for gaining and keeping power.

It's like trying to fight a war with swords, while your enemy uses guns, because your enemy has convinced you that guns are evil.

The only solution, therefore, is to even the playing field by picking up the big guns, and learning to use them.

**The way to move forward is twofold:**

**1) Become powerful enough to protect against the elite.**

**2) Become powerful enough to destroy them from inside.**

1) By exposing the tactics of the elites, it makes them harder to use for nefarious purposes.

When large swaths of the population understand the tactics of the elite, it inoculates society against them, like a herd immunity.

Studies have shown that being aware of a manipulative tactic makes you less likely to allow it to color your views.

Robert Cialdini explains this in his book *Pre-Suasion*.

Pre-suasion is about ticking the right psychological triggers before making a request, or a pitch.

For instance in one experiment, women who were asked out on a rainy day were less likely to say yes, compared to a sunny day.

However when their attention was brought to the weather before they were asked out, this effect was erased.

Just being aware of the bad weather made them subconsciously account for its potentially biasing impact.

So being aware of the tactics of the elite will render their manipulative tactics useless.

But if those psychological triggers are used positively, people will be aware of them, but not mind.

For instance, we all know certain headlines get us to click.

But this is only annoying when it is "click-bait," meaning the headline was exaggerated, or misleading. The problem is that the content did not deliver on the promise of the headline.

But you wouldn't fault a publication for writing a catchy headline if it actually delivered the information promised. This holds true even if you recognize that the headline played on a psychological trigger, like using a numbered list to get your attention.

Those who truly have a beneficial product, important message, or useful service to spread will not suffer from attaching emotion to their pitch.

If you are being genuine, you won't suffer from using most sales tactics.

That's why ethical people will benefit if they, as Bernays puts it, "understand the mental processes and social patterns of the masses."

**2)** A position of power among the elite allows you to destroy the old-guard with the Trojan Horse.

Growing new power is an important way to compete. This is similar to how we see an industry "upset" by a new service. The dinosaur may be large, but he cannot maneuver against the Ubers, AirBnBs, and the Elon Musks.

But there are also positions in the old guard structure up for grabs.

The elite don't see the world changing. They are like Joe Biden continuing to sniff women's hair after the #MeToo movement.

If the elite think you are part of the club, their secrets start flowing. They let the guard down, and expose their true character.

This leaves them open to all sorts of attacks.

Eventually their infiltration and exposure cause the old guard to collapse, unable to continue their sick ways for fear of retribution from the people they have been abusing.

Remember, the competition to occupy the entrenched positions of power is largely an elite versus elite game.

So moving forward, we will discuss how to use the elites own tactics of control and manipulation against them.

## Is it wrong to want power?

*“Do what you feel in your heart to be right--for you’ll be criticized anyway. You’ll be damned if you do, and damned if you don’t.”*

~Eleanor Roosevelt

Wise words.

But whether Eleanor had a positive impact on the world is questionable at best.

Eleanor was born into the prominent Roosevelt family, before marrying her father’s fifth-cousin Franklin D. Roosevelt, and being given away at the wedding by her Uncle, the President at the time, Teddy Roosevelt.

Among her “achievements” Eleanor helped push the United States into, and was the first US Representative of, the United Nations.



The UN has been one of the centralizing forces that has increased the power of the global elite.

Whether or not she honestly thought she was doing good is not really relevant.

The really self-righteous ones who truly think they know what is best for you might be the worst tyrants of all. They are so sure they can tell you how to live your life properly, that they will stop at nothing to force you to their will-- *for your own good*.

Edward Bernays, the father of the modern elite I've discussed at length, thought people were animals who must be tamed, too stupid to know what was best for them. His belief was that an "invisible government" of successful men was right to exert their influence over society for the greater good.

But when given the opportunity, Bernays took advantage of the vulnerable for his own gain-- for example, when he sold cigarettes to women in the name of empowerment.

Hypocritically, he still preached an ethical code. In his book *Propaganda*, Bernays quotes from an article in *Scientific American* explaining that:

Truth is mighty and must prevail, and if any body of men believe that they have discovered a valuable truth, it is not merely their privilege but their duty to disseminate that truth.

If they realize, as they quickly must, that this spreading of the truth can be done upon a large scale and effectively only by organized effort, they will make use of the press and the platform as the best means to give it wide circulation.

Propaganda becomes vicious and reprehensive only when its authors consciously and deliberately disseminate what they know to be lies, or when they aim at effects which they know to be prejudicial to the common good.

**This is absolutely true.**

If you have good ideas, good products, or important truths to share with the world, you should do so in a systematic way most likely to yield results.

The fact that bad people will also use these means only strengthens the point.

If good people don't use proper marketing tactics to spread their ideas, they leave a vacuum of power, gladly filled by the psychopaths.

That's why people should accept that It is okay to become an elite-- the invisible government, as Bernays puts it.

You should spread your influence based on what you feel to be right.

Like Eleanor, some people will simply be wrong about what they think is right. But at least there will be competition, instead of abdicating power to the likes of the Roosevelts and their ilk intruding on your life.

That doesn't mean becoming the monster you're fighting. It means diluting their power, by taking back the power over your own life.

The attitude of the elite is that only certain people should have access to power. And we see what they've done with it.

Don't forget about the glimpse that Jeffery Epstein gave us into the world of the elite. The Clintons, Trump, Bill Gates, Prince Andrew, and so many other powerful people had no problem associating with a child sex trafficker, AFTER he already spent time in prison for sexually abusing underage girls in 2005.

Frankly, it's hard to imagine worse people taking control.

Surely, some of the new elite will also abuse their power. The difference is that there will be alternatives. It won't be choosing between Harvey Weinstein's casting couch, or nothing.

We are democratizing power. We are creating a marketplace for an ethical elite.

We've seen what a handful of elite do with their power in secret. Let's see what the masses do with it in the open.

I think we'll find that they are naturally restrained, their worst impulses checked by the power of others.

That's the point of spreading the power. At worst, you have stalemates. At best, people realize mutual benefit is the easiest way to gain power.

There was a time when only the rich elites could afford to feed themselves. The answer wasn't to take their food. When the USSR tried that, less food was produced, and everyone *except* the elites starved.

The answer was to increase the supply of food, so everyone could get enough to eat.

Poor people didn't have to redistribute the wealth. They just had to create more of it.

So it is with power.

Power, like food, is not a zero sum game. You can grow more food, and you can create more power.

Everyone should have enough power so that they are not forced by circumstances to bend the knee.

Elites could once hold food over peasants' heads to make them comply.

It is harder to tempt a well fed man. And it is harder to exploit a man with options.

I certainly hope you will use your power for good, but that is really none of my concern.

I wish prosperity on all, knowing that some will use their prosperity to exploit the vulnerable.

Yet the goal here is that no one be vulnerable. I want everyone to have the power to resist exploiters.

But controlling your own outcome also often means controlling others' outcomes.

Think about this.

When everyone was on the brink of starvation, if you managed to grow extra food, you might feel guilty for wanting something in exchange. You might feel like you were exploiting your neighbors by asking for something in return for the food.

And yet, you were providing them life sustaining food. That is a great gift, whatever they are asked to give in return.

The alternative is never growing it in the first place. Then you can't be accused of exploiting the hungry. But they will stay hungry.

For the same reason, people feel strange trading in power and status.

At first, it feels strange, for instance, providing jobs and being the boss. It goes against everything we have drilled into our heads since elementary school.

In this day, people are demonized for providing jobs, building businesses, and making money.

**The last thing you should ever do is apologize for success.**

Instead you should double down, and become more powerful-- powerful enough to compete with the current elite.

It all comes down to providing value. And some of the biggest value you can provide is giving the vulnerable an alternative to the scum elite the masses are currently forced to deal with.

You can only do that if you are powerful enough to provide for others-- jobs, goods, services.

Becoming elite could not possibly be unethical if you are providing someone a better option than they currently have available.

To be powerful, the elite need to keep people dependent on them.

Therefore by providing alternatives to the current elite, we grow powerful instead.

The easiest path for regular people to become elite in this day and age will be through mutual benefit.

The elite have squeezed everything they can out of their tactics. They have forced people to distrust every institution, and second guess every fact they hear.

This presents tremendous opportunity for the honest man. He who gains the trust, and never loses or abuses that trust, is at tremendous advantage.



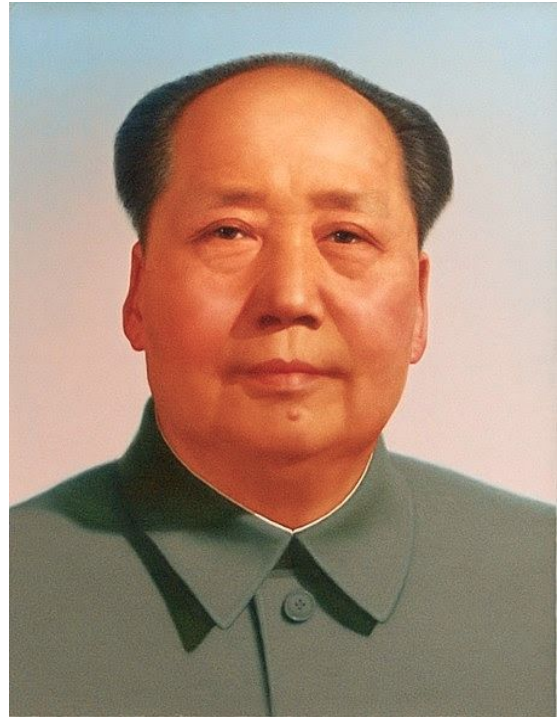
## Six ways to gain power in uncertain times

In 1934, Mao Zedong and his communist Red Army were retreating north across China on what would become known as the Long March.

Mao was kicking himself for losing sight of the military advice of Sun Tzu, who wrote *The Art of War* over 2000 years earlier.

See, the communists had some early success in besting China's Nationalist Army, and absorbing many of their men and weapons. But Mao realized that the communists had then become too arrogant and failed to understand the enemy's next move.

From there on out, Mao decided, the communists would fight with guerilla tactics. They would occupy the countryside, and choke out supply routes. When the Nationalists advanced, they would retreat. When the Nationalists camped, they would harass.



Then the Japanese invaded China.

The Nationalists and Mao's Red Army agreed to a truce while they fought off the Japanese invaders.

But the Nationalist Army took the brunt of the damage.

Meanwhile Mao sharpened his guerilla tactics on the Japanese. He lost few men, and when the Japanese retreated, Mao's army was able to take much of their equipment left behind.

Mao emerged from World War II strengthened, and defeated the weakened Nationalist army by 1949.

Don't mistake this example of success for praise. Mao became a brutal dictator, and killed tens of millions of innocent people.

But he started as an underdog, rising up against a more powerful elite. And he was able to do so largely by applying the lessons he learned from *The Art of War*.

Retreat from battles you cannot win. Preserve your forces, and take the enemy whole whenever possible. Understand both the enemy, and yourself.

Perhaps the most encompassing theme of *The Art of War* is for an army to be like water.

Now an army may be likened to water, for just as flowing water avoids the heights and hastens to the lowlands, so an army avoids strength and strikes weakness.

And as water shapes its flow in accordance with the ground, so an army manages its victory in accordance with the situation.

And as water has no constant form, there are in war no constant conditions.

Thus, one able to gain victory by modifying his tactics in accordance with the enemy situation may be said to be divine.

You don't aim to topple the enemy's stronghold. You take from him where he is weakest. And if he tries to reclaim what you have won, he is fighting on a battlefield which you have chosen.

### **1. Concentrate your forces**

If I am able to determine the enemy's dispositions, while at the same time I conceal my own, then I can concentrate and he must divide. And if I concentrate while he divides, I can use my entire strength to attack a fraction of his.

Spreading resources too thin leaves you vulnerable to attack, and unable to advance.

Focus is important. Whatever your plan you should work methodically, and always know what move comes next.

It is better to find a valuable mine and mine deep, rather than flitting from one mine to the next.

Trying *this, that, or the other thing* may be important to discover what you want to focus on. But once you know, dive deep. Really invest your time, energy and whole self into it. Use all your energy for one goal, dedicate yourself to a task, and follow through.

That doesn't mean you can never pivot and go a different direction. But there is a difference between strategically shifting and just getting bored. You have to have the fortitude to finish what you start.

For example, as a teenager, Leonardo da Vinci mastered the art of drawing. He observed insects and birds for hours on end, in order to draw them extremely accurately. He used this foundation of scientific observation to become an inventor and engineer.

Of course his artwork is still admired. But more importantly, it formed a foundation for his later success in engineering.

Choose your one thing, and commit until you have sufficiently mastered it for your purposes. Dedicated focus in an industry, a skill, or other pursuit is important to form a foundation to work from.

## **2. Use proven weapons of influence**

Remember what Bernays teaches us about public relations.

You cannot simply highlight the benefits and features of whatever you are offering.

You have to attach it to emotion, and tap into the currents already flowing through society.

Bernays didn't create the women's rights movement, nor did he invent cigarettes. But he made women associate smoking cigarettes with women's empowerment.

Whatever path you choose going forward, you will always need to sell-- whether it is a product, an idea, or yourself.

You have to use proven psychological triggers to soften people to your ideas.

Dale Carnegie's *How to Win Friends and Influence People* is a great place to start in learning how to get out of your own way, in a sense.

And Robert Cialdini's *Influence: The psychology of Persuasion* is a perfect next step in understanding the triggers which make people comply with requests.

Seduce, don't coerce.

Knowing the basics of marketing and public relations will help in basically every area of your life. Which is why I weave marketing and advertising methods into my papers and videos.

Sun Tzu also advised using psychology to attack your enemy's morale. How depends on your situation. Sometimes it benefits you to stoke overconfidence in your enemy. Other times, you need to confuse them to slow them down.

One ancient Chinese General threw open the gates to his city when he knew he would lose an attack. Suspecting a trap, the advancing army delayed, giving the city enough time to garner reinforcements.

## **3. Appeal to the self interest of others.**

Gaining power requires the cooperation of others.

You will need followers, workers, or customers to form your base. And you will need partners, allies, and associates to form your network.

For instance, one of the Red Army's biggest sources of recruits and weapons was the Nationalist Army they were fighting. The enemy had such low morale, that they were enticed by Mao's promises of a better China under communist rule.

Mao appealed to his potential recruits by treating them better than the enemy treated them. And in the same way we can erode the base of support from the current elite.

Whether that means creating a better working environment, a superior product, or improving social systems, you can realign the elite's forces to your cause.

The current elite too often use coercion or trickery to make people comply with their wishes. But this inevitably creates more problems for them. It presents us the opportunity to siphon off their supporters with better offers.

For instance, providing better alternatives for charity, currency, and regulation.

When dealing with allies and potential partners, don't ask for any favors. Always make your case in terms of what the other party has to gain.

Of course this is way easier if a partnership with you will truly be a major benefit to them. So if you first strive to create value, the hard work is already done.

Don't try to argue your way to the top. Show through your actions how valuable you are. If you are irreplaceable, you have power.

And by the way, if you're super valuable, it is all the more important to use effective marketing techniques. Otherwise all your benefits never reach your audience.

#### **4. Find a Mentor**

When you are just starting your trek to the top, the best way to make early gains is to find one powerful person who you can be very useful to.

You can use these tactics to land the opportunity. In the beginning, that's the best way to test yourself, and practice the skills required to grow your power. In the process you will demonstrate your worth to the mentor.

Seek them out, and make yourself useful, relieve friction in their life, without asking them what they need. Being able to see what they need is half the value. The other half, of course, is delivering.

You start, not by increasing your own power, but by increasing theirs. If you are useful, you will rise with them.

Don't be afraid to put yourself out there to find someone worthy of apprenticing with.

Dead ends, being turned down, and still being persistent can be an important part of the process. Don't just give up if it doesn't go as planned on the first try.

Someone will be more excited to teach you if they see how much you want it, and see you go above and beyond to help them, before asking for anything in return.

## **5. Surround yourself with the right people.**

You probably know the cliché, you're the average of the five people you spend the most time with.

So make sure you're always the one dragging down the group. Just kidding... kind of.

You really do want to surround yourself with other hardworking people with a similar vision. They should be people who help you realize your full potential, or whose creative energy helps spark and explore new ideas.

We all have certain skills and it helps to find people with complementary skills. But even if the people around you are not working with you directly, their energy and attitude should be conducive to growth, not stagnation.

And the reverse, eliminate people who are drains on your time, money, and energy.

You can't rise if you are tied down by dead weight.

There are certain "pay to play" places to go to meet new people who may be high quality partners and friends.

For instance, flying first class is a way to come into contact with people of a certain means.

But that doesn't mean they necessarily share your vision of the world.

There are plenty of better options. Every niche will generally have certain clubs, events, or organizations that help you mingle.

For me, it started with a freedom festival in New Hampshire. Later I attended an entrepreneurship camp run by Sovereign Man's founder, Simon Black.

These events allowed me to come into contact with people who shared my vision of the world, and were working hard to make it happen.

In fact, my plan is to create a community for those of you who find this content useful. Stay tuned.

## **6. Be elusive and adaptable.**

The enemy must not know where I intend to give battle. For if he does not know where I intend to give battle he must prepare in a great many places. And when he prepares in a great many places, those I have to fight in any one place will be few.

All the enemy sees is empty land. But he doesn't realize, this is your stronghold.

You don't gain power by erecting an immobile fortress. And you don't do it by attacking the enemy's fortress either.

Your flexibility and freedom is the main strength. And the enemy's inability to maneuver is its weakness.

Don't start your rise to power by competing against the giants. Claim the territory they have forgotten about and neglected.

That's where the opportunity is. The under-served markets. The people who need an alternative to the only options they are given, controlled by the same few people, governments, and corporations.

Remember, you are fighting a guerilla war against a more powerful enemy. You need to be able to fade back into the trees when it suits you, and pop out in surprise when and where they least expect it.

You separate their forces, and deal with one unit at a time.

You don't march out onto the battlefield in rows and meet a superior force. You hide in the forest, and pick soldiers off on their retreat to safety.

There is nothing wrong with blending in while you gather your strength. Hiding is not cowardice if it allows you to gain a tactical advantage.

Wait for the right time, and draw them to you-- otherwise, you are on a battlefield which they have chosen.

Be adaptable to changing circumstances. Become antifragile-- think of ways you can gain from the disorder around you. Otherwise, a changing world will break you.

**In short, to become elite, you must:**

- **Provide value.** Only by having something to contribute should you expect reward in return.
- **Leverage that value.** Get people to see the benefits you offer.
- **Avoid friction.** Forgoing proven marketing tactics, or fighting battles you can't win, will only create resistance from customers, employees, competitors, investors, volunteers, etc.

This section is essentially a summary of some of the main themes of my articles and videos. As you follow me, these points will be expanded on and explored in more depth.

I'd be lying if I said becoming powerful is as simple as reading a report or watching a video. It takes dedicated study and practice.

Take it all in little by little, and before you know it, you'll start to see daily opportunities to gain power, influence, and wealth.

One last word of advice, if you are serious about growing powerful.

In his book, *The 48 Laws of Power*, Robert Green's 29th law of power is, **Plan All The Way to The End.**

"There is a simple reason why most men never know when to come off the attack: They form no concrete idea of their goal. Once they achieve victory, they only hunger for more."

Most people have some amorphous general idea of the freedom and power they want which amounts to little more than a feeling.

You never achieve that type of dream, because there is nothing of substance to grasp.