

RULES FOR RADICALS

Saul Alinsky

WHICH OF THESE RULES RESONATE WITH YOU?

- Power is not only what you have, but what the enemy thinks you have

- Never go outside the expertise of your people
 - It results in fear and retreat. It's important to feel secure.

- Whenever possible, go outside the expertise of your enemy.
 - Increase their insecurity, anxiety and uncertainty.

- Ridicule is man's most potent weapon.
 - There is no defence.

- Make the enemy live up to its own rules.

- A good tactic is one your people enjoy.
 - They'll keep doing it without urging and come back to do more.

- A tactic that drags on too long becomes a drag.**
 - Don't become old news.

- Keep the pressure on. Never let up.**
 - Keep trying new things to keep the opposition off balance. As the opposition masters one approach, hit them from the side with something new.

- The threat is usually more terrifying than the thing itself.**
 - Imagination and ego can dream up many more consequences.

- Maintain pressure.**
 - Develop tactics and operations that will keep up the pressure and result in reactions from the opposition.

- If you push a negative hard enough, it will push through and become a positive.**
 - Violence from the other side can win the public to your side.

- The price of a successful attack is a constructive alternative.**
 - Make sure you have a solution to offer. Otherwise, the enemy scores.

- Pick a target, freeze it, personalise it, and polarise it.**
 - Cut off the support network and isolate the target. Go after PEOPLE not institutions. People hurt faster than institutions.

These rules come from Saul Alinsky's
RULES FOR RADICALS: A REALISTIC PRIMER FOR REALISTIC RADICALS.