The ultimate go-to guide for snake oil to conquer the world

**Read this, fellow quacks and mountebanks!**

**1. Find sick babies**
*Save your baby: join us and stay safe!*

Showcase just one outraged parent and one sick baby, and an explosion of emotion and a million stories will follow. Call-up the Mommy-instinct. Co-viral. Entertaining! Stories knock data out any day. Old élites have no idea how to tell stories or to reach and inflame us as at this visceral level.

**2. Simplify! Simplify! Make bold claims**
*This is the answer for real people like you; a miracle that changes lives.*

The world wants simple solutions for threat, unhappiness, old age, pain, miraculous invoke the wofudm of nature; cos-op self-sealing, cellular, tribal instincts and shift genes, trash the insects and the disinfected, in a data-weary world, don’t worry about figures. Old élites love data but know nothing about phable effects or emotional intelligence and how to inflame, the human heart; the field is yours.

**3. Stick to black and white**
*Make the flag black and white!*

Stick your neck out, lie, ambiguity and complexity. Offer simple choices, you or me. Black-and-white options. Install a panic attack. Confront with distraction, offer validation, status and identity. Old élites have no idea how to provide answers or foster tribal confidence.

**4. Debunk the enterprise of science**
*While science and medicine fail, we have the answers!*

Doubt, methods, conflicts of interest, political interference, manipulation of data, reproducibility issues, fraud, revenge, disagreements, wargaming, bone, highlight and exploit the shortcomings of science and scientific medicine. Raise doubts, nurture cynicism, show you are the safe alternative. The scientific community has no idea how to heal itself and is useless at speaking to real people.

**5. They’re out to get us: play up the conspiracies**
*Mark your territory, raise the flag; don’t fall for the lies*

The world is run by powerful conspiracies of bankers, politicians, pharma companies, big businesses, media, the rich, homosexuals, black people, foreign powers, priests, immigrants. Exploit anxieties and paranoia; debunk authorities. Old élites have no idea how to operate ethically and transparently as they claim they do to distasteful conspiracies; they will constantly play into your hands with their foolishness.

**6. Identify the enemy**
*They really are out to get us: declare war!*

Old élites are the enemy (duplicitous politicians, self-seeking professionals, leftie academics, smug experts, greedy capitalists) whose wealth and power enslave us. The populist backlash will grow; exploit the chaos and define our new reality. Old institutions are crumbling. Facts, evidence and truth are dead. We can sell anything we choose.

**7. Lavish attention on your audience**
*You are unique and special; we are family and can conquer the world. Sign up!*

The world strives us of love and attention. Failing medical systems, alienating bureaucrats and oppressive officials, automated and inhumane services: publicans in their parallel worlds. Make people feel isolated and valued, real and alive, and they’ll turn to you like flowers to the sun; nourish them and they will follow you. Capture the massive reach and energy of social media. Old élites have no idea how to touch and warm the soul; to connect and engage, uplift and inspire.

**8. Learn from the enemy’s errors**
*Be true to your emotions and your tribe; no half measures or split loyalties*

The Enlightenment was a blanket laid on the seething reality of humanity. Trust your instincts. We don’t need academic and philosophers and scientists to tell us how to live our lives. Appeal to emotions: fear, anxiety, anger; anger; promote the new world of powerful real people whose desires are ignited. Don’t preach and hedges and argue; connect with disinformation, spread the scent of victory, name and validate individual and group identity. Let those who want you up, join and exult them. Old élites cannot escape the charms of their limitations to compete with us.

**9. Enlist your people: build an irresistible force**
* Spread the word, recruit an army*

People will volunteer as your agents and ambassadors if you capture their hearts and minds. Inspire them: give purpose and belonging and they’ll do your work for you; they’ll follow you and spread your word; they’ll make the world your own. Old élites have no idea how to nurture loyalty and to reach out from remote enclaves to touch the lives of real people. This is their fatal tragedy.

**10. Follow your leader**
*The nine steps to the creation of change, as even if the foundations of their power are dissolving, and unstoppable, radical new élites are emerging*

A new wave of leaders are aspiring Enlightenment remnants, the pursuit of truth, secular reason and the scientific method. Everywhere, they are creating more sensuous and wonderful illusions; building a world where raw, emotive, secular identity, identity, feeling, thinking, love, lies and self-expression can be deployed for any purpose at whim. Old élites have no idea how to react to this tsunami of change, even as the foundations of their power are dissolving, and unstoppable, radical new élites are emerging.

**11. Colluding pharmacists and medics**
*Pill boundaries and broken crooks, infiltrate and undermine ivory towers*

Pharmacies, medical shops and health ministries are seduced by snake oil; they have been all too willing, the molding of scientific waters and rational thinking within the hybrid policies and treatments; the pliant alternative remedies, homoeopathic nostrums, unproven herbal and traditional medicines, the promising non-prescribing products, the medicinal cosmetics. Jokes the enemy has been so thoroughly infiltrated. Notions of scientific medicine and patient safety are overwhelmed by the lure of popularity and profit by peddling nothing but snake oil. Could we ever have hoped for such lies and shockingly chaotic mixed messages? Old élites have no idea of the extent of their corruption and the depth to which they are in head to big business and dull ideas—accelerating our decline at every turn.

**A recipe for success!**

These guidelines have been followed successfully by homeopaths, naturopaths, practitioners of alternative medicines, members of healthy, a break from, and acupunturists, dentists; UFO enthusiasts and alien abduction theorists; craniates and religious fanatics; attention-seeking scientists and denigrated politicians; by the tobacco, fossil fuel, mining and pharmaceutical industries. Politicians now by imposing these ethical principles: free love was under interegation, national sovereignty, human rights, HIV/AIDS, gun control, abortion, steroids and religiously. Public education has been transformed and old truth lies bleeding. There’s a new currency.

The time for snake oil in all its world-renowned glory has come.

**Forecast**

*There is no sign of backlash or coherent resistance to the magnificent disorder of the counter-revolution. Enlightenment values and their followers do persist and they will take a stand where they can. Be vigilant and cut them down wherever they raise their heads. A tipping point is in our grasp; do not flinch or weaken.*

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