Danger and Play

by Mike Cernovich

MAGA – Mindset, Lifestyle and Politics
2016

Compiled by Theodore Locke
**Who is Mike Cernovich?**

Michael ‘Mike’ Cernovich is many things.

1. **He is a lawyer and published law scholar.**
2. The Owner of [Danger and Play](#).
3. He is a [Mindset](#) and [Persuasion](#) expert.
4. He is an author who wrote:
   b. [MAGA Mindset: Making YOU and America Great Again](#), which is the best book written about Donald J. Trump’s rise to the presidency and which mindset techniques he used that you can also use in order to make Your Life Great Again.
5. He is a filmmaker who produced [Silenced](#), the best documentary on free speech and its importance in our time.
6. An associate producer who helped create the documentary [The Red Pill](#), which explores the Men’s Rights Movement in the West.
7. The Owner of [Fit Juice](#), a site dedicated to improving your health with the help of Juicing homemade vegetable and fruit juices.
8. A loving husband and caring father.

**You can find Mike Cernovich on:**

- Twitter
- Gab.ai
- Facebook
- YouTube
- Periscope
- Instagram

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Who is Theodore Locke?

First, I would like to say thank you.

I would like to thank YOU dear reader for taking time out of your busy schedule in order to read what I've made.

I am Theodore Locke, the owner of Lock and Key Principle – a site dedicated to forging the key to open the chest and seizing the treasure that lies within you.

This is my most deeply held belief... that within each and every one of us lays a jewel behind locked doors waiting to be uncovered.

My site is dedicated to this purpose, to help people create their very own Key to open wide the gates to uncover and realize their full potential.

But I cannot do it alone for you must help me, just as much I help you.

The same way my very own site came to be, for it would not have seen the light of day had it been for these Men whom I must give my deepest of thanks and respect for guiding, aiding, inspiring and motivating me on this path we call Life.

Thank you:

- Daryush 'Roosh' Valizadeh from Return of Kings and Roosh V
- Quintus Curtius from Fortress of the Mind
- The whole community from the Roosh V forum
- Mike Cernovich from Danger and Play
- Victor Pride from Bold and Determined
- Christopher ‘Chris’ Deoudes from Good Looking Loser and GLL Get a Life

And, again, THANK YOU dear reader for choosing to read MAGA – Mindset, Lifestyle and Politics 2016!
Foreword

I stumbled upon the works of Michael ‘Mike’ Cernovich by accident via Nick Kelly’s (formerly known as Victor Pride) site Bold and Determined.

Something about Mike’s writing style caught my attention and never let go. I am not a qualified literature critic nor do I remotely think that I am but... his writings struck a chord with me.

If I try (and probably fail) to be more exact it would be because I could feel honesty behind his words.

After being fed so many books, textbooks, articles... from people I could not connect with, it was a breeze of fresh air to have, finally, found someone I could.

I’ve yet to meet Mike in person but even so I believe I’ve come to know him to a certain degree via his numerous articles, books, podcasts and YouTube videos.

The mediums might have changed but the essence always stayed the same – visceral, Gorilla like, honesty which punches me right into the gut and makes me start thinking: about Men, Women, Children, Animals, Finances, Politics, Journalism, the World... everything really.

His prose hits me into the stomach and follows up with a hand offering me help to traverse through this chaotic land we call Earth during my allotted time to be spent on this planet called Life.

But the choice to act upon his offer of help is mine to make. It does not force me or does it beg me – it offers and then waits to observe what I’ll do. If I’ll take it, it will gladly show me the better way and if not it will take the better way itself not caring if I’ll fall into a swamp by the wayside never to be seen again.

It is a choice each and every one of us has to make. Either we will make a conscious decision to make our lives better and ACT upon said decision or wither away and die. The World owes us nothing except the things we are willing to work for and risk to get.

This is what drove me to make this, the passion to make my life and the lives of others better.

What rests within your hands is not a simple document but a PROMISE I am willing to make, a promise which is that if you read what is before you and apply its principles within your life you will experience a better understanding of this World, better Health, sharper Looks, improved Finances, improved Relationships and what is most important...

A Mindset which you will use in order to reach goals before thought impossible.

This is the Danger and Play way.
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January – 2016

1.1.2016 Words to Eliminate in 2016

It is, as the kids say, the current year and thus it’s the perfect time to eliminate two words that together form one of the most toxic phrases in the human lexicon.

“I want.”

“I want” is similar to another poisonous phrase, “I’d like to.”

We use “I want” to lie to ourselves. By saying, “I want,” we delude ourselves into thinking we will take action to get what we want.

Have you ever heard yourself say:

- I want to get into shape.
- It sure would be nice to make more money.
- Wouldn’t it be nice if people found me more attractive.

“I want” is no different from saying, “I wish.”

Wishing will get you nowhere.

As a successful trial lawyer told me from his mansion, “If wishes were fishes, we’d be swimming in the ocean.”

Since we know it’s weak to sit around wishing for our lives to change, we use “I want instead.”

There is no “I want.”
There is only “I will.”

Petra is an ancient city in Jordan. Thousands of years ago Bedouins carved a city into stone. You do not “want” to carve magnificent structures into a mountain. You impose your will onto reality.

I don’t want to do anything.

If I want to do something, I figure out a way to make it happen.

If for whatever reason what you want is impossible, direct your focus somewhere else.

How to go from “I want” to “I will.”

The first step from going from a day dreamer to a doer is recognizing the self-sabotaging language patterns we use as part of our self-talk.

As with all mindset training, vigilance is crucial. Stop yourself every time you say, “I want.”

When you say to yourself or others, “I want,” pause and reflect in the moment.

Do you want what you say you want?
Perhaps you don’t. I’ve caught myself saying, “I want...,” and upon reflection, realizing I didn’t want that person or thing in my life.

If you desire in your heart what your mind tells you what you want, begin creating a vision of what you want.

Create a clear vision for what you want.

“Am I taking a step towards my vision or away from my vision?”

Create a worksheet outlining what you must do each day to find yourself closer to a vision. (Read more: How to Develop Ruthless Focus.)

If you want to buy a new house or new car or to lose weight, there are habits that will bring you closer to farther away from your vision.

I’ll give you an example from my own life.

My “want” is to get our message out.

I WILL get our message out.

Here’s how we did that in 2015.

“Getting the message out” an abstract vision, as you must define your terms. What is our message and what does getting it out mean?

Our message

That abstract vision becomes concrete with self-talk. I ask myself each day, “Why are you not as big as Gawker or Vice?”

I know that getting our message out requires trolling.

- Cuck Rogen brought thousands of more people to our movement.
- The Daily Beast backed down from me.
- Cuckservative was the dominant political meme of 2015.

I know we must write about current affairs.

I know that writing about current affairs in a way that exposes media lies boosts our movement, as it makes people less likely to believe the media lies about us. I exposed several media frauds in 2015.

- Ahmed/Clock Boy was a hoax.
- The media is lying about the Syrian “refugee” situation.
- Everyone is lying about Donald Trump.

I know that getting our message out requires us to make films.

- In 2015 I laid down $10,000 to fund The Red Pill.
- In 2016 I’m going to be involved with two other film products.
- One film will focus on me and perhaps two or three other men you know well.
- Another film will focus on the pushback against SJWs, which I am but one part of.
I want (see that language sneak in!) to create the *Pumping Iron* of our movement. Arnold creating gym culture out of thin air. He manifested his will.

I want to do the same for us.

I will produce the Pumping Iron of our movement.

How?

All negative self-talk is eliminated.

- Before: “Creating a documentary that could go mainstream is a nightmare.”
- After: “You’ve mastered blogging, writing books, and now you have a chance to master films. Isn’t it great that you are becoming more developed as an artist?”

Change your focus:

- Before: I think about how much this will cost and how people are going to be butt hurt if they aren’t included, some anxiety sets again.
- After: Isn’t it great that this film is going to be seen by millions, taking us all to the next level?

In addition to mindset training, I am reading books on documentaries. I am deconstructing effective documentaries. What are the top 100 documentaries and what do they have in common?

**What do you want to do in 2016?**

Will it into existence.

There is no I want.

There is only I will.

That’s [Gorilla Mindset](https://www.gorillamindset.com/).

2015 was wild, with too many best-of moments to keep track of. Later I'll talk serious stuff like traffic, marketing, and how you can grow your business. For now let’s have some fun. Feel free to post your favorite moments in the comments below. I’ll update this post with more examples as you send them to me!

1. **Seth Rogen’s wife asked me to have sex with her**, in public, on Twitter. #CuckRogen

   Proving that being an A-list actor is no competition compared to a Gorilla Mindset, Seth “DUDE WEED LMAO” Rogen was publicly cucked on Twitter. Seth Rogen’s wife, Laura Miller, told me that she would have sex with me.

   The Cuck Rogen meme went viral, with thousands of people finding Danger & Play in my Twitter, rewarding me for my efforts.

   Since being cucked, Rogen has had a major movie flop. This movie was billed as a sure-hit. Many believe Rogen was too demoralized to promote his film after being soundly humiliated online by his own wife.

2. **A SJW and former NFL player posted semi-naked pics** of himself after having a nervous breakdown about me.

   Chris Kluwe, who threatened to sue me for defamation after I exposed a conspiracy of silence of which he is part of, became a domain cybersquatter. He also posted semi-naked pictures of himself online after having a nervous breakdown.

3. **A Daily Beast blogger and self-styled “Dean of Comedy” backed out of a $10,000 stand-up comedy battle**.

   Dean Obeidallah challenged me to a comedy stand-up battle. I accepted, agreed to fill a comedy club with spectators, and offered $10,000 to his charity of choice.

   Upon reading Gorilla Mindset and realizing I was far more intelligent than he was, Dean Obeidallah backed out of the challenge. He did, however, threaten to have a violent mob kill me.

   For the first time in years, the Dean of Comedy knows what it feels like to have an audience laugh!

   The Current Year is off to a great start.

4. **Kim Fischer of ABC4 lied about me, thus committing journalistic fraud.**

   Kim Fischer is a “journalist” who lies about issues she covers. After lying about me, I did some digging into her background.

   As it turns out, Kim Fischer had previously posted pictures of herself in an alcoholic stupor. She later threatened to sue people who posted pictures of her pole dancing. Her lawsuit threats were groundless, as she had posted those images herself!
(The latest SJW move is to post sexualized images online to friends. Once those images reach a broader public audience, SJWs take them down and lie, claiming that posting those images are “revenge porn.” This is, of course, nonsense. Publicly-available images can never fall under any definition of “revenge porn.”)

As Ms. Fischer of ABC had previously posted these images, and as I am commenting about those images, posting them falls well within the First Amendment’s fair use protections. As a free speech activist, I posted these images, which she did not appreciate!

**What was your favorite moment of 2015?**

Post your comments below!
**4.1.2016 – Omar Alnatour and the Epidemic of Hate Crime Hoaxes**

Why has every high-profile rape case and hate crime been later revealed as a hoax? Think back to a major hate crime such as the Ahmed/Clock box arrest. That was a hoax. Rolling Stone/UVA rape was a hoax. Duke lacrosse was a hoax. Lena Dunham lied about being raped to sell books and then walked away from her claim of being raped after the man she falsely accused threatened to sue her for libel.

Can you remember a high-profile rape or hate crime that wasn’t later revealed to be a hoax? What’s going on?

**How to understand the news. Ask: “What does the media want to be true?”**

Omar Alnatour is a name you will not recognize as he’s a nobody and loser on his own. Yet as a blogger for the Huffington Post, he is supposed to behave ethically and honestly when reporting the news. Or at least he should have some common sense.

Like everyone else in the media, Omar Alnatour follows the Rules of Social Justice Journalism. He does not fact-check but instead asks whether something he is sharing pushes the media’s desired narrative.

Thus Omar Alnatour makes for an effective target to troll. While many of us troll for fun, there is a higher purpose to it. Trolling exposes frauds.

**Omar Alnatour falls for the Sam Hyde hoax.**

Sam Hyde, a/k/a Million Dollar Extreme is an Internet performance artist. Whenever a high-profile shooting or protest occurs, Sam Hyde is named as the ring leader. Many will spread disinformation campaigns to ensnare unethical journalists in our nets.

While some may view the Sam Hyde meme was a prank, consider that many journalists and other “smart people,” without fact-checking or doing any sort of Googling, fall for it. Omar Alnatour quickly reported that the ring leader of a recent peaceful protest in Oregon was Sam Hyde.

“His name is Sam Hyde. He of course deleted this tweet. Let’s make sure it doesn’t go unnoticed.”

Alnatour thought he was onto a big story! He could have run Sam Hyde’s name through Google, but that might cause him to uncover information that doesn’t fit the narrative. It’s better to remain blind to the truth when pushing narratives.

**How to avoid confirmation bias: What do you want to be true?**

While it’s fun to mock the media, we are committed to becoming more thoughtful people. We do not act as free-thinking people when our desire to have our biases confirmed overcomes our rational thought.

For example, Craig Considine – who wants you to call him Dr. Craig Considine – began spreading an obvious hoax meme. Pictured below is an MS paint imaged of Sam Hyde. “The KKK is the most dangerous terrorist organization in America. It always has been. Racism.”
Despite all evidence, Craig Considine wants to believe that the KKK is the most dangerous terrorists organization in the U.S. Now one might ask him to show him the bodies. How many people have the KKK killed? Have Klansmen killed more or less people than, say, Black Lives Matters? Dr. Craig Considine is not interested in that sort of analysis!

**How to avoid media hoaxes. Ask what the media wants to be true.**

**REMEMBER – WHAT DOES THE MEDIA WANT TO BE TRUE?**

What does the media want to be true?

- Men are rapists.
- White men are especially evil.
- Women are oppressed.
- There is a gender pay gap.
- Michael Brown was a good boy who didn’t do nothing wrong.
- Building a wall on the Southern border is racist.
- Saudi Arabia is our greatest ally.
- Israel is our greatest ally.
- Muslims are oppressed.

Whenever you read a story pushing one of those narratives, assume that the story is false. Even if the “journalist” is not outright lying, you can be assured that like Omar Alnatour, no one did any fact-checking.

Even if you aren’t right 100% of the time, you’ll be correct far more likely than you’ll be incorrect.

For example, the media reported that hate criminals started a fire in a Houston mosque. As it turned out, the arsonist was a Muslim looking to receive media sympathy. When the hate crime was exposed as a hoax, “journalists” like Hot Air’s Jazz Shaw wrote headlines saying, “Houston mosque fire investigation turns up unlikely suspect.”

Actually, the best suspect in widely-reported hate crimes are the alleged victims, as hundreds of stories show. (Read: Eleven Hate Crime Hoaxes.)

**Forget about the media for a minute. Confirmation bias ruins lives.**

Forget about the media for a second. All of us fall for hoaxes, and we often invest in companies or get involved in relationships that are bad for us. Have you ever heard someone say, “If it sounds to good to be true....”? That homespun wisdom is a recognition of the cognitive bias known as confirmation bias. If something sounds too good to be true to you, then you want it to be true, and you might accept it as true even if it isn’t. When you desperately want something to be true, chill out for a minute.

Find evidence showing why what you want to be true is false. In other words, prove yourself wrong. Weigh the evidence, reach a conclusion, and error on the side of going against what you want to be true. You’ll make better decisions in life.

P.S. If you liked this article, check out Essays on Embracing Masculinity. Gorilla Mindset is focused only on how to control your thoughts and emotions to live life on your terms. Essays on Masculinity is edgier writing about current affairs, making money, and meeting women.
5.1.2016 – The Best of 2015 (And What’s Next in 2016)

THE WORK IS NEVER DONE, STAY BUSY AND STAY USEFUL!

Recognizing that the work is never done was the best realization I had in 2015. You can view the never-ending work as being demoralizing, although for me it’s exciting and relaxing. It’s exciting to know there will always be work because... What the heck else are you going to do? It’s relaxing to know the work is never done as I can go asleep without stressing out about tomorrow.

And work like hell is what we did in 2015. I smashed every metric – website traffic, book releases, Twitter, and real life!

Danger & Play 2015 traffic report.

D&P passed the 11,000,000 page view mark, hitting 5.6 million views on 2.3 million uniques on 179 new posts for 2015. In 2012 D&P had 163,672 page views and 16,589 on 165 posts.

Think about that. I wrote as many posts in 2012 as in 2015 while receiving a fraction of the traffic. I paid my dues. I dwelled in obscurity. I focused on my writing and getting my message out rather than trying to get people to promote me.

If your stuff is good, people will find it. It might take you years. If you want a boost, start paying for traffic. Facebook ads can be purchased for $25.

D&P Twitter report.

My twitter continues to grow. I closed out December with just under 18,000,000 impressions (Twitter’s way of saying page views) while having a total following of 26,500 people.

My Twitter did around 100 million impressions for the year.

While page views are nice, what matters more are link clicks. Each day my Twitter sends out 5,000 clicks onto links to D&P and other friendly sites. Our message is getting out.

Fit Juice traffic report.

Fit Juice received over 600,000 page views and 300,000 uniques, even though I posted only 8 times. Fit Juice is one of the best SEO’ed blogs you’ll ever find. If you want to learn SEO, read every post.

Book releases!

In theory I had three book launches in 2015, although Gorilla Mindset was the only one I cared about. Juice Power!, the best book containing juicing recipes and juicer reviews, sold over 2,000 copies.

That’s more than most book sell in a lifetime.

After two months Essays on Embracing Masculinity sold 1,500 copies in 2015, which again is more than most books ever sell.

Gorilla Mindset sold 16,500 copies in 2015. Total sales are 17,000 while averaging 2,000 copies per month sold.
Great Stuff I found and People I met in 2015

In 2015 I visited 14 countries in 3 continents, living in Vietnam and Paris. If you want some travel posts, let me know! (My travel pics are on Instagram.)

Even though I sell books on mindset, I am always learning from others.

Mindset finds in 2015.

2015 exposed me to two all-stars – Scott Adams (yes, of Dilbert) and Wim Hof.

- Review: How to Fail at Almost Everything and Still Win Big
- How to Breath Like Wim Hof

I met some great people.

Aaron from Freedom & Fulfillment is a great dude, as is Johnny FD.

Greg Stevens provided invaluable editorial work on Gorilla Mindset. Greg’s a cool guy, check his site out!

I met several of you at cafes and gyms throughout the world. “Are you Mike from Danger & Play?”

Yes, I am and it was great meeting all of you.

There was also a great turnout at my Gorilla Mindset seminars in London and Los Angeles.

New, lifelong friendships.

Man is a social animal, and you gotta keep putting yourself out there. Go to D&P meet-ups and Gorilla Mindset seminars. Get off your asses and talk to people.

I lived with Victor Pride for a few months, had dinner and wine with Vox Day and his wicked-smart wife twice, and partied with Milo Yiannopoulos as well.

These are new friendships I’ll have for the rest of my life.

Le Monde, the New York Times of Paris, even wrote about our meet-up.

I also had a Big Party in Tulum, Mexico!

What was the secret to my 2015?

Live by These Four Words

If I had a life mantra it’d go something like this, “Stay busy, be useful.”

Luck rules our lives, although we can increase our odds of winning – of getting lucky – by taking more spins of the wheel. Thus you must stay busy.

If life is a game of luck you only need to pull the lever enough times to get lucky!
Your life is the sum total of your activities and the people in your life. Be useful to other people. Find ways to meet market demands. Be good to your friends.

**When is the last time you emailed a friend to say, “How can I help you?”**

People are doing poorly at being useful as they believe simply being around a person adds value to their lives. Yet many people are vampires.

Too many people are out for themselves, trying to extract as much value from others as they can.

That’s one way to live, but it doesn’t work for me.

I find ways to be useful to other people, and it works for me.

Instead of wondering why people don’t reach out to you or old friends fall away, why not stop working angles on people, being a manipulator, and simply saying, “Is there anything I can do for you?”

**What’s coming in 2016?**

I found myself in the recording studio on first Sunday of 2016 working on a video course.

My vision for it is sort of like a “Superman’s dad” course.

Remember that scene in Superman where he goes to his Arctic hideaway to ask questions from his long-dead father?

I always imagined it’d be cool to have a resource like that. A video course to turn to when you need some direction or insight.

I’m also working on my next big book release. Last Man Standing will be more successful than Gorilla Mindset.

**Stay busy, be useful.**

Cheers to 2016!
A heartwarming story has taken the Internet by storm, thrusting a woman into viral fame. The story is bad on its face, although it gets worse upon inspection.

Little boy treats his mom to a ‘dinner date’ once a month with allowance money

(KMSP) – Once a month, chivalrous Lyle Drummonds, 6, takes his mom out on a dinner date with his allowance money.

On Jan. 1, Lyle’s mother described the adorable dates on a Facebook post that went viral. “He opens doors for me, pulls out my chair, talks about his day, and asks me how mine was, pays the bill with money he earned by doing chores, and even tips the waiter/waitress,” Nikkole Paulun, of Michigan, said.

I know, that’s cute and I’m being a buzzkill by saying she’s teaching her son to be taken advantage of by women.

But I always look behind the story for the real story.

Nikkole Paulun’s conduct signaled obvious mental issues, so of course I dug deeper into the story.

Ms. Paulun is taking her male abandonment problems (“daddy issues”) out on her son. She’s also a deadbeat mom.

Nikkole Paulun is a deadbeat mom who abandoned her son for 5 years while she partied (and got pregnant again).

Before creating a viral story about her little white knight, Nikkole Paulun posted about her past as a party skank.

Paulun had her son when she was 16. The dad is nowhere to be found, which of course was wrong of him. Deadbeat dads are a disgrace, as are deadbeat moms.

Yet you won’t read about deadbeat moms in the media. Women, no matter how terrible, as given a pass. A woman who is barely a marginal mom is even heralded as a hero. That’s exactly what happened in Paulun’s case.

Why is Paulun a hero for stealing her son’s milk money? Why wasn’t she involved in her son’s life until recently?

Rather than take care of her little boy, Paulun partied, smoked, got wasted, passed out, slept around, and got pregnant by another deadbeat dad.

Her pre-fame Facebook post reads:

I went, I drank, and I loved it. It felt good to feel what I thought was “normal.” It felt good to be social and get out of the house. By 18/19 I was going out every weekend and even took a week trip to Florida for spring break. My time with friends and alcohol became greater as my time with my son became lesser. I was so focused on myself and finding out what I wanted that I neglected my son and our relationship. 20 came and I met my daughters dad. Admitting to me right away when we met, that he was an alcoholic.
Maybe she’s changed and is now a good mom, although it seems not given that she’s still posting 
duck-face selfies and using her son as a prop in her fame game.

No one asked about her son.

Why does Nikkole Paulun force her son to buy her dinner once a month? Her Facebook posts reads:

*It’s never too early to teach your child how to properly respect others, especially women. As a woman who has been abused & treated like crap in the past, it’s extremely important to me that I teach my son how to show respect. Too many men these days have no idea how to treat women or how to take them on a nice date. It’s nice to know my son won’t be one of them.*

No one is asking if Nikkole Paulun was treated exactly as she deserved to be treated.

How should alcoholic women be treated?

Should a man invest his time in a woman who drinks, smokes, and posts duck-face selfies while her own child is abandoned?

The media celebrates debased women.

My grandmother worked in factories most of her life, raised three children, and kept her entire family together. She was a hard ass and a family matriach of sorts.

She taught her sons to respect women, yes, but to also only date women deserving of respect.

The media would never write about a woman who takes care of her family without fanfare or glory. But a duck-faced woman who gets drunk and abandons her son for five years, then returning to motherhood by stealing his allowance money, is a hero.

The War Against Men is real.

Always look for the story behind the story.

That’s the Danger & Play way.
7.1.2016 – Why I Don’t Play Defense or Explain Myself

One of the common questions people ask goes something like this, “Mike! On the Internet people call you a racist, a misogynist, a bigot. Why don’t you explain your real views so that people will understand you?”

My answer is simple, “People will see what they want to see.”

To prove this, I conducted a social experiment on Twitter.

Essence magazine recently did a feature on Black Lives Matter. They took a picture of one of the leaders of BLM. This image, presumably, was a highlight. It was one out of 1,000s of pics.

I uploaded that image without any comment.

“This is the leader of #BlackLivesMatter.”

People were outraged and began attacking me.

I received hundreds of outraged messages from #BlackLivesMatter. They hated me for what I said.

But what did I say?

She sounds upset.

Let them tell you what I said.

Where did I make fun of her appearance?

Who is thinking about her weight? I sure didn’t mention it.

Why did I hurt her?

People see what they want to see.

You’re going to have a rough time in life if you spend all of your time worrying about what others think or explaining yourself. My existence triggers something deep within my haters, with many of them refusing to even say my name.

Focus on your mission.

FOCUS ON YOUR MISSION AND SUBDUE DESTINY!

You do you. Let other people say what they are going to say. If responding to them will get you more attention, then yes, respond! Never respond to a person to change his mind. It’s a waste of time. People will think what they think.

How do I live my life?

I have my mission.
My mission is living a life others don’t dare dream of, as they don’t have the courage to think big. My mission is to help you live a similar life. My mission is not to argue with haters or wonder why people don’t like me.

**Live your mission. Whatever happens, happens.**

I do “explain myself” as a way to create conflict and draw attention to myself. And I must be doing something right.

To find out what I really think, read Gorilla Mindset.

Many women – despite claims I’m a misogynist – enjoy it.
8.1.2016 – An Arab Rape Gauntlet in Paris

Bastille Day is a French national holiday commemorating liberation, although what I observed during the celebration evidenced a future enslavement of the French people.

My wife and I ate at a restaurant with a clear view of the Eiffel Tower, which happened to be next door to an Arab-owned shop. As the fireworks display began, dozens of Arab youths set up chairs in the middle of the road and took over a section of the street.

This was fine, as “boys will be boys,” and it’s not as if cars were trying to pass by.

As the fireworks display ended, I saw those same “boys” grope and sexually molest two young girls.

To get back from the Eiffel Tower, you had to pass through this gauntlet of Arab males.

As girls approached, the men ran towards them. These dozens of men began “hugging” the girls.

At first the young girls tried playing off what was happening by smiling and giggling.

They soon realized that the men were not going to let them pass without taking a pinch, grope, or more.

The girls began to freak out, and I walked closer to make a show of force.

I would not stand idly by while a savaged attacked a helpless woman.

The girls were allowed to pass after each man had taken his turn hugging, grabbing, and groping them.

If there had been more Arab men and fewer men like me around, there may have been a Cologne situation in Paris on Bastille Day.

Read: 1,000+ Migrants Sexually Assault Swedish Women.

Are my views “racist”?

Ask my Persian wife.

I’m called a “race mixer” by trolls hired by the SPLC and also a racist by social justice warriors. You’re welcome to ask Shauna what she observed that night in Paris.

Shauna was actually more bothered by what happened than I was.

When young men flirt or “cat call,” it doesn’t bother me. As a rule women do not approach men. If men didn’t hit on women, we’d stop reproducing.

Yet there was a vibe to these men that disturbed Shauna. She stayed closer than usual to me that night.

Are my views “racist”?
Ask my Persian friend.

As someone who travelled to 14 countries in 3 continents last year, I met a lot of great people. Many of these people struggle with what they observe.

As immigrants – and often refugees themselves! – who integrated into Western culture, their hearts go out to those refugees truly in need. On the other hand, the current “refugee” population is bringing hateful ideas to the West.

Here is one friend’s story:

I’m an Iranian-American currently living in Paris. I’ve been the victim of hate crimes even though I’m not Muslim. I used to get mad when people would attack Islam or react with apparent ignorance, above all because I know many peaceful Muslims, like my grandma. Unlike many Americans, I also know the hand that the UK and US had in ruining Iran, meddling with other countries to basically steal from them, and effectively displacing my family from there, and I know they helped insert the very Islamic fanatics that were debating here and that western hands are bloody.

But you know what I hate more than this ignorance?

1. When Charlie Hebdo attacks happened, every practicing and non-practicing Muslim I spoke with in France said ‘it’s horrible, BUT they should never have drawn Mohammad’.

2. When I walk around with my fiancée and groups of jobless Arab teenagers and men call her a whore for wearing shorts in summer.

3. When I have to work so hard to pay exorbitant middle-class taxes so that we can be the hero that welcomes refugees and tolerance, only to be attacked by 2 Trojan horses in the same year.

4. When Muslims react more frequently and emotionally to apparent ignorance, instead of (God forbid) denouncing and attacking the religious fanatics who recruit, organize, and execute these bloodbaths (they are, after all, easily accessible on YouTube and Facebook. Meanwhile, in the time that some of you are attacking big bad Michael Cernovich instead of the actual perpetrators, the death toll has increased from 12 to at least 128, with hundreds more critically injured. I’ve seen countless people crying, cadavers being dragged all over the TV, mothers looking for their children, and lenient, tolerant, non-ignorant French people are blown up by grenades and AK’s in the very concert hall that I frequent and almost went to last night. Funny how Mike’s the bad guy here...)

5. When my friends’ families are displaced from their lower middle class neighborhoods by immigrants who don’t assimilate, don’t learn the language, rob people, don’t work, and (I shit you not) chop up living lambs in their bathtubs (hey, God says eat halal! It was written in Divine scriptures! There’s no way some crazy brainless idiot made that shit up and wrote it down! LMFAO!) and let the blood and stench seep out into the previously French apartments.

6. When my friend was with his girlfriend and a group of 30 Arabs come and grope her breasts during fete de la musique while he helplessly watched.
7. When I’m spending my birthday weekend locked up in Paris, hearing helicopters, ambulances and sirens all day long, and have to read people waste their time opposing Mike’s so-called ignorance.

8. When people (especially women) defend a religion that doesn’t respect women, as women commonly cover their heads or whole bodies and walk behind men. Why? To avoid ‘tempting’ other men. Meanwhile, men can do whatever the fuck they want. But hey, Mike is the bad guy...

Instead of speaking out against all religions (not just Islam), as they have done nothing but provided avenues for fanatics to exploit, we speak out against political incorrectness...

The fanatics in the concert hall weren’t holding hostages. They were exterminating them. The few survivors hid under mounds of corpses in order to survive.

Are all Muslims like this?

No.

*Does that matter?*

No.

*Here’s what matters.*

My Iranian family succeeded in the U.S. because they WANTED TO BECOME AMERICAN. They were effectively refugees who WANTED TO ASSIMILATE.

Mike is not saying close the borders to the whole world. I think he’s saying ‘if you want to move to the U.S., France, Mexico, etc., then EMBRACE American, French, Mexican, etc culture.

Otherwise, GO BACK WHERE YOU CAME FROM.

Mike provides us with a politically ignorant opinion. Meanwhile, the death toll here in France is still climbing. Which side you react to more is a choice.

So I ask you, who’s being ignorant, again?”

*Arabs are not assimilating into Western culture.*

*Why?*

Quite frankly it’s because of our politically correct culture.

If the West is to allow “refugees” into its borders, then our culture must be imposed on them without hesitation or guilt.

Our culture is better than yours. Leave your primitive – yes, savage – ways behind you.

Or leave.
The same feminists who call me a “rapist” on Twitter because of my off-color jokes have remained silent about the Cologne attacks.

Laurie Penny, a SJW who writes for the Guardian about “rape culture,” hasn’t said anything about the Cologne attacks. (Finland also suffered attacks by “refugees.”)

Penny also said nothing about the 1,400 little girls who were raped in Rotherham. Well, that’s not totally accurate.

What matters most about the Rotherham rapes is what you said about the left-wing politicians who allowed it to happen.

An SJW from Australia is now defending the attackers at Cologne, downplaying the “groping.”

The official response from the SJW-run German government has been to compare Tweets to rape, claiming speech is as bad as rape.

(Read: Germany springs to action over hate speech against migrants.)

Forbes “journalist” Frances Coppola has blamed the Cologne rapes on anti-immigration activists.

How can you stop the attacks on the West?

The greatest threat facing the West is the fear of being called racist.

The second greatest threat is feminism.

This article will be attacked as racist, even though I simply stated facts and observations from myself and even non-whites.

We thus remain silent in the face of great evil in order to avoid being accused of being racist.

Official reports revealed that “refugees” were allowed to rape in Rotherham because police were afraid of being called racist.

German women were raped in Cologne because you can’t have a real conversation about the risks women face. Germans are not out in masses of 1,000+ groping women. “Refugees” are rapists.

To take back the West, you must stop caring if people call you racist.

You must recognize that social justice is a death cult, and reject all SJWs from your organizations and governments.

You must embrace your masculinity.

If you continue to allow politically correct culture to control what you are allowed to say, expect more rapes to occur.

I warned the world about the Cologne attacks in my article, How to Hurt Women.

Was my article satire?
If you want to hurt women, import a rape culture from abroad.

Sweden was a quiet, civilized country until a War on Women was declared.

In efforts to increase the amounts of rape women endured, misogynists imported hundreds of thousands of men from a culture where rape was common.

**Weak men will always be conquered by stronger men.**

_This is the rule of nature._

If you care about your mothers, sisters, and daughters, becoming a strong man is no longer an option.

_It’s a moral duty._

The first Mike Cernovich Podcast of 2016 is now available. You can find it on SoundCloud, iTunes, or you can listen in by pressing play.

Show notes:

- You do not exist. You are what you do. In other words, you are your habits.
- Habits are great, but habits aren’t enough. You must organize your lifestyle around good habits.
- You don’t want to start because you’re not going to be good at whatever it is you’re doing.
- Why you will never be finished with what you’ve started.
- How to analyze your life to create the perfect day.

P.S. Thanks to all of you who have left reviews. Your reviews makes a huge difference and I appreciate them all.
Gorilla Mindset is no longer available for sale in the Apple bookstore, as SJWs within the company had it removed. Of course Apple will not admit it removed Gorilla Mindset because some mid-level flunkie hates me. Instead, Apple removed my book because my name is not formatted correctly.

You read that correctly. Apple told me they removed Gorilla Mindset from its bookstore, five months after they approved it for sale, because my name isn’t formatted properly.

This is the exact message I received from Apple:

Author names must be submitted as intended to appear on iBooks and must be in a first name/last name format (i.e. John Doe and not Doe, John). Please ensure all authors are submitted correctly. See the iBooks Store Formatting Guidelines, section 2.2.

If you think I’m trolling for attention, you can find the official ticket number.

Gorilla Mindset had been approved for sale by Apple several months ago.

I know, I know, I can hear the haters now.

“Mike, your book wasn’t censored! Your name was formatted incorrectly. That’s a huge deal, even though your book was approved several months ago.”

It took someone five months to figure out that my improperly formatted name was a HUGE deal and that Gorilla Mindset had to be removed Apple’s bookstore.

Seems legit.

It’s just as legit as when my podcast was removed from iTunes for no reason at all.

After a huge outcry from readers that the highest-rated men’s interest podcast had been removed, Apple restored it with an apology.

Anyhow, Apple’s bookstore doesn’t move copies.

Fewer than 1% of book sales come from Apple.

Apple’s decision to censor me will sell more copies of Gorilla Mindset, and I’m grateful to them for censoring me.

It also shows our power and influence grow. There are people who hate me so much that they find ways to censor my books!

You can buy Gorilla Mindset on Amazon in paperback, Kindle, or audio.

Amazon put the paperback on sale for $11.99. If you buy the paperback version of Gorilla Mindset, you’re eligible under Amazon’s MatchBook program to buy the Kindle version for only $2.99.

Buy the paperback here.
11.1.2016 – Why I Don’t Care if Twitter Bans Me

With Twitter persecuting gay journalist Milo Yiannopoulos, it’s only a matter of time before I get removed. What will happen to me? In reality, not much.

**The principles of (new) new media.**

Danger & Play Media is entirely self-funded via book sales and affiliate marketing. Unless you’re deep in the game, this won’t make sense.

(If you want to go really deep, read: The Difference Between Affiliate Marketing and Advertising.)

Let’s step back for a second.

How do writers make money? 99% of writers earn their living by drawing a salary from a media company.

The media company draws revenue through advertising and donor contributions. For example, National Review is largely funded by rich Republicans who want open borders. This is why what readers want to see on National Review differs from what actually appears there.

To remain a good employee of a media company, you must bring them a lot of page views, as page views are how the company gets paid.

**Page views ==> Media company ==> Ad $$$ ==> Staff salaries.**

My model is entirely different. I do not sell any advertising.

**DO NOT SELL ADVERTISING – BUILD YOUR SITE BASED ON TRUST, AFFILIATE MARKETING AND YOUR OWN PRODUCTS.**

For me to get paid, I need people to buy my books and to buy products I review.

**Page views mean much less to me than to other writers, as the quality of reader matters more than total number of readers.**

Which would sell more copies of Gorilla Mindset?

- A review in Men’s Health (or another huge magazine),
- A review on Bold & Determined and Good Looking Loser,
- A webinar with Vox Day.

My friends and I sell far more books than “major” magazines do. If you want proof, consider this: The editor-in-chief of Men’s Health released a book around the same time as I released Gorilla Mindset. We smoked that fool.

Danger & Play is a micro niche. Although there are people outside of my targeted demographic, D&P is written for intelligent men aged 18-34 who are or want to be more aggressive in life and tend towards right-wing political thinking. Why are my posts around 1,000 words or more? Because that targets my niche. Smart men buy books. Men who read 1,000+ articles buy books.

Yes, many of you are older. I am older than 34! Many of you are women and many of you are liberals.
All are welcome.

**WELCOME ALL BUT SET STRICT RULES!**

I can write outrageous stuff because even if people get offended, it doesn’t matter. My core readership will love the content. By creating a micro niche site, I’m able to sell more books than just about every big pundit you can name.

**What will happen to me if I’m banned from Twitter? Nothing.**

Life is about options, my friends.

I have a big website, a niche website, a podcast, a YouTube, an email list, a Facebook, and probably some other stuff I’m forgetting about.

I’m also working on a Gorilla Mindset training course and two documentaries.

If Twitter kicks me off, you’ll have more podcasts, or posts at D&P, or more books.

I could even spin off a socio-political website.

Scott Adams has a minor Twitter presence, yet his website is huge now and if you check the sales rank, his book has taken off!

**Case Study: Scott Adams**

Scott Adams began writing extensively about Donald Trump at his website rather than on Twitter.

Adams’ site is niche. Even though Donald Trump is a big topic, hypnosis and persuasion are not the types of stuff you’d see on FoxNews or read about in Huffington Post.

Once I learned about Adams, I began watching the sales rank for the book he promotes – How to Fail at Almost Everything and Still Win Big. *(Read my review here.)*

The Kindle Amazon sales rank for How to Still Win Big was at around 11,000. On a good day it’d hit 8,000. Today Adam’s book is at #3,903, and it regularly hovers at around 5,000.

(For some perspective: Although there’s no absolute way to know, as sales rank changes often, a book ranked 10,000 on Amazon sells around 30 copies per day. A book ranked at 1,000 sells 100 to 200 copies.)

Writing about Donald Trump has helped Adams win big on book sales! Adams’ has also pre-sold his next book. When Adams releases his book on persuasion techniques, it’ll be a #1 New York Times best seller. Thus, if I get kicked off of Twitter, I’ll do more of my writing on my website rather than on Twitter.

**This boring article about (new) new media is a metaphor for life.**

Life is always about options. If you build yourself up as a man, you’ll always have multiple options. If your wife cheats on you, you’ll find other women. If she pulls some really shady stuff, you’ll have the fortitude to endure it. If you lose your job, you’ll work harder on your side business.
(You are working one hour each day on your side business, right?)

**Never rely on any one source of anything. This principle applies to money, love, and even making a living on the Internet.**

Speaking of options, did you know many people prefer *Essays on Embracing Masculinity* to Gorilla Mindset? I think *Gorilla Mindset*, the best mindset book ever written, is better than Essays on Masculinity.

In a just world, Oprah would be begging to have me on her show to talk about my mindset principles. But that’s life. You don’t have to agree with me.

I don’t mind that many of you prefer Essays on Masculinity to Gorilla Mindset.

As a reader, **you have options**.
11.1.2016 – How I Helped Ricky Gervais Get his Edge Back

Ricky Gervais promised an offensive performance at the Golden Globes, and by all accounts he fulfilled that promise. Gervais has revived his comedic career thanks to me.

(Yes, really.)

Back in March Ricky Gervais posted a Tweet that wasn’t funny or edgy. It was generic, politically correct comedy. I mocked Gervais.

We got an edgelord in the house. Such edge. I’m bleeding. Draw a picture of Mohamad. Pussy. @rickygervais pic.twitter.com/kqSyDPZvQi — Mike Cernovich (@Cernovich) May 7, 2015

Gervais then immediately blocked me on Twitter. As Gervais was mad, he subtweeted an insult at me.

There is, of course, nothing edgy about mocking Christians or red necks. That’s why I got to Gervais. He knew that magazine cover was cheap and beneath him. Gervais has since unblocked me.

Like many other celebrities, he reads and applies Gorilla Mindset to his life.

I have a lot of celebrity fans. Many of them accidentally follow me while scrolling down my timeline. (Don’t worry, guys, I’ll never tell.) Due to my controversial nature, people can’t admit to reading me.

I’m OK with that. I actually think it’s cool to be the guy “everyone reads but no one admits to reading.” I’ve even had my best-selling book Gorilla Mindset banned from Apple.

Anyhow, congratulations to Gervais for getting his edge back. Gervais’ performance was proof that you perform your best when you stop worrying about what some cry baby social justice warriors might think.

As a lifelong fan of comedy, I hope others follow Gervais’ lead, as I’ve already listened to everything by Patrice O’Neil and old school Bill Burr multiple times.
I’m not in the business of advising those opposing President Donald Trump, but I’ll make an exception to prove a point.

Everyone wants to know if Ted Cruz is eligible to be President. The issue is slowing him down. How can Cruz get past this issue?

“If Donald Trump is afraid to face me in the election, he should sue me.”

For a lot of reasons I’m not going to get into here, no one can actually sue to prevent Ted Cruz from running for office. (Standing is the legal doctrine.)

Cruz, by telling Trump to sue him, is making Trump look weak by not suing him.

This gives Trump a choice: either file a lawsuit or move past the issue.

If Trump keeps bringing up the issue, Cruz need only say, “Sue me.”

That I have to explain any of this shows you why I had no interest in the election until Donald Trump ran for office.

Cruz, like every other Republican than Trump, is weak. His consultants are weak. Everyone in the GOP is weak.

Cruz and the rest of the cucked GOP are used to playing defense. They let the media set the agenda. The media puts out an issue and Republicans respond to it with arguments. That’s why Republicans lose.

Unlike Cruz, Donald Trump is his own media network.

Read: Why Donald Trump is Winning.

I understand Trump better than everyone but maybe two people, because my tactics are the same as Trump’s.

When people threaten me with nonsense lawsuits, I tell them to sue me.

I wrote an article taunting a NFL player who threatened me with a defamation lawsuit.

After the NFL player backed down, I continued humiliating him.

Men like me support Donald Trump.

P.S. Masculinity always wins.
12.1.2016 – How to Troll Like Scott Adams of Dilbert

Scott Adams of Dilbert never trolls anyone. He is a respectable person who would never ruffle jimmies for his own amusement, and as a professional comedy writer he must keep it clean.

Adams’ writing has fascinated me because he puts into explicit terms why my trolling is so effective.

*For example, Adams recently wrote:*

- *Identity beats analogy*
- *Analogy beats reason*
- *Reason beats nothing*

I wrote a [book on masculine identity](#) and thus understand what inspires men to excellence and also what makes men feel insecure.

*Note how my insults go to a man’s identity, and that’s why people cannot stay away from me.*

As I wrote in my after-action report of my Seth Rogen troll: **All men – even those who claim gender is a social construct – have the same pressing question: “Am I man enough?”**

That question haunts men on sleepless nights.

**Sam Biddle/Gawker.**

I challenged Sam Biddle of Gawker to a charity boxing match. Why? Because backing down from a fight goes to your core identity of a man. No man wants to do this. I even engineered my challenge to Sam in the tamest way possible. I mentioned we’d use big gloves, head gear, and be in a ring. Sam Biddle was triggered by my challenge as I questioned his identity as a man.

**Dean Obeidallah.**

Dean Obeidallah writes for the Daily Beast, has a radio show, and claims to be a comedian. He also threatened my life. How? As with Sam Biddle, I challenged Obeidallah to a comedy stand-up battle. By backing out of my challenge, Obeidallah felt a blow to his identity – both as a man and as a “comedian.”

**Seth Rogen.**

With Seth Rogen, I said he wasn’t an *edgy* comedian. Every comedian grew up watching George Carlin. Saying a comedian isn’t funny is boring. Telling a comedian he doesn’t have any edge attacks their identity. I then said Seth Rogen’s wife would not have sex with him. Whether your wife will have sex with you goes to your core identity as a man.

**Rick Gervais.**

As with Seth Rogen, I [mocked Ricky Gervais for his lazy comedy](#). Gervais got pissed, blocked me, Tweeted about me, and then later unblocked me because he reads my stuff.
**Cuckservative.**

The *cuckservative meme* took the world by storm. Conservative men were outraged by its usage. They even wrote articles telling us to stop using the word! Do you see the pattern? Calling a man a cuck strikes at his core identity as a man. It emasculates him.

**Is my trolling random?**

You can now see that my trolling is as random and chaotic as Donald Trump’s presidential campaign. Every shot I take is orchestrated to strike my targets’ deepest vulnerabilities. Scott Adams’ blogs explains my methods, even though he’s writing about serious topics like Trump and politics. Adams’ blog ([and book](#)) is not optional reading.

If you want to be more persuasive – whether to make more sales, get more readers, sell more books, or have more sex with women – you need to [read this blog](#).
13.1.2016 – Why the Media Wants to Censor Social Media

Why is there a huge effort from governments and social activists to censor social media? Why do I fight like hell on social media? Isn’t social media a waste of time and a place to share cat pics?

Old News v. New News

Once upon a time if you wanted your story to get out, you had to call up your friends in the media. You’d schedule a press conference. If you didn’t have any friends in the media, or if the journalists you called didn’t like what you had to say, then your story died.

Today you don’t need the media to get your message out. If you have something to say, you take your message directly to the people. Even more, you can shut down media attacks against you! Several media outlets wrote hostile articles about me. My name has grown even bigger, as I am my own media outlet.

Today’s Twitter is tomorrow’s news.

Until recently journalists loved social media, social media lined their pockets:

- Journalist writes a story.
- Readers share and discuss the story.
- Websites gets more pages views and journalists set the agenda.

Social media was great until a mindset shift happened. Readers became writers. Readers began setting the agenda.

Social media is the new media. Everyone in media knows this, and everyone is terrified.

“Journalism is just repeating what happened on Twitter yesterday.” – Hoan Ton-That

To crush your enemies you must know them.

Imagine what it must feel like to be a “professional journalist.” One way to understand your enemy is to perform a psychodrama exercise, as taught by Gerry Spence.

Spence calls this “crawling into the hide” of the other side. Use the first person when trying to really get deep inside someone’s head. I might perform the exercise as follows: “I’ll never get rich doing this job, but it’s a living. People respect and admire me, and many fear me. I instill a sense of dread in others when they see me seeking comment from them. I also control what the people think and have immense power over elections. If I play the game right, I’ll marry into money or maybe hit it big with a massive book release.”

Being a journalist is a huge ego boost and sends a lot of people on a power trip. To understand why most go into journalism, read what Matt Taibbi, a fact-checker for Rolling Stone, said of journalism: The extraction of the humiliating public apology is one of the media’s most powerful weapons. Someone becomes famous, we dig up dirt on the person, we rub it in his or her nose, and then we demand that the person get down on bended knee and beg forgiveness.

Taibbi, incidentally, does not consider himself a terrible person. You can easily say you only extract humiliating public apologies from bad people.
At its best, journalism allows virtuous people to put sociopaths in check. At worst, journalists are sociopaths who attack all who celebrate life and beauty.

**When you threaten the power structure, people get pissed.**

Imagine that our adversaries are not evil, they are misguided. (Remember, this is about “crawling into the hide” of the other person. We are not imposing our value judgements on them.)

Our adversaries believe sincerely that right-wing extremists pose a threat to migrants, and moreover, that Europe should open its borders to Syrian refugees.

Again, do not judge them or roll your eyes. Really imagine that’s what they feel.

When you hear about rapes in Cologne, you have the power to ensure no one else hears about this. You are the gate keeper of the narrative.

Even otherwise well-intentioned people become dishonest. [Glen Greenwald, a lawyer and journalist who I still admire](#) despite his cognitive dissonance on the rapefugee problem, made a conscious decision to cover-up the Cologne and Rotherham rapes.

**Social media forced the media to report about the rapefugee crisis.**

Journalists have long known migrants rove in rape gangs. They have had the power to keep this information from the public for years. Social media has taken away the media’s power. Because of citizen journalists like yourself, the mainstream media has been compelled to report on rapefugee activity throughout the EU.

- **Frankfurt:** Several women have reported New Year sexual assaults to police
- **Hamburg:** At least 53 cases of harassment, of which 39 are of sexual harassment, have been reported
- **Helsinki:** 3 reported sexual assaults on women
- **Zürich:** A total of about 6 women now say they were sexually assaulted
- **Salzburg:** Several women in the Austrian city of Salzburg have said they were sexually assaulted on New Year’s Eve
- **Cologne:** More than 500 complaints filed over New Year’s Eve assaults
- **Stuttgart and Duesseldorf:** Women in this cities have filed complaints with police saying they were groped, molested or robbed by unruly mobs on NYE.

(Read [this stunning and exhaustive list at Reddit](#).)

**Social media has taken away the media’s power to choose the next President of the United States.**

Naval Ravikant is one of few who recognizes the power social media has had over the rise of Donald Trump. (Read: [Why Donald Trump is Winning](#).)

“Social media allows the masses to bypass the mass media, gatekeeper of the elites.” – Naval Ravikant

Is Naval the only person in tech and media to understand the power of social media?
Perhaps a more sinister explanation is that everyone in tech and media knows all too well the power ordinary citizens now have.

**Angela Merkel meets with Mark Zuckerberg to censor Facebook.**

Angela Merkel is the chancellor of Germany, and her policies have led to more rapes of European women than all of my blog posts multiplied by infinity. Merkel and her friends in the press were able to cover up the rapefugee crisis and needed help. Merkel met personally with Facebook CEO and founder Mark Zuckerberg to discuss ways to take away the power of ordinary citizens to speak their minds. Twitter has also censored anti-Merkel hashtags, thus preventing ordinary citizens from participating in the democratic process.

**Twitter Censors Milo Yiannopoulos**

Milo Yiannopoulos is one of the few journalists who understands the power of social media. He doesn’t merely link to his articles, as most do on Twitter. He instead engages with his audience and even often crowd sources story ideas.

(Read: Why I’m Winning by Milo Yiannopoulos.)

Because of his efforts, Yiannopoulos is his own media empire. His Twitter receives more traffic than most major media websites. Yiannopoulos’s Twitter account received over 6 million profile visits and his Tweets received 74 million page views.

Yiannopoulos is also a gay man of the people. He engages with people who call him names, laughs it off, and never plays the victim. To say Yiannopoulos has a large and devoted fan base would be an understatement. After Twitter censored Milo, we created a hashtag #JeSuisMilo, which trended worldwide. #JeSuisMilo was the #1 story on Twitter until Twitter manually took it down.

Because he poses a threat to the power structure, Twitter is looking for ways to ban him from Twitter. Read: Twitter is taking a side in the culture war.

**The nit-picky ways we are censored by Facebook and Twitter.**

Apple pulled Gorilla Mindset from its store, five months after it was approved, due to an alleged “formatting” problem with my name. When I spoke up about this, people said it was much ado about nothing. When iTunes removed my podcast, I caused an uproar. Thanks to you, my podcast was back up in under four hours. As a leader on social media, I see what others don’t. Last month my Tweets had just under 18 million page views.

Currently tech companies are fingering us in smaller ways. It’s minor censorship, a frog-in-a-pot scenario we aren’t supposed to notice.

- Milo lost his verified status on Twitter.
- GamerGate-related hashtags won’t trend on Twitter.
- Hashtags critical of political elites do not auto-complete.
- Facebook bans people for sharing “bad” right-wing thoughts.
- Saying “Kill all white men” is allowed on both Facebook and Twitter.
The fight for social media is the fight for democracy.

Most people believe social media is a scrap book for your life, and if Zuckerberg has his way, that’s what Facebook will be for.

The rubes and slobs can share memes, but if you share any thoughts that threaten the political establishment, you’re finished.

If Jack Dorsey has his way, the mainstream media will regain its power as gate keepers of information.

The rapefugee crisis will not be reported. The brutal beatings of women will be swept under the rug. Presidential elections will involve two sides of the same globalist coin.

Keep fighting back.

We hit the power elite hard in 2015 and will keep hitting them harder. How can you hit back? Recognize the power of social media. If you have some spare time, start a Twitter account and share articles. Ask journalists like Glenn Greenwald they aren’t covering the rapefugee crisis. Share articles from Yiannopoulos and others who have your back.

Become your own media empire.

If you’re a waiter or bartender, know what influential tech and government officials look like. You have a smart phone. Start taking pictures. Listen to conversations. Join our international media network. We can do this. Together.

Do you know where else media has lost its power? Publishing!

Once upon a time, if you wanted to have a successful book launch you needed friends in media to promote your work. The arrangement worked like so:

- Go beg a publishing house to publish your work,
- Sign crappy contract giving royalties to publisher,
- Publisher has buddies in media write about your work.

The media is losing power over book publishing as well, due to social media. Not a single journalist or mainstream source has promoted Gorilla Mindset. Gorilla Mindset was the most successful independent non-fiction book launch of 2015. I bypassed the gate keepers.

I teach you how to live life on your terms in Gorilla Mindset.
15.1.2016 – The Most Inspiring Man in the World (Meet Fredrick Brennan)

I’ve travelled the world in search of universal meaning. **What is happiness?** What is the good life? Who inspires others? While I have not answered every existential question, I have answered one. I have met the most inspirational man on the planet – Fredrick Brennan a/k/a Hotwheels of 8Chan.

It would be an insult to my friend and client to consider him inspirational because of his “disability.” Hotwheels is an inspiration because he lives life on his terms.

Hot Wheels was born with a rare condition known as brittle bone disease.

**Hotwheels’ medical condition is the least interesting aspect of his life.**

Hot Wheels has

- been left for dead in a New York winter after being robbed,
- started his own company at 15,
- defended free speech,
- lived abroad to “hack” his life,
- had his livelihood stolen by social justice warriors,
- never complained or adopted a victim mindset.

He’s done all of the above and more while never complaining.

**I met Hotwheels in 2015 to discuss his life and learn from him.**

Every day I get the same cry baby emails and messages on Twitter.

“Mike, I want to live life on my terms, but

- People might make fun of me.
- My parents won’t approve.
- My wife won’t let me.
- I’m a gigantic cry baby.

**Hotwheels had a choice, and unlike the cry babies, he choose himself.**

Since he suffers from a disability and is a U.S. citizen, he could receive money and other government benefits. However, the government would also demand he live in a home-care facility. Hotwheels wanted to live free or die, and thus he moved to the Philippines, where the income he earns is able to sustain him.

**Yet Hotwheels’ choice have come at a cost. Because he does not embrace victimization, social justice warriors attacked him.**

Hotwheels used to earn his living off of Patreon. Patreon is a company that allows people to support content creators. You, me, and others can make a monthly, recurring contribution to developers and artists like Hotwheels. Because Hotwheels runs a free-speech company called 8Chan, he was attacked. On 8Chan people are allowed to criticize social justice warriors and con artists like Zoe Quinn, Brian Wu, and Anita Sarkeesian. Social justice warriors met with Patreon founders, cried to them, and had them re-write their rules to explicitly ban Hotwheels from their service. If Hotwheels had chosen to adopt a victim mindset, he’d be a “hero.” Instead he is persecuted by the system.
Hotwheels v. Real Social Dynamics

I was on my way to the gym on a Saturday morning when an email arrived. Mike, Real Social Dynamics is threatening me with a lawsuit. What should I do? I dropped everything, emailed my close friend and lawyer Marc Randazza, and began drafting a Fuck You letter to the cucks at Real Social Dynamics.

Read: Marc Randazza Emasculates Pick-Up Artist, Legal Counsel In Hilariously Brutal Response To A Bogus Takedown Demand

Where as others – even lawyers – back down when threatened with lawsuits, Hotwheels stood his ground. Real Social Dynamics and Julien Blanc backed down like the cucks that they are.

Hotwheels was left for dead in a cold New York winter. He lived to tell about it.

After raising money to buy himself a wheel chair, Hotwheels faced calamity. He was mugged by a savage. Even worse, Hotwheels was mugged by the same man he was trying to help:

“There was this homeless guy,” he said. “He took an immediate interest in me.” The man said he helped people navigate the terminal and get where they need to go. “I guess he thought I was a tourist. I followed him. Very stupid, because I knew where it was.”

They got to the machine and the man asked for a dollar. Mr. Brennan pulled out his wallet and obliged. The man asked for another — “Come on, I can’t even buy a hot dog with this” — and Mr. Brennan forked it over. The man left. Mr. Brennan started the process of buying a new MetroCard, his wallet resting in his lap. And then the man doubled back, grabbed the wallet and bolted. After calling police for help, he got lost in the shuffle. He was left outside in the snow, where he nearly died of hypothermia.

Read: City Newcomer Is Let Down by a Stranger, Then the Police

Hotwheels is the most inspirational man in the world.

I’m proud to call Hotwheels a friend and client, although that’s selfish. Knowing men like Hotwheels exist inspire me to achieve greatness. Why did Hotwheels found a company without any support from the system as a teenager? How was he able to ensure attacks from SJWs without feeling like a victim? How does a man who nearly died in a snowstorm keep moving forward?

Some people see a young man in a wheelchair.
I see a random guy next to a hero of free speech and inspiration to all.

Keep moving forward, Fredrick.

You’ve done more in two decades than most of us will accomplish in a lifetime.
For years you’ve asked me to set up a monthly time for all of us to talk about a given book. As an experiment we will set one up. The first book to discuss is *Presence: Bringing Your Boldest Self to Your Biggest Challenges* by Amy Cuddy.

Amy Cuddy gave world-famous TED talk on body language, posture, and mood. As I relied on Cuddy’s research in Gorilla Mindset and in *developing my own posture exercises*, it’s only fair to read and review her book.

My vision for the book club is straightforward. We choose a book each month that relates to mindset, health and fitness, marketing, charisma, or persuasion. (No politics!)

After reading the book, we’ll hold a conference call – similar to the Brainstorm session I had with Vox Day. There’s a catch.

*I won’t allow freeloaders to waste the group’s time.*

Before you’re allowed on the book club call, you have to submit a one-page report of the book. This report doesn’t need to be detailed, but it must include three to five “big ideas” from the book.

*How much does the book club cost?*

Memberships is limited to those who have purchased a copy of Gorilla Mindset. Although Gorilla Mindset will not be discussed at book club, familiarity with mindset concepts will make your contributions to discussion more productive.

*When will it meet?*

To be determined, although the end of the month is most likely.

*How do you join?*

Send an email to Shauna.Danger@gmail.com In the subject line, put, “Mike Cernovich Book Club.”

We get a lot of emails. Be sure to put “Mike Cernovich Book Club” in the subject line or we might miss it.

[You can buy Presence here.](#)

Today the establishment media, when outright not lying to the people is generally clueless, has begun writing article’s explaining Trump’s rise. They are playing catch with me, as I called the election for Trump in early August.

I hadn’t followed politics closely and wasn’t a Trump fan boy, but I saw his rise from the beginning, and I explained why Trump would rise. Many people want to know how I could see what others could not.

Us-v-Them/Identity politics

How I made the “real American” meme.

Articles about Donald Trump are now mentioning that voters identify with Trump as a “real American.” This phrase appears in a recent article in the Atlantic by David Frum and in a Breitbart article by Ann Coulter.

I have travelled in many worlds. I’m well-educated and could have played the game all the way to D.C. I also grew up working class.

What I learned is that the GOP hates people like my family. We are “flyover red necks” to them. I’d listen at cocktail parties while GOP insiders mocked the type of people I grew up with and loved.

There had been a one-way identity war going on, with DC media writers like Ross “Doughboy” Ross Douthat and Josh “My dad gets me great jobs” Barro mocking and attacking working class people.

The rest of America woke up. We realize the media hates us, and we are returning the favor.

There are real Americans (us) and we are fighting against the GOP establishment. I created that meme using that phrase as an us-v-them tactic. Read: Donald Trump and Real Americans.

Now let’s be clear. I hate the establishment. I do not troll cuckservatives merely for attention. I seek to destroy the establishment, as they hate Americans such as me and my family.

This war is personal for me.

“Persuasion is persuasion.”

Donald Trump is a worldwide best-selling author, a billionaire real estate developer, successful public speaker, and TV personality. What do those professions have in common?

In a word, sales.

Note: everything is sales!

Selling books is a brutal business. I encourage everyone who is smarter than Donald Trump to write, publish, and promote a book. See if you can sell more than the 500 copies the average book sells.

(Yes, the average book sold through big publishing houses sells 500 copies.)
Then go sell some real estate. But before you can sell real estate, you’re going to need to obtain approval from various corrupt city officials. You’ll also have to deal with strong-arming from the local organized crime bosses.

While selling millions of books worldwide while doing real estate deals, sell out events for the Learning Annex. (If you lived in Los Angeles during the 90s, you remember seeing those red newspaper vending machines advertising Trump’s events at the Learning Annex.)

Then start a television series that everyone said was going to fail. Make it the #1 show on television. Trump knows how to sell, which means he knows how to persuade.

Persuasion is persuasion.

“Masculinity always wins.”

Women follow strong men, and weak men follow where the women lead. (Read: Masculinity always wins.)

Note: masculinity always wins! Learn to become a masculine man!

Do high value men respect him? Do beautiful women desire him? What are his children like? Trump has always dated beautiful women while enjoying the respect of dominant men. Trump also has three children. All of them have avoided the typical scandals afflicting “celebrity children.”

Trump controls the narrative.

For decades the GOP has played defense. One might even call the GOP the “We’re not party.”

“We’re not racist.”
“We’re not sexist.”
“We’re not homophobic.”

The media kept the GOP on its back foot using a simple two-step process.

- Create story accusing media is being hateful.
- Invite a cuck on to explain himself.

Trump does not explain himself on the media platforms that attack him. He created his own platforms and took advantage of Twitter.

Become a political psychologist, not a political theorist.

Note: remember!

How can you spot the trends like I do? Understand men and women. Women follow the lead of strong men. The beta males follow the women. Understand this and you understand all of human existence.
How can you change history?

I have been changing history. Memes I've shared and language patterns unique to me are finding their way into the mainstream media. I am even persona non grata among the establishment press. You’ll notice establishment media types engage “nameless, faceless trolls” on Twitter. But they all ignore me, as my influence grows.

They realize giving me attention will cause them to continue losing readers.

I don’t keep any secrets from you.

I overtly share my marketing techniques. I tell you when I’m marketing to you. Why hide?

I have two books on how to develop a dominant mindset, and rumor has it that Trump is a big fan of Gorilla Mindset.
21.1.2016 – Frequently Asked Twitter Questions

These same questions arise over and over, so I’ll answer them here. Post your questions and comments and I’ll update this post with answers to the best ones.

**Why is your Twitter so… ?**

That’s how you found my Twitter, isn’t it?

To be less glib, you must understand something. I’m a writer. Writers want — or even need — people to read them.

To the chagrin of haters worldwide, my debut book *Gorilla Mindset* was a big hit, and by many accounts was the most successful independent book release of 2015.

If you think my Twitter is too edgy, go drink soy lattes while watching PBS specials on white privilege.

**Are you a troll?**

What’s a troll?

I use drama and rhetoric to get an important message out to the world, and my views often incite people into rage spirals.

That’s not my fault.

Your emotions are not my personal responsibility.

If my Twitter offends you, it’s because you’re weak.

"**Why did you delete those Tweets?**"

I A-B test on Twitter in various ways. I’ll word the same concept differently. This helps me find the most impactful language.

It’s a source of continued amusement when people say my Twitter is random or chaotic. There’s data behind what I do.

I also delete Tweets that do not receive enough impressions.

If you’re the one wondering why a Tweet mentioning you was deleted, it’s because you didn’t deliver. If you don’t bring entertainment or education to my audience, you failed and go down the memory hole.

I have thousands of stalkers who screen cap everything I post online. I have no desire to hide anything I’ve written.

You can find a record of anything I’ve Tweeted.

**What do you really believe?**

Who cares? I don’t ask what any of you believe. You could be BlackLivesMatters activists, Oprah fans, or neo-Nazis. It’s none of my business. As a writer I do not pry into your private life.

There’s often a mindset that reading someone’s writing makes you own them.

If anything I should screen you. What if we are ideological enemies and you use the power of Gorilla Mindset to win on issues I oppose? Should I let you buy Gorilla Mindset?
How can I build up my own Twitter following?

Twitter is a machine gun.

The more I Tweet, the more followers I get.

This is data-tested.

I used to think I Tweeted too much. Won’t people get annoyed?

The data shows that more Tweets = more followers.

The main reason for this is that 60% of Twitter users are on mobile devices. If you don’t Tweet frequently, your Tweet won’t appear on the top of the users device.

You should also avoid generic hashtags like #Life and #Success. No one clicks on those hashtags looking for new accounts to follow.

When you see a hashtag trending, crash it. Post counter-intuitive thoughts. In NLP this is called a pattern interrupt. A pattern interrupt occurs when you’re expecting to see something and then see something entirely different.

For example, #BlackLivesMatter is a hash tag created by an anti-white hate group. Tweets to the hashtag are supposed to show “solidarity” with others who hate whites.

Whenever a black is killed by another black, I tag the link to the article #BlackLivesMatter.

The Tweet gets attention.

Finally, don’t Tweet your way too far up. Here’s what I mean.

If you have 500 followers, trolling Seth Rogen might not be a best idea. He’ll ignore you, as you’re small enough to ignore.

You instead want to troll someone who is a tier above you.
A good rule of thumb is to never try to more than 10x your trolling.

If you have 500 followers, at most talk to someone with 5,000 followers. If you have 5,000 followers, have spirited discussions with someone who has 50,000 followers.

Have any other questions?

Post them below.

Then read Gorilla Mindset, because it’s better than Twitter.
21.1.2016 – How to use Twitter effectively

Tweet often, get attention by crashing hashtags and don’t tweet your way too far up!

Twitter is a machine gun. The more I Tweet, the more followers I get.

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22.1.2016 – Will National Review’s Hit Piece on Trump Succeed?

National Review devoted a full article to explaining why Donald Trump, unlike Mitt Romney (who supported abortion and Obamacare), George W. Bush (who grew the federal government more than any president since Lyndon B. Johnson) and Marco Rubio (who supports illegal immigration) is not a true conservative.

The article is full of energy and enthusiasm. It is easy to see why National Review is a hit among young people.

Glenn Beck has an article explaining how you can develop a stronger masculine identity by scamming old people and crying on TV.

Erik Erickson has an article chastising America’s youth for engaging in sinful conduct such as gluttony and self-indulgence.

John Podhoretz, who inherited a once-successful (now failing) magazine from his father, writes about the importance of masculine self-reliance.

Donald Trump is in big trouble.

**Demographics are destiny, and here are some fascinating reader demographics from National Review:**

- 50% of its readers are over 66 years old.
- Only 5% of its readers are 25 or younger.

Anyone who has looked at an actuary table knows National Review has been living off of rich GOP donors rather than readers. National Review keeps moving the goal post to define conservatism as, “Whatever our sugar daddy tells us conservative means.”

I’d like to see a full accounting from both NR and its staff writers.

Who pays for their staff writers lunches, dinners, and vacations?

**Who keeps NR operating?**

**Hint:** It’s the same GOP elite who wanted Jeb Bush in office and who now want Rubio in office. National Review is a propaganda pamphlet funded by globalists who look down on real Americans. National Review is a globalist organization, and its latest power play has already backfired in hilarious ways.
22.1.2016 – How Small Mindset Shifts Lead to Big Results

We often think we need to make huge changes in our lives to see huge results. Sometimes that is true, although often a small mindset shift will have a massive impact. If you want proof of this, consider these two ways of looking at the political media.

- The media is the fourth estate. It keeps the government in check. When the media attacks you, you should respond. Where appropriate, you should apologize.
- The media is my marketing and public relations team. When I want to get my message out, I use them.

Which media mindset does Donald Trump have?

Is it working?

*Mindset fascinates me because I had always heard, “Get your mind right,” or, “Mindset is everything.”*

No one ever explained what any of those phrases meant, until I wrote Gorilla Mindset.

Gorilla Mindset is full of simple mindset shifts you can make — mindset shifts like the one listed above. As a UK reviewer observed, “Mike does an excellent job of setting out habits and mindset shifts that you can start to apply immediately.”

Mindset is everywhere.

When you develop your own mindset, you’ll see reality entirely differently.

You’ll understand Trump’s rise, even if you hate the man.
You’ll understand the game he plays.
You’ll even learn how to play games of your own.

First you must make those Gorilla Mindset shifts on your own, which you can learn how to do here.
Marc Randazza is one of America’s leading free speech lawyers. Randazza’s practice is actually worldwide, and he had a huge victory against social justice warriors.

In the #TeamHarpy lawsuit, SJWs falsely accused a man of being a sexual predator. The man sued and received something no one has ever gotten from social justice warriors – an apology.

In this videocast we cover:

- Gregory Alan Elliott prosecution in Canada
- Free speech in Canada
- How BlackLivesMatter is alienating people who were sympathetic to issues of police misconduct
- The importance of recognizing that white men are everyone’s favorite whipping boys, and how to avoid developing a victim’s mindset
- Whether the ACLU even cares about free speech anymore
- Why Anita Sarkeesian should be allowed to give talks at public universities
- Milo Yiannopoulos
- Twitter’s selective enforcement of rules violations
- Male and female privilege
- The #TeamHarpy lawsuit Randazza brought against SJWs
- The ways women use revenge porn to harass other women

Before you start listening, it’s worth making a point.

Marc and I are as far apart politically as you can imagine. He’s “far left” and I’m “far right.”

(Whatever those terms mean today is anyone’s guess.)

You don’t have to agree with someone to like them or to enjoy their company. Hating people because they disagree with you is for feminists and social justice warriors, not for free-thinking, independent people.

There’s not and never will be a “political purity test” at Danger & Play.

Enjoy!
23.1.2016 – Dr. Anjali Ramkissoon’s Drunken Meltdown is a Case Study in Matriarchy

Those who believe the West is a patriarchy should talk to my Uber driver in London, who told me he had to install a video camera in his car to protect himself from false rape accusations. “All of the drivers do it,” he explained, as a fellow driver been falsely accused of raping a girl. The driver avoided prison only because he turns on his iPhone’s video camera after getting a bad vibe from the girl.

Uber drivers in London also drop girls off at the police station, my driver explained, as it’s common for women to pass out drunk in the back seat.

Falsely accusing cab drivers of rape is a favorite feminist past time, it seems, with cases being reported worldwide.

- Cab driver falsely accused of rape saved by his phone app
- Woman jailed for lying to police that taxi driver had sexually assaulted her in his cab after he proved his innocence with a smartphone app recording of their conversation
- Court rules taxi driver falsely accused of rape can receive compensation in legal first

Many of these falsely accused men, it’s worth noting, are Muslim immigrants who were working to build better lives for themselves and their families. One might wonder if the lack of respect Muslim migrant men show Western women is a product of bigotry, or are they responding to what they see every night?

An American uber driver was recently saved from a harrowing experience with a violent feminist.

Dr. Anjali Ramkissoon behaved exactly how you’d expect a woman raised under matriarchy to behave.

When an uber driver arrived to pick up the person who called him, Anjali Ramkissoon jumped into the uber. The driver was terrified, as he knew someone like her could easily falsely accuse him of rape.

UPDATE: Anjali Ramkissoon has been fired from her residency.

Immigrant uber drivers are also less brainwashed than Western men. Immigrants know that if a woman accuses you of rape, there is no “rape culture” that will allow you to escape prosecution. You’ll be arrested and charged with rape unless you can prove yourself innocent of the crime.

After the driver begged Anjali Ramkissoon to leave, she attacked him. She jumped into his car. She destroyed the inside of his car. The driver was not able to defend himself or his property, which is exactly how a man would act in a matriarchy.

Later Anjali Ramkissoon ran from police, attacking them. After crying, Anjali Ramkissoon was released from police custody. She was never arrested or charged, which is exactly what you’d expect to occur in a matriarchy.

If this video had not been released, Anjali Ramkissoon would continue living in a matriarchal society.

To be frank, Anjali Ramkissoon is a worthless party slut. She was admitted to medical school on gender-based affirmative action programs.
She will con some man into marrying her. She’ll later divorce him and obtain full custody of their children.

You cannot look at how Anjali Ramkissoon behaved and conclude that the West is anything other than a matriarchal society.

The reaction many will have to this article will be even more proof we live in a matriarchy.

People will be more outraged that I called Anjali Ramkissoon a dumb drunk party slut than they will be at watching a woman torment a service employee.

**The matriarchy is real, and the West is falling.**

*Masculinity is imposition of will.* A man imposes his will on reality or he dies.

Western men don’t even have the courage to call Ramkissoon what she is – a worthless, abusive, miserable drunk skank.

Western men white knight and “defend the honor” of disease bags like this.

As a man, respect yourself. Party girls are worthless. Do not associate with them. Do not white knight for them. Do not defend them. Do not treat them as anything other more than they are – a fun night.

Even then, be careful. If you have your fun with someone like Ramkissoon, good luck defending yourself from a false rape accusation.

Masculinity is on the decline, and many don’t realize how bad the situation is. There are answers out there.

*People love my book* Danger & Play: Essays on Masculinity.
Social media is poison for vain men and most women, though I love social media. Social media, with an emphasis on media, is a great way to spread your message. But you must use it correctly, which most don’t.

A reader asks my take on social media: ‘Do you feel sometimes happier or sad, more popular or not respected enough as a personality because of the number of likes you receive? Do you feel alone if you stop being active on social media and stop receiving likes and comments? How high is the percentage of social media boosting your business?’

I’m like a robot on social media. I don’t “feel” anything based on likes or dislikes. It’s all raw data, and this is easy enough to demonstrate.

Those of you from “way back in the day,” ask yourselves how many pictures I posted of myself. Almost none. I don’t care to have my pictures out there. I don’t mind, either, but whether people think I’m hot or not doesn’t register with my consciousness.

I’ve learned from social media that people like pics of me. I post more pictures of myself because that’s what people want. If people wanted me to post more pictures of sunsets, I’d do that.

Mindset: Look for the overlap of what people want and want you’re willing to produce.

I won’t post stuff on social media or Danger & Play that I don’t want to, but there are any number of topics to write about and articles for me to share. I’m always looking for the overlap.

The same is true of articles and books I write. When the data tells me there’s a demand, I meet the demand if it interests me. I have a lot of passion, and that shows in my writing. Yet it’s stupid to direct that passion towards subjects you don’t care about. Writing only about what you or others cared about would turn out the fire I have burning inside me.

Note: important!

Life is about finding ways to do what you want while giving others what they want.

Most people are ruining their businesses by being on social media.

For years Danger & Play was banned from Facebook. People would tell me it was business suicide to not be on Facebook. Without being on Facebook, D&P had record growth. People spend hours on Facebook “engaging.” They rush to answer messages.

What’s the ROI of those hours spent online?

Note: always think about the ROI of any TIME investment you make!

Let’s say I spent two hours “engaging” online. In 2 hours I can write 2,000 words. 2,000 words is a post at Danger & Play that will get readers and sell books. It’s also, when edited down to 1,000 words, a nice chunk out of my next book. If you can’t track the ROI in real terms beyond “engagement” and “brand awareness, yo,” then you’re a clown.
People hate themselves and need outside validation. That’s the genius of Facebook’s business model.

I check out the fit bro sites now and then, as people would hire me to consult (I no longer accept fitness clients). You see men and women posting picture after picture of themselves in various semi-pornographic poses.

They are really hot and ripped and tan. Have you noticed lately?!

I’m all for posting pics people like when there’s an ROI to it. Yet some of these people were authors or aspiring authors. I’d ask them, “How many copies of your books do those pictures sell?”

They’d keep circling around to saying, “My body is my business card!” That’s fine.

Retards look at pictures. Readers read articles. If you want to sell books, you need to write articles.

*Hint: You sell books by writing high quality articles, not posting naked pictures of yourself.*

I later realized that most people in fitness have severe mental health issues/pathological narcissism, and that’s why I don’t work with fitbros on their businesses.

**Social media is a safe haven for frauds.**

If you want to scam people, social media is great. Everyone sees pictures of various gurus “living the life.” Those cars are rented. The houses belong to someone else. (You can rent homes for photo shoots.) But you can con people into believing you’re living the dream. Get them to join a mastermind group.

It’s a business model that works. Now it’s not a fun business model. Your clients will be retards and cry babies. They will suck you dry. If you have a conscience, you won’t feel good about what you do.

**Mastermind groups are the great scam of the decade.**

Everywhere I look people are staring mastermind groups. It’s a great scam and if you want to make money online, go for it. Here’s how to do it.

- Create an awesome social media. Be fake as fuck. Buy followers for social proof. If you’re a man take steroids while claiming to be all natural.
- **Tell people that if they take themselves seriously, they need to INVEST in themselves.**
- Use terms like “Take your life to the next level,” “Are you sick and tired of being sick and tired,” and post bogus before-and-after pictures. Hint: If you know a pregnant woman, post pictures of her during pregnancy as the “before” photo. No one needs to know she was pregnant at the time!
- **Get them to sign contracts. $500 a month is the market rate for mastermind groups. You can create tiers to charge more.**
- Profit.

That does work. Most of those guys who run those scams burn out after a year or two and look like shit. That’s a small price to pay to be able to buy a cool car.
Is my Twitter a waste of time?

That depends.

Twitter is largely political and social activism for me. In that regard, it’s not a waste of time. Twitter also sells books. Proof is this is how often people tell me they bought Gorilla Mindset after finding me on Twitter.

What’s the ROI on Twitter v. writing other books?

My current writing schedule is one big book launch a year, and my next three books are outlined. If I gave up Twitter, I could do two big book launches a year.

(Some people have writer’s block. I have anti-writer’s block. There’s too much for me to say!)

Twitter is great and I love it, but it’d be delusional to say there aren’t higher-ROI ways for me to spend my time writing.

On the other hand, book launches are a lot of work. The Gorilla Mindset book launch took a lot out of me and I’m still recovering. Two books a year might be a bit much.

Social media and your business.

The best way to see if social media helps your business is to define your business. Then measure social media’s effect on your business. I have two parallel businesses – my non-profit and my for-profit.

My non-profit is my social and political outreach. That business is measured in people reached. Social media lets me reach millions of people. Not potential people. Millions of people saw my photos on the Syrian “refugee” crisis.

- Read: Why governments want to censor my social media.

I pay my bills at Danger & Play. I’m in the mindset business, I’m a professional writer, and my business is measured in books sold. Social media sells books for me as people learn about me via social media. I know this because I’ve tracked sales and people have told me how they found me.

See what I did there?

- What’s your business?
- What was social media’s effect, and how do you know it?

If you think that sounds simple, start asking people how they use social media to build their business.

It’s cult thinking.

“Engagement!” “Outreach!” “Influencers!”
Your social media is you.

If you need the rush or ego fill of social media, hey, go for it.

I’m not here to tell you how to live your life. I’m here to tell you how to live life on your terms.

Living life on your terms requires a high amount of self-awareness and the ability to criticize yourself. If you’re spending hours on social media while telling yourself it’s for “engagement,” that’s a problem. You’re lying to yourself. You’re seeking ego fill and narcissistic supply.

I’d rather you said, “I’m hopelessly insecure and need validation online to make me feel like it matters,” than to say, “Social media is CRUCIAL to my business as it’s ENGAGEMENT with INFLUENCERS.”

When you’re honest with yourself about your motivations, you can change your life.

Until you develop the ability to brutalize yourself with painful criticism, your life won’t change.

If you want to change your life, read and apply Gorilla Mindset.

Disclosure: If all you do is read Gorilla Mindset, you’ve wasted your time and money. You must apply it to your life, as so many others have.

Although it sounds home spun, these two rules of human nature would have saved me thousands of hours and even more thousands of dollars. If you learn and apply these rules to your life, you’ll live a more rewarding life surrounded by people who matter. Fail to heed these rules and prepare for a life of drama.

Note – very important: REMEMBER!

Rule 1. People are who they are.

Rule 2. People will do what they do.

Add in for the rest of their lives.

Your family won’t change. If your parents are negative and toxic, they will always be negative and toxic.

The guy you meet today is going to be the same guy or girl in twenty years. The only difference will be wrinkles, divorces, a bankruptcy or two, and maybe some children.

The beautiful girl you “fell in love with,” if basic today, is going to be old and basic in a few years.

The rules of being human are not a moral judgment.

Often we let people stick around in our lives longer than they should because “they aren't bad people,” or they “mean well.”

Your life will be fundamentally better when you stop turning everything into a morality play.

I stopped questioning whether some behavior came from a “bad place” or a “good place.” I look only at outcomes.

My life satisfaction improved by at least 25% when motives became irrelevant.

These rules are important to remember because we are constantly changing and growing.

If you’re committed to excellence, you’re going to move on from a lot of people in your life. They’ll fight hard to keep you in their lives. They’ll beg, plead, and even create drama. They’ll email asking for advice. But they won’t change, and you’re wasting your time expecting them to.

P.S. Gorilla Mindset is at 235 reviews in the U.S. and 32 in the U.K. Thanks to all who have left reviews. Your views make a huge difference. If you haven’t already, you can leave one here if you live in the U.S. and here for UK readers.
Momentum is movement, and the easiest way to lose momentum is to never start. The second way to lose momentum is to stop moving.

What prevents movement? Fear.

And I’m dealing with some fear of my own.

How can I be afraid? Good question. Right now my life should be easy. Gorilla Mindset was a smash hit. Danger & Play was a far bigger hit than I imagined, and my war on men book is going to be huge. Web traffic is up, and all is well.

There is entire an entire subculture around Danger & Play. I can go to any city in the world and meet like-minded men.

But you can’t go to a higher level doing more of the same. You must do something different.

To change culture, you create films.

Raise your hand if you started lifting weights after watching Pumping Iron. Even if that’s not you, the person who got you into lifting got his start after watching Pumping Iron.

A killer documentary changes the conversation. Fat, Sick, and Nearly Dead started the juicing movement in the U.S. Forks Overs Knives and Cowspiracy have raised awareness of animal cruelty. Bigger Stronger Faster, while not leading to anabolic steroid legalization, has nevertheless changed the conversation for millions of people.

I helped fund the Red Pill as a show of force. There are a lot of shit talkers online, but when it comes time to produce a product or write a check, you don’t hear much. I proved that we – yes, it was a group project as your contributions added up to well over $10,000 – are a force. We will not be ignored.

Yet I didn’t have any creative control over the Red Pill. My role will be to promote the film when it’s released, and I will be doing that.

I’ll soon be producing a documentary on the war against free speech.

We know we are on the right side of history. We know that free speech is an American value. We know that censorship is wrong. Yet there is no film about us – about what we do and what we are about. No one in Hollywood has the courage to make a film taking on the PC culture. Everyone is running afraid of SJWs.

I’m therefore going to produce and fund a film on the war against free speech. This is scary.

This is going to cost me considerable time and money. While the project would not bankrupt me if it failed, one or two bad decisions or “passion projects” has been the downfall of many great men. There will be a lot of drama in producing a film. People want included who shouldn’t be included. I also have to figure out a plot for the film. Fortunately I’ll be working with the best guy in the business. Creator of American Milo, Loren Feldman understands these issues better than anyone.
To take our movement to the next level, to keep momentum going, I must take a huge risk.

That’s life bros.

You have to take a chance.

I could chill out and keep posting on Danger & Play, building my audience, and selling books.

I could coast on Gorilla Mindset and my next book release.

In theory I never need to work another day again. (That’s how good book sales are. Thank you!)

Coasting never works, and it’s just as likely that not making this film would have my coasting my ass back down the mountain.

If you’re not moving forward, you’ll lose momentum.

You never “make it” in life. You fight like hell to make a name for yourself or to carve out a piece of real estate, and then you either defend or expand.

Fight or die.

Note – the trick to life is not wanting to coast but to learn to ride the waves and get so good you get to choose and pick which waves you’ll ride and where they’ll take you. But you’ll always be riding until the Great Ocean decides it’s time for you to go back into the Deep from whence you came.

Fear feels good.

I haven’t been afraid in a while, and I missed the feeling.

Fear is bracing. It reminds you that you’re about to do something others won’t do.

If making an award-winning documentary that will change the national conversation was easy, everyone would do it.

I’m excited, and hope you are, too.
26.1.2016 – Why Donald Trump Won’t Show up to the FoxNews Debate

Donald Trump isn’t going to show up to the GOP debate, and the same idiots who never saw his rise are losing their minds. As one of only two people who saw Trump’s rise and predicted it, let me explain what Trump is doing.

Would you give your business competitors millions of potential customers?

Before Donald Trump ran for office, the Republican debates were snooze fests. A few people who were bored watched them. Because of Donald Trump the GOP debates have drawn huge crowds. The latest debate had 13.5 million viewers, a record number.

Those millions of people watch the debate for one reason – Trump.

No one cares about crusty Cruz, sweaty Rubio, or sleepy-eyed Jeb Bush.

When Trump shows up, his competitors have a chance to impression millions of people who otherwise wouldn’t care about them.

Trump has built up the personal brands of parasites and losers. He’s given them enough corporate welfare.

Trump did the last debates to prove a point – that he can win them.

**Trump has proven his point. He won every debate.**

He has nothing to gain by giving ratings to dishonest FoxNews and to share his millions of fans with the other candidates.

Cruz, Rubio, and the other cucks running for office need to build their own audiences.

They should read Gorilla Mindset to understand how to the game is really played.

P.S. Here’s the marketing move behind Trump’s play.

**To understand Trump’s marketing, you need to grasp two principles.**

Note – conflict based marketing. But do you have the energy to sustain it? Don’t forget good – guy marketing!

*His marketing is based on conflict, and he can sustain long-term conflicts. Trump will always start a fight (draws attention) and he’ll keep fighting, as he has incredible personal energy and momentum.*

(Read: Trump’s Mindset.)

Tonight everyone is talking about two people – Donald Trump and Megyn Kelly. They are the winners tonight. The rest of the GOP? LOL. — Mike Cernovich (@Cernovich) January 27, 2016

If I'm Cruz, I'm pissed! Totally steals the show. But they are all clowns, don't even know what the game is. https://t.co/Exf8SWnxcZ — Mike Cernovich (@Cernovich) January 27, 2016

Pundits don't even get this, that's how great Trump is. Everyone is talking about Trump and Megyn Kelly. The rest of GOP....irrelevant! — Mike Cernovich (@Cernovich) January 27, 2016

Trump introduces counter-programming to presidential debates. This is once-in-a-lifetime, bros. Hope you appreciate it. — Mike Cernovich (@Cernovich) January 27, 2016
The theme of Danger & Play is how you can go from a slave to a master mindset. You can see this theme everywhere online. If you want to write books, you don’t go knocking down doors begging English major’s to let you in. You build your own audience and sell more books than 99% of authors.

Think like a master, not like a slave. This is a message the right needs more than anyone.

Take for example this recent article in National Review. National Review, like the rest of the right, works very hard to renounce Twitter racists. Although women are being raped in Cologne and Jews are being killed in Paris, the real problem facing the world is @Ricky_Vaughn99 and his mean tweets. Why does the right work so hard renouncing trolls rather than attacking the left for allowing women to be raped? David A. French, a general at cuckmanship, offers an indirect insight into the cuck mindset:

Calling out alleged “white identity politics” is an excellent way to avoid having to debate conservatives. After all, who needs to debate racists? As my friend Ravi Zacharias frequently observes — in the battle of ideas, stigma tends to defeat dogma. In other words, if you can shame and insult your opposition, then you never have to engage their ideas.

Note – remember: stigma defeats dogma.

Read that first sentence again. Frenchie is afraid of being called a racist by the left because then the left might not debate him. Ponder what sort of mindset leads a “conservative intellectual” to live in sheer terror of being called names by people who hate his guts? Frenchie and the rest of the right wing media has the cuck mindset, which is a manifestation of the slave mindset.

Liberal media is their masters. The left might not debate them! Meanwhile women are being raped in Europe. Muslims have committed terrorist attacks on American soil. Jews have fled Paris after being murdered by “refugees.” The thought police have censored the silent majority of Americans. Rather than fight for real Americans, Frenchie and the rest of the right-wing media will continue focusing on what matters – people who post Hitler cartoons on the Internet.

How to avoid the cuck mindset?

Remember that social status is slavery. Buying expensive watches and big homes and new cars to impress other people is a form of cuckoldry. You are letting advertisers fuck you over to impress people who don’t even like you.

Note – become confident and egoless at the same time! Like a tidal wave that can tear down everything in its path and be stopped by nothing!

Reject the slavery mindset. Live for yourself. Fight for what you believe in. If you want to be on TV, start a YouTube channel. If you want to be a best-selling author, start a website and write books.

You don’t need permission from anyone to live life on your terms. Need proof? There’s a guy named Greg Guttfeld. He has a show on FoxNews. He’s one of those “bacon and boobie” clowns who represents a juvenile form of masculinity. He would never do any favors for any of us. He recently released a book, How To Be Right: The Art of Being Persuasively Correct. His book was utterly destroyed by Gorilla Mindset. That guy has a show on TV. It doesn’t matter. It’s a new world.

If you want to write books and make a name for yourself, only a bitch-made mindset can stop you.
You don’t need permission. Stop asking for it. Stop trying to impress people who don’t care if you live or die.

And, for god’s sake, if you care about the future of Western civilization, stop trying to convince liberals to let you join in their debates.
27.1.2016 – Two Games (Scott Adams Says and Donald Trump)

At the highest levels, there are always two games being played – the one you’re watching and the one you’re not. This two game theory of the world can be understood as inattentional blindness, a cognitive bias.

Inattentitional blindness, also known as perceptual blindness, is a psychological lack of attention and is not associated with any vision defects or deficits. It may be further defined as the event in which an individual fails to recognize an unexpected stimulus that is in plain sight.

What game is Scott Adams playing?
Although I read and link to Scott Adams’ posts on Trump, I find the meta of what he’s been doing to be far more interesting.

Have you been paying attention?

Adams decided to make a move into political commentary.

Becoming a political pundit is something hard for successful people to do. There’s generally a life path – go to Harvard, get an English or Poli Sci degree, slave away for a low-paying job, kiss a lot of butt, and work your way up.

One does not simply become a political pundit. Adams has become one.

What has he done?

He’s made concrete predictions. He has been right over and over again. He is the most accurate pundit in American history.

Where Adams shines is his messaging. He reminds people that he has made predictions about Trump, and that he is the only person to have done so.

Scott Adams is a hard man to ignore.
Am I still the only one predicting landslide in the general? https://t.co/H9WyLrjkax — Scott Adams (@ScottAdamsSays) January 21, 2016

Yes, he wrote about Trump, but he also engaged in a massive grassroots campaign that made it hard for people to ignore it.

If you hit Adams up on Twitter, he’ll hit you back.

(Sound familiar? This is essential. If you’re too good to talk to your readers, they are going to be too good to talk about you to others.)

Because of this, he develops a stronger fan base who remind those pundits who ignore Adams, “We are watching. We have seen his predictions. You cannot ignore him.”

Adams is now being written and talked about on national news.

He’s made himself a player.

Has anyone else ever done this?
How many page views does Scott Adams get a month?

Although Adams keeps his traffic secret, my projections put him in the 10 million page views a month range.

I’m not making that number up. I did 1.25 million page views last month, and the most-viewed posts did 400 to 500 comments.

Adams regularly has posts with 2,000 comments. While scrolling down his front page, I don’t see a post with fewer than 500 comments.

It would be shocked if he’s not at least 5x my traffic, and it’s more likely his traffic is 10x mine.

Vox, a huge site with hundreds of staffers, does 33 million page views per month, via Quantcast. (Alexa is garbage. Quantcast is official.)

Adams’ is running a one-man shop, and he’s doing 10 million views.

Adams is one man, and he’s doing more page views than most media sites.

And I bet his page views on his blog posts do more page views than any pundit does at the New York Times.

Remember that writing for the New York Times does not give you all of their page views. Each writer or blogger has his own analytics.

Adams is the most-read political pundit in the United States and maybe the world.

Moreover, people go to his site to read him. Any of those “big name” pundits would be nothing if you took away their big corporation sugary daddies.

The Scott Adams Book Selling Model.

There’s only one way to see how a book sells. You can buy Amazon reviews. You can fake Tweets with sock puppets.

But the Amazon sales rank tells the tale. Scott Adams is killing the game.

Adams book went from a sales rank of around 15,000 – before he started writing about Trump – to the low thousands. How to Fail and Almost Everything in Life Yet Still Win Big sells hundreds of copies each day. This is a two-year old book. It’s great, too.

A sales rank for a non-fiction book like Adams is outstanding.

How does he sell books? He writes about a topic of hot interest (Trump). He ties Trump’s rise to his model of the world (the moist robot hypothesis). Every article about Trump links to and shows the connection between Trump’s rise and his books. You go to Adams for Trump and leave with a book by Scott Adams. Neat, huh?
Don’t let inattentional blindness get the best of you.

There’s after an entirely different game going on right in front of your eyes.

Open them.

If you oppose a migrant invasion, you’re called racist.

Why?

The real game of immigration is not racism, it’s cheap labor.

You call people racists or nativists not to protect the civil rights of newcomers, but to decrease the wages of the working class.

Pretty smart, game, isn’t it?

What’s the even bigger lesson of Scott Adams’ rise?

He’s 58.

He hasn’t quit the game.

He decided to play and entirely different game, and he’s doing so at the highest level.

Even though he had the built-in fame from Dilbert, he still wrote his Trump posts the old-fashioned way. He sat down with an idea, took abuse, was called names, told he was a loser, hater, and everything else.

He kept pushing forward.

The fun is never over until you quit.

I’m not in any hurry to stop having fun.

Are you?

Life is more fun when you live it on your terms, which you can learn to do in Gorilla Mindset.

P.S. Did you see what I just did there?
“Politics is downstream from culture,” Andrew Breitbart observed, and the same is true of law.

Criminal prosecutions for “hate Tweets” do not come from out of nowhere. When you passively accept censorship within the private sector, censorship becomes part of the culture. Law is downstream from culture, Breitbart might have added.

Richard Dawkins is a liberal atheists feminist, as he’ll often say, in a, “But I’m a good boy!” tone of voice. His credentials were not enough to save him from being fired from a speaking gig. His offense?

He linked to this corny video comparing feminism to radical Islam.

Readers are split. Some of you think this video is hilarious, others do not.

Whatever you think, the video isn’t remotely “hate speech,” whatever that stupid word means these days.

The woman in the video being caricatured is Big Red – a woman who gained fame for acts of vandalism and violence during a protest in Canada. Dawkins was told – and apparently believed, that posting a video critical of Big Red would incite others to commit acts of violence against her.

Tweeting a link to a video was enough to get Dawkins fired.

Dawkins has lost one speaking gig already.

The Northeast Conference on Science & Skepticism has withdrawn its invitation to Richard Dawkins to participate at NECSS 2016. We have taken this action in response to Dr. Dawkins’ approving re-tweet of a highly offensive video.

We believe strongly in freedom of speech and freedom to express unpopular, and even offensive, views. However, unnecessarily divisive, counterproductive, and even hateful speech runs contrary to our mission and the environment we wish to foster at NECSS. The sentiments expressed in the video do not represent the values of NECSS or its sponsoring organizations.

We will issue a full refund to any NECSS attendee who wishes to cancel their registration due to this announcement.

The NECSS Team

Yes, NECSS believes strongly in free speech – so strongly that it fired a man for posting a link to a YouTube video.

Now Dawkins did make a major mistake. He deleted the Tweet linking to the video and apologized before he was fired. If he had read SJWs Always Lie, Dawkins would have realized that he showed weakness.

Dawkins is a moderate, and there are no room for moderates.

You’re either expressly anti-SJW, or you’re going to be swallowed up by the SJWs.

Some ask why I am “extreme.”
Add Dawkins’ name to the list of very nice men who are losing their income for not bowing down to zealots. I’ll remain Full Gorilla.

Dawkins is a genius, though he’s unwise to the ways of the world.

He needs to read SJWs Always Lie and Danger & Play to understand the screwed up world we live in.
Donald Trump, true to his word, refused to show up to a FoxNews debate. This has led to men who sweat Crisco to call Trump a beta male. A “real man,” cucks say, would show up to a debate.

“As Donald Trump is not a real man!” – Some cuck

Are men who can’t find a weight room, date beautiful women, or even write what they want to say without fear of offending the PC police qualified to comment on what a “real man” would or should do?

As an expert on masculinity in the West (don’t take my word for it, read what others have to say), I’ll tell you that Trump’s move was alpha.

The reason Trump’s rise is interesting is because the principles are universal.

Trump lives his life just as I live mine.

I do what I want to do. If I want to call someone mean names, I do. If I want to say something that’s not PC, I do. If I want to pick fights with cucks on the right, I do.

Other people might not like it. People judge me. People try to pull moral authority over me. I laugh.

The media does not have moral authority over Donald Trump or anyone else.

Why should Trump show up to a FoxNews debate? FoxNews is going to sell advertisements based on his personal brand. They are going to profit off of his image.

Think deeply about what is going on here.

The “right” is full of cucks. They believe the media has moral authority over them. They even listen to and bow down to Michael Moore.

"Grow a pair," coming from you, can only mean one thing – DD man boobs. https://t.co/Ju6glptUgy
— Mike Cernovich (@Cernovich) January 28, 2016

If FoxNews tells you to show up on their stupid shows (so that they can sell advertisements based on your image), you rush over to them. They are your media masters.

That is how slaves think.

Why does FoxNews have moral authority over Trump or you?

Why should Trump let FoxNews make millions of dollars off of Trump’s personal brand?

Remember what Donald Trump’s media mindset is:

The media is my marketing and public relations team. When I want to get my message out, I use them.

Unless you believe in God, no one has moral authority over you.
Do what you want to do.

You don’t owe anyone anything. No one has moral authority over you.

I sure don’t. When is the last time I ever told you what you must do? If anything, sometimes I drive you crazy by saying, “That’s not what I’d do, but hey, you do you.”

If a deal makes sense for you, take the deal.

If a deal doesn’t make sense for you, walk away.

Concepts like “guilt” or “shame” or “real men” play no role in your thinking.

Define your ideal life. Live like you like. The rest is white noise to tune out.

That’s how to think and live like a free man.
If you live in Sweden, you won't be able to read this news report: EXCLUSIVE – Swedish social worker was stabbed in the back and thigh as she tried to break up a fight between two teenage migrants.

UPDATE!

Sweden appears to be censoring all articles critical of refugees. Three more articles are unavailable in Sweden.

- What young woman murdered at Swedish child migrant centre told her family as she revealed fears that adults were posing as orphans
- Migrant centre where Swedish refugee worker was stabbed to death while working alone on a night shift may face corporate manslaughter charge over her murder
- Inside the Swedish town where armed gangs patrol the streets, crime has exploded and a beautiful social worker’s murder has shocked Europe

There's nothing “hateful” about any of those articles.

Even if you assume (and you should not) that “hate speech” exists, there’s no hate in the article.

But if you live in Sweden, you won’t be able to read those articles.

Want proof?

Log into a Sweden IP using your VPN.

You’ll receive this message.

The War on Free Speech is real.

And it’s only going to get more brutal.
This election season has been hilarious for a lot of reasons, although one part of the fun has dangerous implications for all of us. Namely, why do political pundits and “journalists” ignore reality? In 2016, there is one fact – yes, fact – that is undeniable. Scott Adams predicted Donald Trump’s rise. He explained in detail why Donald Trump would succeed where others said he’d fail.

There’s another fact of this election season. Pundits keep saying “No one saw Trump’s rise!” This writer thinks my Trump predictions lack detail about his technique. He might have missed a few dozen posts. https://t.co/vbNY9jAUlb — Scott Adams (@ScottAdamsSays) January 30, 2016

Why do they keep saying that no one could have seen Trump’s rise. Are they frauds? If only life were black-and-white.

Pundits cannot accept that others saw Trump’s rise because it would destroy their egos.

We will do anything to preserve our precious little egos.

Think about the last time you saw a girl who made you stop. You didn’t approach because, “She’s a bitch.”

Whenever we refuse to take action, we find some reason to explain why the action would have been pointless. As Benjamin Franklin quipped, “So convenient a thing it is to be a reasonable creature, since it enables one to find or make a reason for everything one has a mind to do.”

Rather than say, “I’m being coward here and need to take action,” we say, “Oh well that idea would never work. It’s pointless to try it.”

Note – learn to relinquish your ego. How? By realizing that people do not care about you the second you step outside their field of vision if you are not causing them either pain or pleasure. You do not matter to them as much as you think you do. It’s all in your head and it can be undone in your head. Relax, move, do – with audacity and boldness!

That’s why you won’t quit your job, start a business on the side, or talk to beautiful women.

It’s not because the idea won’t work or that you don’t want to run business or that beautiful women aren’t wonderful.

It’s because your ego is terrified of being punched.

Facing facts – that we are cowards and often wrong – is too much for people to handle.

Indeed, if I could only change one aspect of myself and everyone reading this, it’d be to change your mindset in two ways.

Change your mindset in these two ways only, your entire life will change.

- Accept mistakes as opportunities for growth.
- Refuse to define your identity based around your lowest points.

Note – fail(earning)ure(xperience)! And I, CAN (improvement, constant and neverending)!
How do you define yourself? Most people define themselves based on their mistakes or a low point. If you were a bad kid or bad father or bad husband, that’s how you define yourself.

Yet there’s more to you than that. You’re a complete and total person. You have virtues and vices. You are not defined by your lowest points. You are defined by your choice to grow from mistakes and to right wrongs in the future.

When you truly believe that, your ego goes into check.

When you are wrong about something or someone, it’s not a big deal. You learn from your mistakes.

**Most people do not live Gorilla Mindset. (And that’s why you can’t trust the news.)**

Those of you who follow me on Twitter will notice something.

Everyone says, “The only people who use the word cuckservative are basement-dwelling neo-Nazis!”

I wrote a [forward to the book Cuckservative](https://www.amazon.com/dp/1594033578). The co-authors of Cuckservative are Native Americans. Why does the media – even “conservative media” – pretend we do not exist?

Re-read what I wrote about, above.

I’m a highly successful man. I sell more books than 99% of pundits.

Recognizing that I exist would be a fatal blow to their fragile egos.

“Wait, Mike Cernovich thinks the media is weak and cucked. He’s a masculine guy. Maybe he has a point.” They must instead pretend I do not exist.

**Think globally. Can you trust the media about anything?**

Global warming models have failed. None of those predictions on climate change have come true. Yet global warming is real! Any evidence to the contrary will be ignored.

Open borders are a net positive for the natives of Western countries. Thus [rapes and crimes will be ignored at the highest and lowest levels](https://www.amazon.com/dp/1594033578).

I often call the media frauds, though that’s a bit unfair.

Journalists are humans, and they lie to themselves, as we all do.

How can journalists become truth-tellers?

First they must admit their mistakes. Set aside their egos. Recognize that they aren’t defined by their mistakes.

Second they must grow from their mistakes. As new evidence comes in, you update your mental model and understanding of the world.

In sum, journalists – and all of us – must begin living the [Gorilla Mindset](https://www.amazon.com/dp/1594033578).
UPDATE: David Brooks recently wrote a column for the NY Times proving me right.

In January of 2017 someone will stand at the U.S. Capitol and deliver an Inaugural Address. This is roughly the place where Abraham Lincoln, Franklin Roosevelt, Dwight Eisenhower and Ronald Reagan once stood. I am going to spend every single day between now and then believing that neither Donald Trump nor Ted Cruz nor Bernie Sanders will be standing on that podium. One of them could win the election, take the oath, give the speech and be riding down Pennsylvania Avenue. I will still refuse to believe it.

David Brooks denies reality, and we all do.

Change your mindset, change your life.
**31.1.2016 – Feminists Don’t Care About Rape**

Richard Dawkins identifies as a skeptic and rationalist. He examines evidence objectively before reaching conclusions. Recent behavior proves otherwise, as Dawkins has made verifiably false claims about feminism.

Let’s wade into some drama for a second. Dawkins tweeted a link out to a video critical of radical Islam as well as radical feminism. The video made points similar to ones I’ve made, namely that feminists don’t seem particular bothered when migrants/“refugee” rape women. After posting the video, Dawkins was fired from a speaking gig.

**Read:** Richard Dawkins is latest casualty in the war on free speech.

Dawkins continues to claim that only a tiny minority of women feminists remain silent when women are raped by Islamists. He is wrong, and it’s easy to prove this.

**Mike Cernovich**
✓ @Cernovich
When “migrants” rape Western women, feminist are silent. That’s the truth.
You can run twitter searches of feminist writers. Silence.

**Mike Cernovich**
✓ @Cernovich
Pick a feminist writer. Use that search box with their handle. Type in Cologne or Rotherham. Watch what shows up. Nothing, that’s what.

9:28 AM - 31 Jan 2016 · Hermosa Beach, CA

Pick a famous feminist author – Jessica Valenti, Amanda Marcotte, Laurie Penny, Lindy West. Or pick a feminist website like Jezebel, Feministing, or the Guardian.

Run a search on Twitter using Cologne or Rotherham with from:username.

Why is this an important search? Cologne and Rotherham are cases of widespread rape. The evidence is there. There’s no guesswork.

Surely any feminist – especially one who believes Matt Taylor’s bowling shirt is misogynistic and that “manspreading” is an insult to women everywhere – would speak out about the verifiable abuse and rape of women.

A search for Cologne from:JessicaValenti provides this result.

The only time Jessica Valenti, a leading voice on modern feminism who has written articles on why cat calling is evil and that she will not let women be held down by wrapping Christmas presents, wrote about massive rapes and sexual groping in Cologne was to chastise people for being racist!

Jessica Valenti has said nothing about Rotherham – a case where 1,400 young girls were raped by Muslim immigrants.
When a young white Oxford student named Ben Sullivan was accused of rape, Laurie Penny pounced.

She led a petition drive to have him expelled from school, and Sullivan did indeed lose his position as class president. **Ben Sullivan was later cleared of all wrongdoing.**

Laurie Penny has written about Rotherham – noting that it’s wrong to use Rotherham to condemn people on the left. The rape of 1,400 little girls? Not on her radar!

**Laurie Penny**  
✔️ @PennyRed

Some people are using the stories of abused children in Rotherham to condemn individuals they dislike on the left. To me that is abhorrent.

7:55 PM - 27 Aug 2014

Penny did finally write an article on Cologne. Did she support women or lecture people on Islamophobia?

**Amanda Marcotte** claimed that anyone who defended the Duke lacrosse players were rape apologists.

Yes, she fell for the Duke lacrosse hoax. Amanda Marcotte also fell for the Rolling Stone/University of Virginia rape hoax.

Marcotte even claimed that men who accuse women of falsely accusing men of rape are on par with Holocaust deniers.

In light of recent developments, it is now fair to say Amanda Marcotte denies the Holocaust. **#ListenAndBelieve** pic.twitter.com/atvbP3wJq1 — Mike Cernovich (@Cernovich) December 11, 2014

She has said nothing about Cologne or Rotherham.

When white men are falsely accused of rape, feminists care.

When migrants or “refugees” are caught on video groping and raping women, feminists do not care.

**Strike that. Feminists care a lot when migrants rape. They care that “racists” dare to mention it.**

One feminist writer even claimed that anti-Migrant activists were responsible for the Cologne attacks.

**Mike Cernovich**  
✔️ @Cernovich

@Frances_Coppola is the caliber of person who writes for @Forbes.https://archive.is/nN00G

2:39 AM - 8 Jan 2016 · Los Angeles, CA

I encourage Richard Dawkins to conduct his own research to verify my claims.

**It is not a minority of feminists who are silent in the face of rape.**

That is mainstream feminism, Professor Dawkins.
**What are the real issues feminists care about?**

While women were raped in Cologne and Rotherham, people said nothing.

When Richard Dawkins retweeted me, feminists were outraged.

*Dawkins had to apologize for RT’ing me.*

My “mean tweets” are worse than rape according to feminists.

The real issue facing women is Matt Taylor wearing a stupid t-shirt, Tim Hunt not making sexist comments.

That is modern feminism, as Dawkins must accept as a scientist, rationalist, and skeptic who examines evidence critically.

Or he may, like the rest of us, *refuse to see what’s in front of his eyes.*
February – 2016

1.2.2016 – Go Start a Fight Marketing

When Donald Trump refused to join the FoxNews debate, pundits called him crazy. He was making a huge mistake.

As we know now, Trump made the right move. Why?

Trump runs “Go Start a Fight” marketing campaigns.

Allow Dana White to explain: ‘If you take four street corners, and on one they are playing baseball, on another they are playing basketball and on the other, street hockey. On the fourth corner, a fight breaks out. Where does the crowd go? They all go to the fight.’

Donald Trump is running ostensibly in a Republican primary against Ted Cruz and Marco Rubio.

Where are all eyes?

The eyes are on Donald Trump and Megyn Kelly.

Trump created a feud with Megyn Kelly knowing that she would build her personal brand up by fighting Trump.

Trump doesn’t care, though, as long as the eyes are on him and not on Cruz or Rubio.

Remember this article in inattentional blindness?

If you’re focused on Trump v. Kelly, who are you not focused on?

Tonight everyone is talking about two people – Donald Trump and Megyn Kelly. They are the winners tonight. The rest of the GOP? LOL. — Mike Cernovich (@Cernovich) January 27, 2016

I built my brand up from scratch, which is why I understand Trump.

You can learn how to build up your own brand (and how to live a stronger, more dominant life) in Danger & Play.
1.2.2016 – BernieBros and Fake News Stories

If humans were rational, Glenn Greenwald and other men on the left would have a come to Jesus meeting with the media. “You are lying about us,” they would say, “and now we must wonder if you’re lying about other men.” But since men are not rational, enjoy this case study in journalistic cognitive dissonance.

Bernie Sanders supporters are just like me!

The establishment media wants Hillary Clinton to win the election, and because of this they’ve begun lying about Bernie Sanders’ supporters. Dubbed “BernieBros,” there are male Bernie Sanders supporters who are out of control. They are acting like I do online!

The problem is that there is no such thing as a BernieBro. It’s a made-up story.

Read: The “Bernie Bros” Narrative: a Cheap Campaign Tactic Masquerading as Journalism and Social Activism

The media made up BernieBros based on two sock-puppet accounts. The media then begins its circle jerk of citing other media outlets, thus turning two troll accounts into a worldwide phenomena. This is how the “news” gets made.

Should BernieBros wake Glenn Greenwald and other men of the left up?

Hey, maybe the media has lied about GamerGate and other “harassment” stories? Could it be that many of the women who are central figures of GamerGate are themselves notorious trolls who have been caught using sock puppet accounts to threaten themselves?

Read: Zoe Quinn: Cybervictim or Cyberbully?

Impossible!

The media is totally lying about #BernieBros, but the media would never lie about anything else. Maybe people like me troll the media because, hey, why bother being nice? If Bernie Sanders supporters are going to be called misogynistic pigs, why bother even keeping up with the latest trends in PC culture? Go Full Gorilla.

Indeed, SJWs have even accused a radical liberal like Greenwald of being part of GamerGate.

Like everyone else, Greenwald and other liberal men have cognitive dissonance.

“Even though the media is lying about them, there is no way the media is lying about me. Impossible.”

Incidentally, a wannabe journalist let Greenwald know that talking to me on Twitter was a terrible idea.

You went to “journalism school” for this? LOL. Wait until ad blockers hit. Jobless. @ctognotti @ggreenwald pic.twitter.com/Q3cCISLktY — Mike Cernovich (@Cernovich) January 31, 2016
Only men harass women online.

Today my Twitter mentions are full of women asking about my masturbatory practices.

@Cernovich @CarriePotter_ genuine question: is the fact that you’re horny all the time at all related to the fact that you never jerk off? — Julia (@orientdistress) February 1, 2016

I am regularly asked about my sex life.

Answer the question, Mike. https://t.co/Rkiqib0opa — Sham (@bitterarab) February 1, 2016

Greenwald of course would say that because I’m a straight white man, my privilege makes it impossible for me to be harassed.

Cognitive dissonance always wins.

In truth, I find the obsession SJWs have with me to be proof that what I write is the truth. Study it. When is the last time women sexually harassed a Bernie Sanders supporter?

Men on the left, if they were rational, would be quick to grab my books to understand how I am able to drive women crazy.

Cognitive dissonance will prevent them from doing so. Women say they hate me, so that must be true.

(Forget about how many feminist I’ve been with. Ignore the many feminists who often write about my sex life. Forget that you are in the friend zone.)

Life is more fun when you stop expecting people to examine evidence before reaching a rational conclusion.

Isn’t it?
1.2.2016 – The Frontiers of Free Speech

Three countries are trying to ban men from holding informal meet-ups. These meet-ups are not protests or disruptive gatherings. Rather on February 6, 2016, like-minded men across the globe are going to meet over drinks to discuss men’s issues.

(Read: Frequently Asked Questions For International Meetup Day On February 6.)

The outcry from social justice warriors was immediate, though why care about trolls on Twitter? The real threat to free speech, we have been told, comes from the government.

Three world governments are trying to prevent these meet-ups from being held, and the parliament in Australia is going to meet to determine whether or not Roosh will be allowed to cross its border.

Where are the “free speech bad asses” and “cultural libertarians”?

This is not the first time governments have tried banning Roosh. Canadian immigration officials and the mayors of Toronto and Montreal tried keeping Roosh out of their country, although he had already made it through customs before the social justice warrior outcry.

After giving a talk on masculinity, Roosh was followed by social justice warriors. One woman violently attacked him.

There was no outcry from Reason magazine or other “cultural libertarians.”

No “First Amendment bad ass” had anything to say about violent attacks on Roosh. These “bad asses” remained silent while government officials sought to silence Roosh.

Who has real integrity on free speech issues?

Pay close attention to who writes about this story.
Pay close who attention to who doesn’t write about this story.
That will tell you who truly supports free speech and who is virtue signaling for the left.

Defending Roosh’s right to free speech might make you a misogynist!

The ACLU once stood with neo-Nazis.

Today’s “free speech bad asses” won’t even stand with a man who talks about traditional masculinity. You won’t hear much from the “free speech crowd” because we’re in a new era of free speech. The people who need free speech rights protected as men.

You’ll often read articles about “college students” censoring conversations, but it’s not the White Christian College Republican Male club trying to shut down discussion or pulling fire alarms disrupt talks. Radical feminists and social justice warriors are the ones seeking to silence men.

But most “free speech advocates” are liberals, and standing with a man might open them to charges of misogyny – an unforgivable sin of the left. Luckily our own platforms grow, and we don’t need mainstream support.

Your support is what matters.
One of my best-kept secrets is that I get along well with pretty much anyone unless you’re looking for a fight, in which case I’m happy to ruin your life. A lot of my friends are liberal, some are even conservative and manage/work at high levels on campaigns of candidates I consider cucks.

Free speech doesn’t mean much if you can’t sit down to discuss the issues civilly with people you disagree with. Thus I sat down with Mirriam Seddig. She’s a good friend of mine. She’s also an East Coast criminal defense and immigration lawyer. She started a new podcast and we talked for over an hour about everything.

You can press play to listen in, or click here. The interview with me begins at around 28 minutes in.

Show notes:

- Am I a misogynist and white supremacist?
- Why I rarely write about fitness or how to meet women.
- Are men who want to learn “game” losers?
- Social justice warriors and how they differ from liberals like Marc Randazza.
- The Apex Fallacy and whether white men rule the world.
- The big issues men are insecure about/Cuck Rogen.
- False rape cases – what it’s like being accused of one and how to defend them as a lawyer.
- Feminism and the war on free speech.
- Marriage, family, and whether the game ever ends.
3.2.2016 – The Jian Ghomeshi Rape Hoax Shows Why Due Process Matters

When Jian Ghomeshi, a world-famous social justice warrior and male feminist, was accused by several women of rape, I was thrilled. While rape hoaxes are generally bad, when a male feminist is caught up in one, good.

"I'm a women's studies grad." – Jian Ghomeshi, the SJW rapist. https://t.co/ALSs0TvPdZ pic.twitter.com/fs4cHz5kB0 — Mike Cernovich (@Cernovich) November 5, 2014

The rape hoax is unraveling.

In court one of the women who falsely accused Ghomeshi of rape admitted under cross-examination tha she was sending him pictures of herself semi-naked after he “raped” her.

But [Ghomeshi’s lawyer’s] questioning culminated with the stunning revelation that this woman, who just the day before told Ontario Court Judge William Horkins that she was so traumatized after the second assault that she “had to relive” the violence every time she saw Ghomeshi’s face on TV, in fact had emailed him twice a year later, once attaching a picture of herself in a string bikini.

The second woman to accuse Ghomeshi of raping her emailed him the next day asking for bonus sex.

Read: Ghomeshi accuser tells court she wanted sex a day after alleged assault.

The second woman to testify against Jian Ghomeshi in the former radio star’s ongoing sexual assault trial acknowledged on Friday that she said she wanted to have sex with Ghomeshi a day after he allegedly choked and hit her.

“You kicked my ass last night and that makes me want to fuck your brains out,” read an email, apparently sent hours after the alleged assault. “Tonight.”

For those keeping track at home:

- The first woman Ghomeshi raped send him hot pics a few months later.
- The second woman Ghomeshi raped asked for more sex the next day.

Do you know understand why feminists want to eliminate due process protections in rape cases?

Ghomeshi went from a Canadian TV and radio star to a nobody. He lives at home with his mom.

Isn’t it funny?

We supposedly live in a rape culture, but a woman can destroy your life based on a false accusation.

The only way to begin to clear your name is to spend tens or hundreds of thousands of dollars on lawyers and private investigators.
For those keeping track at home, let’s look at some other rape hoaxes:

- Ben Sullivan/Oxford University rape hoax,
- Duke Lacross rape hoax,
- Stoyla/James Deen rape hoax,
- Hofstra rape hoax,
- Rolling Stone/University of Virginia rape hoax.

Has there been a single high-profile rape case that wasn’t later exposed as a hoax?

If we continue to let the bipartisan attack on due process continue, every man can find himself at the victim of a dishonest woman.

I’ll continue following the Jian Ghomeshi rape hoax. I sincerely hope he’s convicted, even though he’s almost certainly the victim of a hoax.

If you put your lot in with social justice warriors and radical feminists, you deserve no sympathy. After all, Ghomeshi is getting the LISTEN-AND-BELIEVE legal system he himself lobbied for.

Some might say that’s mean-spirited, but I’ve never claimed to be some Oprah type.

My book is called Gorilla Mindset, and this gorilla is happy to see a male feminist get what he wished for.
3.2.2016 – Roosh V Return of Kings Meet-ups Cancelled (We Have it Coming)

When the West finally falls to barbarism, only four words should come to mind, “We had it coming.”

While rape mobs roam through the streets of Cologne and Rotherham, the media covered up the story. The former CEO of Germany’s largest media company later admitted that criticism of refugees who rape Western women is not allowed.

When like-minded men wanted to meet for a Return of Kings organized happy hour, the media went into overdrive. The media used a satirical article ROK founder Roosh V wrote to label Return of Kings, an online magazine, a pro-rape group.

Roosh once wrote an article noting that far too many women are reckless with their safety. He wrote a modest proposal to legalize rape on private property, arguing that women would take their safety more seriously if they understood the true perils of being alone with a potentially dangerous man.

Roosh admitted the article was satire repeatedly. Truth is no defense to media lies.

I’ll state once again: the "How To Stop Rape" article was satire. Neither me or my supporters want rape to be legalized. The media is lying. — Roosh (@rooshv) February 3, 2016

The entire media and political system attacked Roosh and ROK. (To its credit, Reason magazine issued a defense of Roosh’s free speech rights.)

Even Republicans bought into the false media narrative, with Republicuck Texas Governor Greg Abbott issuing a formal statement that sounds like it was written by an SJW.

The meet-ups were cancelled after violent mob action was threatened.

The West is falling, though your life need not end.

There’s a reason I emphasize self-reliance in my writing. The entire system is rigged against you.

The mob hates us. The media will lie about us.

You saw this happen in real-time. You simply cannot believe anything coming out of the mainstream media.

Recognizing the system is rigged doesn’t mean we should adopt a victim’s mindset. We see how poisonous that is. Look at BlackLivesMatter – they are a bitter disgrace. Occasionally their media masters reward their founders with a TV segment, but the individual lives of BLM supporters never improves.

What’s a man to do in these times?

Why can I say whatever I want to say? It’s because of my indomitable mindset, yes, but also because of my businesses. No boss can fire me. No hate mob can shame me yet.

Yet you must go deeper than that. I’ve been attacked by the hate mobs before, and years ago questioned whether I was the “bad guy.”

We are the good guys, but the brain washing we’ve undergone is extensive.
You must reject every aspect of mainstream slave society. Question everything you’re told to do – whether that’s to attend college, buy a home, get married, have children, or even to “do the right thing.”

What does it mean to do the right thing today?

Roosh wasn’t harming anyone. Even if you don’t believe that his article about legalizing rape was satirical (perhaps you have severe Autism), there’s no way to claim that men who read a website and wanted to have some drinks were part of a pro-rape group.

What can you believe from the media? Anything at all?

Be careful before dismissing conspiracy theories as well. You saw a conspiracy theory in action. The media and government conspired to lie about men. They got away with it, too?

You must also find a way to make money off of the grid. I’d advise young men to learn a trade by day and build a side business by night. Unless someone is paying for college, don’t go. If you do go to college, do not borrow money.

**We are being attacked by the highest levels of government and media.**

The onslaught Roosh suffered was something I’ve never seen in all of my years. The entire hate mob went after him.

These are dark forces who seek to destroy the West and end our very way of living.

One might view the cancelled meet-ups with a somber mood. I’ve found the events to be inspiring.

The pen remains mightier than the sword. Governments were mobilized because of a one man with a blog.

“First they ignore you, then they laugh at you, then they fight you, then you win.” – Mahatma Gandhi

The fight is only beginning.

Get your mind right, get your money right, get your life right.

Continue to speak out. As recent events proved, the media fears our message. Although they singled Roosh out (which is what hate mobs always do), they feared his message and growing readership even more.

Yesterday they came for Roosh. Today they came for everyone who reads his websites. Tomorrow they might come for you.

*Stay vigilant.*
4.2.2016 – Bacon and Boobies (Permissible Masculinity)

We must give the radical left credit where it’s due and learn from them. Why is the left running things? Why does the right play defense? Why are men treated like a combination of dangerous would-be rapist/goofy clowns?

The left has always understood that media and entertainment, as well as education, creates culture. The left seized control of masculinity online and in television, and deemed what was permissible masculinity.

Men are allowed to like bacon and boobies.

While we’re used to commercials treating men like clowns, there is occasionally a pitch to portray men as men. Have you paid close attention to what’s allowed?

Understand television and news through this matrix: What does the media want to be true? The media wants men to be fully cucked by their wives, or when necessary, will allow men to be dancing clowns.

Consider the Man Show, which was hosted by Adam Carolla and Jimmy Kimmel. This unfunny show presented a bacon and boobies version of masculinity.

GRILL MEAT and LOOK AT BOOBIES.

There is nothing manly about eating meat, and the current obsession with bacon and craft beer is evidence of slave hobbies. “Oh, sure, guys, go talk about the hop content of beer. We’ll allow that to happen while enacting laws that completely destroy your civil rights.”

The Man Show was a disgrace, which is why it was allowed on television. Men who act like clowns will always be given a huge mainstream platform.

When is the last time you’ve seen or heard a serious discussion of masculinity?

The media will not allow a serious discussion of masculinity, because the media masters are smart. I don’t rail against those in control I recognize their games and mimic them. They have completely shut us out of the conversation and limited any discussion of masculinity to the bacon and boobies type.

What does it mean to be a man? What is the masculine identity?

To be a man is to impose your will on reality.

If you’re an attractive woman – or even a decent looking woman – you can merely show up for life.

You will be taken care of. Some man will marry you. If you’re especially gorgeous and do not waste your prime years partying, men will compete for you.

Even female dregs have strong safe nets. A woman who has children out-of-wedlock will find support from the state. There are charities for all aspects of womanhood. NFL players even wear pink socks to “raise awareness” for breast cancer.
A man – no matter how smart or handsome he may be – who shows up for life is going to face a reckoning.

No one cares.

No one is going to do you any favors.

Either you impose your will on reality – and trust me, reality will push back hard – or you die.

Note: remember very well → IMPOSE YOUR WILL ON REALITY, POWER THROUGH RESISTANCE OR DIE!

The only way to live as a man is to embrace the struggle and to take what is yours.

Where will you ever see that message on TV? Not even “right-wing” FoxNews presents that message, instead relying on BACON & BOOBIES clowns.

Now imagine what sort of outrage that the above sentence will cause. “Take what’s yours? That’s sound like rape,” is what they will say.

The only way for us to survive is to destroy the media and create our own media outlets.

Websites are nice. Books are even better. But until we have a film like *Pumping Iron*, our message is not going to reach its tipping point.

Play the arts and rhetoric game. Forget logic.

How many of you reading this very article used to criticize my online antics? Don’t worry, I’m not mad. As a visionary I’m used to seeing what others don’t.

My – as the kids say BASED – persona is part reality, part art. There’s a cool factor to standing up against social justice warriors and the PC speech police.

I don’t use logic to argue, as logic doesn’t change minds.

Art changes minds.

That’s why I’ll be producing *Silenced. The War on Free Speech*.

How many men got into lifting weights after watching *Pumping Iron*? How often have you heard someone say, “You really must watch...” and insert *Fork Over Knives* or some other ground-breaking documentary?

Right now we are weak. What do you tell someone who asks, “What’s it all about? What is a social justice warrior? What is this war on free speech?”

There is no source to send them to.

A documentary going into detail on the war on free speech is going to change and shape cultures in ways no book or website ever could. I’m excited about the project, and will be announcing more details soon.
If you want to learn how to earn a living while traveling the world, don’t listen to me. Go watch some make-up videos. Make-up videos? Are you crazy?! (Yes, I am.)

**Before you travel the world, you must learn and understand your own world.**

Before you can think globally, you must think locally.

I have lived in Paris and do you know what people in Paris do in August? They travel! The city shuts down and it’s hard to find businesses that are open. To them, living in Paris is not traveling and few would think of starting a YouTube channel or website about Paris. To them it’s normal.

Danger & Play started off as a pretty crappy blog. I wrote sex stories from my life and angry rants about the world. Why? That’s what I knew. I was into sex and ranting about “society.”

I didn’t write, 5 Ways to Start Taking Cold Showers. I wasn’t taking cold showers. I was having sex, lifting weights, and ranting about the world.

If you can’t explain your daily life, how can you write about broader subjects?

**Now let’s talk about make-up.**

Shauna spends hours a week watching make-up videos. I can’t judge her, as I watch Rich Piana videos.

A make-up video is based on starting locally. You’re a girl. You put on make-up. You then start to understand colors, contours, and all the other crap that deals with make-up.

Make-up girls go from talking about make-up to broader subjects. For example all make-up girls deal with haters. They deal with video production and editing. Their skills become more global.

They go from silly make-up girls to first-class businesswomen running their own media companies.

The top make-up girls are millionaires.

**Start off locally. What do you do with your life?**

Maybe you’re learning about Kratom or meditation or yoga or...whatever.

It doesn’t matter. Your local blog isn’t going to be how you earn your living.

You write about local stuff – even if it’s boring to other people – because that develops the habits you need to earn a living online.

- Write every day about what interests you.
- Figure out the basics of web design.
- Search engine optimization
- Create an email list.
- Manage freelancers on E-lance or a similar site.
- Create product reviews.
As you develop your local skills, you can go global.

For example, I started writing rants about the world and articles about banging girls. I had more going on in my life, but that was what interested me.

I took daily action, which matters most online.

From there I moved into some lifestyle design, productivity tips, and then found my niche in mindset.

I developed a huge mindset audience.

I learned how to write a book on mindset.

I learned how to publish and launch a book.

Last month I earned $17,000 from my books.

That’s not even my biggest month of book royalties.

After my next book is released, I’ll be averaging $25,000 in book royalties. That’s profit.

How many people earn a nice living doing whatever they want without spamming or scamming people?

I run zero marketing campaigns. I don’t do ads. I don’t have any pop-ups. This is all organic growth.

Note: go for organic growth. Don’t grow too much in a short time. Analogy to medicine: cells that do that are tumor cells and they kill the body. Grow every day, cell by cell, step by step and soon you’ll have built your own Rome.

If I wanted to, I could create products on how to launch your own products.

I could earn seven-figures from Danger & Play if I worked harder.

(Right now... It’s time to watch the sunset.)

Start locally.

Put on make-up. Go to the gym. Talk about what cars you drive. Go to a dog park. If you have kids, write about that.

Get over the insecurity of whether you have something to say.

When you start off, you don’t have anything to say. The goal isn’t to build a huge audience. It’s to shift your mindset and develop the skills you need to make a living online.

It doesn’t matter what you start doing.

What matters is that you start.
What is the biggest mindset shift you can make?

You must think like a producer rather than a consumer.

I started Danger & Play after tossing Esquire magazine across the room. Like all “men’s magazines,” Esquire became feminized.

If you are complaining about something, then millions of others are complaining about it, too.

Complaining is what consumers do. “This product I bought or read is not good enough.” Cry more, babies.

Producers think about ways to address complaints.

I could have cried about how no one was writing what I and other men wanted to read.

Instead I choose to write articles that I’d want to read.

Now I can do whatever I want whenever I want.

You can do the same, too.

Going from a consumer to a producer mindset is the single most important money mindset shift you can make.

*Note: go from consumer to producer!*

The rest of my money-making tips are in Gorilla Mindset.

Buy it in audio, paperback, or Kindle.

The audiobook version of Gorilla Mindset is available at Audible or Amazon.
6.2.2016 – Why Great Salesmen Fail (And How You Can Sell Online)

I’ve seen many fantastic salesmen – absolute killer in real life – utterly fail online. Most great salespeople do poorly online. Why is that?

High pressure sales tactics destroy relationships.

Think about the last time you bought a car or got a guest membership at a gym.

You were bombarded with calls and spam emails. You hated the salesperson’s guts by the end of the deal. Salesmen have to be pushy because they might never see you again. They likely never will. Close the sale or its over.

That’s why most sales tactics are high-pressure, pushy, and scammy. You are one of thousands of leads and they close you or dump you.

It takes years for people to buy anything from you. (And that’s if they like you.)

Right now I’m eating some frozen berries with MTS Whey Protein. Marc Lobliner owns MTS nutrition. I’ve watched his YouTube channel for years.

I finally bought something from him. And I’m one of the “good guys.” I want to support people who have great websites and YouTube channels. I want to throw my money into the direction of artists.

But hey, people are busy. I had other protein in my house. Then people who own companies sent me free samples. I travelled. I never got around to buying Marc’s protein.

(Disclosure: I have no relationship with Marc and did not tell him about this post. This is a free promo for him because I like his work.)

Ditch the high pressure sales tactics and scarcity mindset. Build long-term relationships.

Note: scarcity mindset and short-term relationships will get you nowhere. Be patient, build a two-way street long-term relationship based on trust and have an abundance mindset. You’ll survive, don’t worry and if you apply yourself – thrive.

No one has to buy your book or attend your seminar today or else.

It’s online.

There’s nothing that cracks me up more when ebooks are “brought back from the vault,” like you’re Walt Disney printing out DVDs.

Or when I get a dozen emails about a seminar.

There will be another seminar, and if you run scarcity promotions for an ebook, then even your fans will torrent it.

When you build an online foundation, you’re set for life.

OK, maybe not for life.
Life is a long time.

That said, I’m 38. I’m set online until at least 50.

The culture changes and it’s hard to see into the future, but a strong web presence built on relationships will carry you for several years.

I can do a book release and product release a year.

Read: How to Make a Living While Traveling the World.

Some of you really like me and buy everything I release. (And I’m grateful for that. Eventually we’ll start hosting exclusive retreats for you.)

Others need to take two years to decide whether to pay $11.99 for a paperback of Gorilla Mindset. It’s all good.

100% of people who read me will buy from me eventually – even if eventually means 10 years.

Run your online business like I run mine.

Chill out. Build those relationships. Treat your readers with respect. Your readers aren’t “leads.” They are people who have genuine problems and, yes, genuine accomplishments. Many of you are way richer, more successful, smarter, better looking, and more fit than I am.

Did you know that Europe’s hedge fund manager of the decade wrote an article at Danger & Play? That’s the level many of you play at.

Read: From Errand Boy to Alpha.

Forget what you learned about sales from selling cars, gym memberships, and real estates.

View each and every article or video or podcast you produce as a way to build a human connection with the person who is watching or listening. You are first giving free information in a relatable way. A person should be able to read your article or listen to your podcast and walk away with something – a position message or piece of information – without having to buy anything.

Don’t get me wrong. Launch those products. Hold seminars. Make money. I promote the hell out of Gorilla Mindset and always will. But I don’t guilt people into buying or lie by saying you must read it today or else your life is over.

Focus on the human connection.

Reciprocity is in our DNA. You must give to get – yes, that means you must take a chance by giving first. If you help people with your writing, videos, and podcasts, most people will return the favor. Even if it takes them two years.

P.S. Think I’m lying? Gorilla Mindset has sold nearly 20,000 copies already, and continues to sell 50 copies a day. That’s without any paid advertising, email spamming, or any other nonsense.

You can find out what the hype is about here.
8.2.2016 – How to Fight Back Against Censorship and Win the War on Free Speech

“Hey Mike,” I thought someone said from behind me while shopping at Whole Foods in Venice, California. “Mike,” I heard again. I turned around and it was one of you.

“Are you Mike from Danger & Play,” one of you asked me from a cafe in Ho Chi Minh City, Vietnam.

“Mike,” someone asked from a gym in Budapest, Hungary.

We are everywhere, and that’s why the media is losing its mind.

The media is on the defensive. They simultaneously can’t look away from what we do, and yet they don’t want to wake people up.

The best way to defeat us is to ignore us. Make every man in every city think no one else thinks like him.

Leave men isolated and alone. Keep us from uniting.

There are millions of us worldwide. We haven’t met yet.

We pushed back. We created our own media companies.

The media – even “right-wing media” – never did us any favors. They didn’t ask about our issues. They didn’t lobby on our behalf or have us on as guests on their TV shows. They did not publish our articles or books. We went out and published our own articles and books.

People who I’m told are famous now troll me on Twitter to draw attention to themselves.

When someone like Richard Dawkins retweets me, it creates an international incident. Even Glen Greenwald has been warned not to talk about me.

People want to say we are nobodies, that we are a marginal group, and yet the radical left is obsessed with me.

Our ideas are bigger than any one of us.

I’m one guy and recognizable worldwide, not because of model good looks, but because of the ideas of self-reliance, force of will, and freedom of speech. These ideas are far from unique to me and go back to our intellectual ancestors like Ralph Waldo Emerson, Aristotle, and Nietzsche.

On short notice I can throw together a meet-up in a small town like Hermosa Beach, California.

My favorite author @Cernovich He is smart, driven and a caring person. He truly cares about his readers. Great guy. pic.twitter.com/zj6qct99sp — Nestor Mendoza (@NestorMendoza66) February 7, 2016

We are everywhere.

We have to get our message out.

Why can’t we create the next Breitbart?
Web traffic at news sites overall has declined over the past year, but political site The Hill and conservative-leaning Breitbart bucked the trend, seeing big gains in viewers.

The Hill led with a 72 percent increase, according to digital analytics firm SimilarWeb, while Breitbart showed a strong 55 percent gain.

Andrew Breitbart was but a regular man with an insight, “Politics is downstream of culture.”

He recognized that the right lost elections because of being checked out of culture.

While Breitbart never wrote about masculinity, his insight applies to our movement and to this presidential election.

Donald Trump is the only classically masculine candidate. He’s up in the polls not because of his politics (no one even knows his true views) but because of culture. Trump represents a classically masculine ideal. He’s a cultural icon.

How can we get the message out?

Who will do more for our issues – FoxNews or Milo Yiannopoulos?

Milo Yiannopoulos has become a cultural icon.

If you can attend an event, check out his speaking tour schedule.

If you’re in college, take a stand. Schedule him to speak at your campus.

I hate political punditry, but here I am.

I hate politics and punditry. I had no interest and stayed out of those issues until reading a book about the Cambodian Genocide.

In Survival in the Killing Fields, a true story about the holocaust that killed 3 million Cambodians, the protagonist went from being a successful doctor with a happy marriage to having his fingers chopped off with a hatchet in a torture camp.

What happened? He wasn’t involved. He didn’t recognize the danger that the censorship culture of the Khmer Rouge. He was happy making money and living his life. He was checked out of the system. The Killing Fields were possible because the Cambodian people did not have the right to free speech and they did not have the right to own guns.

Is it a coincidence that Europe is now under constant rape attacks? When you can’t speak out about the enemy within, how can you protect yourself and your family?

We’ve lost on every issue we’ve fought for because we let dorks lead the conversation.

The laws of online warfare.

We must destroy the mainstream media.

The media is able to incite mobs against us because people believe what they see on TV and read online.
You don’t have to advocate radical views, but whenever you can show that the media has lied, do so. I stood up for Bernie Sanders supporters as it was an effort to prove that the media lies. You can easily say, “Wow, the media has lied about #BernieBros. That’s makes you wonder what else they have lied about.”

**BEWARE** the Gell-Mann Amnesia effect

Briefly stated, the Gell-Mann Amnesia effect works as follows. You open the newspaper to an article on some subject you know well. In Murray’s case, physics. In mine, show business. You read the article and see the journalist has absolutely no understanding of either the facts or the issues. Often, the article is so wrong it actually presents the story backward-reversing cause and effect. I call these the “wet streets cause rain” stories. Paper’s full of them.

In any case, you read with exasperation or amusement the multiple errors in a story, and then turn the page to national or international affairs, and read as if the rest of the newspaper was somehow more accurate about Palestine than the baloney you just read. You turn the page, and forget what you know.”

**Mock the cucks.** Rich Lowry and National Review do not represent us. They represent a feminized, left-wing version of “men.” Do not argue with them. Mock them.

**Avoid divide-and-conquer techniques.** Organizations like the Southern Poverty Law Center spend a lot of money hiring interns to troll me. They don’t attack me as much as try to get me to attack other people. “Did you see what so-and-so said? How can you be associated with that?!”

I ignore the trolls or else re-frame the issue.

- Floyd Lee Corkins went on a shooting spree inspired by the SPLC.
- Elliot Rodger was a fan of The Young Turks.
- Craig Stephen Hicks, the so-called Chapel Hill shooter, was a fan of the SPLC.

I also went through and asked people who were friends with SJW Jian Ghomeshi what they thought about the rape charges against him. I triggered a lot of people.

When people on the left would not renounce Ghomeshi, I called them rape apologists.

It seems Mike Donachie, a rape apologist and close friend of Jian Ghomeshi’s, didn’t like my questions. pic.twitter.com/rN0fKavcC — Mike Cernovich (@Cernovich) April 18, 2015

Are those guilt-by-association tactics? They are the same tactics the other side uses on us.

If you want to lose the war, go look at a book of logical fallacies and cry to me about using masterful rhetorical strategies. If you want to win, ask the left why they are in any place to lecture us when they inspire mass murders.

**Keep the enemy on the defense. Never renounce an ally.** When someone tries telling me that someone I talk to is evil, I tell them to police their own side. William Ayers is a terrorist, and yet he’s a leader of the left. Al Sharpton is a murderer and tax fraud.

My usual line is, “My friends are racist trolls on Twitter? Your friends are looters, rapists, terrorist, and murderers.”
Attend meet-ups. We need to create our own micro economies. There should be one of us in every field that we turn to for our business needs.

(I met a mechanic/show owner the other day and that’s where all of my business and referral business will go.)

Use counter-propaganda strategy. When Jian Ghomeshi was accused of rape, I knew he was innocent. Yet I stepped on top of him to get our message out.

“Jian Ghomeshi was a male feminist rapist,” I said, to anger and outrage and put the other side on the defense.

Is there an MRA or PUA who has been accused of more counts of rape than SJW Jian Ghomeshi has?
— Mike Cernovich (@Cernovich) January 11, 2015

As the Ghomeshi case falls apart, use him to expose rape hoaxes.

Ghomeshi has been useful to our cause.

Either he is a male feminist rapist, or he’s caught up in a rape hoax. Head they lose, tails we win.

Stop shooting your own side. I have no interest in being lectured by moderates. Many people who have never taken a shot at the other side gasp at my public relations strategies.

Who is going to have your back – me, the guy you’re nit-picking at for something you don’t like – or feminists? How about we win a fucking fight for once before turning on one another.

Ostracize moderates and cucks. Look if your sole contribution to the cause is to tell me how bad I am or to cry to me, you’re gone. There are a lot of fights to start, and you’re going after me rather than them? GTFO.

We don’t renounce anyone. We don’t have to like everything another person says. “He is his own man and can say what he likes. I support free speech.”

Visit sites that are friendly, avoid those that are not. I read a lot of media so that you guys don’t have to. There’s no reason to visit sites like Gawker or National Review. Do not give them clicks or ad revenue. They are on the same side – against us. I now only get my news from Breitbart. They get my clicks, my link shares, and my ad revenue.

Get your own message out. Smuggle in our message on a YouTube fitness channel.

To win all we need is free speech.

The truth is on our side. That’s why they won’t debate us. They want to censor us. Keep speaking out in favor of free speech outside of the context of anything you care about. If we have free speech, we win. If we allow ourselves to be censored or let cucks speak for us, we lose.

Free speech or death.
8.2.2016 – Matriarchy has Created a False Rape Culture

Jian Ghomeshi’s sexual assault prosecution has been the trial of the decade for men, as it’s a winner for us on every level. Ghomeshi, a former CBC radio host, bragged about being a women’s study major and male feminist. He now finds himself being prosecuted under the same matriarchal legal system he lobbied for.

Then his life changed. Several women came forward to claim he sexually assaulted them. He lost his job, he was put on house arrest, and he was called a rapist by international news.

The problem is that Ghomeshi is innocent.

Male feminist + rape hoax = winning.

Today the third woman to accuse him of sexual assault took the stand. Here’s what her testimony revealed:

- She went on a date with Ghomeshi.
- They made out in a park.
- He choked her and she left.
- The next night they went out on a date and hooked up at her apartment afterwards.
- They continued dating off-and-on.
- By the way, all of this happened over 10 years ago.
- Read: Jian Ghomeshi trial: Complainants exchanged 5,000 messages before and after going to police

Consider the implications of the Ghomeshi trial, and contrast it with the “rape culture” we live in.

A woman can claim, over ten years later, that you choked her at the park while making out. She can sleep with you the next night and date you on-and-off again afterwards. Ten years later she can force you to remember what happened in some park over a decade ago.

The Ghomeshi rape hoaxers are 0-3.

For those of you following along at home, several women have accused Ghomeshi of rape or sexual assault. Three have testified against him.

You just read about the third woman who Ghomeshi was able to defend himself against, thanks to a legal system that SJWs want to tear down. What about the other two women who claimed Ghomeshi raped them?

When the second woman who claimed Ghomeshi raped her took the stand, this is what was revealed: ‘The second woman to testify against Jian Ghomeshi in the former radio star’s ongoing sexual assault trial acknowledged on Friday that she said she wanted to have sex with Ghomeshi a day after he allegedly choked and hit her.’

“You kicked my ass last night and that makes me want to fuck your brains out,” read an email, apparently sent hours after the alleged assault. “Tonight.”
What about the first woman who testified against Ghomeshi? She emailed him sexy pics of herself several months after the rape: ‘But [Ghomeshi’s lawyer’s] questioning culminated with the stunning revelation that this woman, who just the day before told Ontario Court Judge William Horkins that she was so traumatized after the second assault that she “had to relive” the violence every time she saw Ghomeshi’s face on TV, in fact had emailed him twice a year later, once attaching a picture of herself in a string bikini.’

Read more: The Ghomeshi rape hoax shows why due process matters.

According to SJWs, defending yourself in court is a threat against women.

If you doubt that we live in a culture of false rape culture, consider this article by SJW “journalist” Jesse Brown. In “Why Did Jian Ghomeshi Keep Lucy DeCoutere’s Letter?” Brown accuses Ghomeshi of wrongdoing for saving letters, emails, and texts from women he had sex with.

Jian Ghomeshi kept Lucy DeCoutere’s handwritten letter to him for 13 years. She was never his girlfriend. They never had sex. Given what we heard at trial last week, it’s hard to imagine he was carrying a flame for her. So, why did he hold on to it for over a decade?

Yes, why would a famous man save letters from women…Oh wait, Ghomeshi is on trial for rape and those letters and texts are saving his life.

Are you seeing what the game is? A woman who claims you raped her must be believed, no matter what.

The materials he had were threatening enough to keep most women from going to the police. That threat was realized last week in the cross-examination of Lucy DeCoutere. One of my initial sources wrote to me that what Lucy DeCoutere endured on the stand made her feel relieved that she spoke to the media and not to the police.

Save text messages and photographs. “Journalists” may later criticize you, but at least you’ll stay out of prison.

Gorilla Mindset saved Ghomeshi’s life.

Although Ghomeshi is an ideological enemy, private sources have revealed he found my Twitter after name searching himself. (I had trolled Ghomeshi.) He was suicidal at the time, as his whole world have been turned upside down.

Ghomeshi went from living life as an A-List star to being confined to his mom’s basement while on house arrest.


Ghomeshi began reading Gorilla Mindset, and used it to help control his anxiety during trial.

I have mixed emotions here. On the one hand, I want to help as many people as possible. On the other hand, Ghomeshi has fought for years to create a legal system that would destroy men. I suppose one might heed Abraham Lincoln, who said, “Do I not destroy my enemies when I make them my friends?”
Gorilla Mindset is useful every day – and it’s especially useful when going through a trial.

I’d know, as like Ghomeshi I lived through a false rape accusation.

If Ghomeshi gets his act together, I’ll let him come on my podcast to discuss his rape trial and how Gorilla Mindset helped him.

In the meantime, you can buy Gorilla Mindset here.
If you want to abuse women, become a liberal. You can attack and rape women while receiving a vigorous defense from college professors, fellow college students, and the mainstream media. Clifford Durand’s high profile threat against a female college student is the latest example of the left’s hatred of women. Clifford Durand, a #BlackLivesMatter activist and student at St. John’s University, was triggered when he looked over to see an attractive female classmate with a Donald Trump bumper sticker on her laptop. Rather than debate this woman, he threatened to smash her.

Clifford is a good boy who didn’t do nothing!

Clifford Durand later choked his female classmate. His friends claimed she threw a latte from Starbucks on him, although footage of Clifford showed him looking clean and fresh. You’d think St. John’s University would have responded quickly, removing the misogynistic student from campus. Yet St. John’s University let Cliff off with a warning. What’s a threat against a Donald Trump supporter among friends?

St John’s allows woman beater Clifford Durand to walk away laughing. https://t.co/ybA00rHPgu — Mike Cernovich (@Cernovich) February 10, 2016

The left hates women.

Anons originally discovered the violent tweets, and I broke the story worldwide. My notifications are filled with attacks on me, the woman, and of course defenses of Clifford. “He didn’t say he’d smash the woman,” they say, “He said he’d smash her computer.” How much more insight do you need into #BlackLivesMatter? Chill out, guys, he was only going to destroy his classmate’s college laptop. What’s the big deal?!

Of course as anyone who has a laptop knows, you don’t leave it out unattended. The only way to smash someone’s laptop is to forcibly grab it from the person, or to threaten to hurt the person unless they give it up. Clifford later choked the young woman, proving that he had violence in his heart when he posted the Tweet.

None of this matters to the left, of course, as they hate women.

Clifford Durand’s feral violence is not isolated, as it’s common on college campuses.

Jamie Newman works at Purdue University. After students set up an anti-abortion display table, Jamie Newman threatened to rape their family members. Newman didn’t even deny making rape threats. As a member of the left, he knows violence against women is acceptable. If I had threatened to smash a woman or rape someone, it’d be a scandal. But the left gives a free pass to its members.

One has to wonder if rape culture is real – among the left.

If you work around liberal men, maybe there is a culture of rape and violence against women.

Clifford Durand hasn’t been punished. Jamie Newman is free to walk the campus.

If you want to rape a woman, become a liberal. Your friends on the left will give you a pass. If you want to live like a man and understand women while having a better life, read Danger & Play: Essays on Masculinity.
If you want to understand why we are losing the war on free speech, you need to watch one video.

(Scroll down.)

This video has nothing to do with politics. It has nothing to do with gender or social justice warriors or free speech.

When you watch it, you’ll understand why we are losing.

Vice documentaries are excellent.

These documentaries bring in millions of new readers while also adding brand cache to the Vice “news” brand.

Vice uses this brand value to advocate for censorship of the Internet and to push a pro-SJW agenda.

Even I watch Vice documentaries, and I loathe Vice. I met a Vice freelancer who told me there was a media blackout on my name. Vice bloggers are not allowed to mention me in articles.

Why is Vice, a notorious SJW-run website telling Wim Hof’s story? Why isn’t anyone who supports free speech doing documentaries?

Those who hate free speech control the arts because we let them. We have the talent, vision, and capital needed to make great films.

If we want to get our message out, we need to get on this level.

And we will.
12.2.2016 – What is Our Movement About

Although the media treats us as a shadow organization, we meet in public and are visible. I announce my meet-ups in advance and not a single hater shows up.

We’ve met in several times in Los Angeles, and in London, New York, San Diego, D.C., Chicago, Chiang Mai, Ho Chi Minh City, Budapest, Hungary, and Paris. If there’s interest, we can meet in South Africa next week.

I’ve held Gorilla Mindset training seminars in Los Angeles and London.

We are worldwide.

Yes there are a lot of us.

Recently I had a meet-up in Hermosa Beach. It was a great group of guys from all walks of life.

One of our friends posted a video of what the meet-up was like.

You can see what we are all about right here.
I learned how to tell if a man was dead by looking in his eyes. When living in Thailand and Vietnam, you learn how to spot the look.

The look is what an old man gives when a short-haired harpy leads him down the streets of Vietnam. The man glances around to see smiling, feminine women everywhere. He may even see an older man with one of those smiling women.

“What’s taking you so long,” he hears from her shrill voice.

Slowly a realization hits. A man has wasted his life serving an ungrateful nag. He could have had so much more. His soul leaves him.

Men over 40 were lied to. The rest of us have no excuse.

Before the Internet, men didn’t know any better. They did what worked for their parents generation – meet a nice girl who will become a great wife and mom, get a job, work hard.

Men borrowed money for college, married well before they hit their prime, went deep into debt to buy a home to please the Mrs., and allowed an entitled woman to dominate his life. If he was lucky, she wouldn’t divorce him and kidnap his children. What he did was never good enough.

Those of you under 30 do not understand what a gift the Internet is.

Before the web young men had no idea what society had planned for them.

Young men had no idea that they’d spend most of the rest of their lives as dead men.

What is essential “man knowledge”?

The odds are against you. The system wants you to live an unhappy life. It will take years of deprogramming yourself of cultural conditioning to live life on your terms. It will then take daily effort to remain grounded.

No one will ever appreciate you. Deal with it. Men are viewed as pack mules. Working your ass off to support your family is simply what you are supposed to do. Meanwhile you’ll be expected to trip over yourself rushing to tell a woman how great she is for simply breathing.

People do not want to be happy, as becoming happy requires you to take action.

Miserable people won’t watch a sunset or volunteer at a soup kitchen, even though those activities are proven to increase happiness. Stressed out people aren’t going to meditate.

People love being “who they are,” as that requires them to take no effort to change. Avoid those people like the plague, as they are diseased of the mind.

90% of men are miserable. 99% of women are miserable.

Finding happy friends as a man will be a constant challenge. Finding a happy woman is even harder.
The best strategy to find quality people is to become one yourself while ruthlessly cutting out toxic people, users, and manipulators.

Ever hour you spend with a moron, unhappy man, or gossip-mongering woman is an hour you’re not spending living your life vision.

Women don’t complain because they want change. They complain because that’s what they like to do.

Relationship books tell you to listen to your woman’s complaints without doing any mansplaining (that is, helping her solve problems). That’s bullshit. Your woman has a mom and friends to gripe to. Do not lower your consciousness by listening to her complain about nonsense.

(Better yet, do not allow a woman who complains about nonsense into your life at all.)

Gossip and drama are black holes you will not escape from. If your woman is a gossip or loves drama (95% of women), leave before you get sucked in.

A man’s prime isn’t until his 30s. A woman’s prime is in her mid-20s. Getting married while you’re young to a woman your own age has a 99% chance of causing you to lose your soul.

A ten year age gap is ideal for long-term relationships. Men and women age differently. Men age better.

It’s never too late to leave your crappy life for Thailand. Robin Williams killed himself after his ex-wife destroyed his mind. He could have taken some cash and lived a new life.

Fear is what’s stopping you from living the life you’ve always desired.

Know your worth, increase your standards.

I’m not anti-marriage, anti-kids, or anti-God. If your life vision is to be a Mormon with 14 kids, who am I to say otherwise?

Life is full of magnificent possibilities. I’ve met happily married Muslims, old men who couldn’t imagine ever marrying again and instead choose an expat life, and everyone in between.

I’ve met billionaires who are hen-pecked by unattractive women. Though feared in business, they sheepishly will tell you, “Hold on a second, I have to check in with the boss.”

Why does she deserve you?

You can tell what a man thinks of himself by looking at the women he dates. The more self-respect a man has, the higher standards he demands from women.

Men in the West are brain washed to serve women.

The real question you should be asking is, “Does she deserve me?”

If you settle, you’re dead.
That’s not a theory of mine that I came up with after reading a book.

I’ve seen the look in the eyes of thousands of men.

They are alive...and yet they aren’t.

That’s why Gorilla Mindset emphasizes visualization.

Get a little crazy. How would you live if you could live life however you liked?

Most men are dead, but you are free to live.
**18.2.2016 – The Roosh Rape Hoax (Should He Sue?)**

Filing a defamation lawsuit is almost always a bad idea, and the usual talk with a would-be defamation plaintiff goes as follows: ‘Only a few people have heard the lies about you. If you sue, then the lawsuit will make the news. More people will hear those lies about you, and people aren’t always critical readers. They won’t remember that those lies were lies. They’ll only remember what they heard someone said about you.’

Lawsuits also take years to complete. You are upset now. Are you really going to care about this three years from now when I’m still sending you bills?

Moreover, a lot of what people think of as defamatory is protected under the First Amendment as hyperbole. This is especially true when you’re being lied about on the Internet. If some 350-pound meth addict claims I threatened to rape her (which she did), will anyone believe her (no one did).

Defamation lawsuits cost a lot of money, take up a lot of time, and open your private life up to scrutiny. Lawsuits in general are to be avoided. I’ve never sued anyone for defamation even though people lie about me every day.

*Note: avoid lawsuits in general.*

**The Roosh rape hoax.**

S. Jane Gari, a social justice warrrior and “journalist,” was reportedly in touch with a woman, Susan, who claimed Roosh raped her.

When I read the blog post accusing Roosh of being a rapist, I laughed out loud. As someone who has handled rape cases, I know what rape looks like.

This is a rape fantasy from a no-talent writer: *Then he asked her to touch his penis. When she refused, Roosh grabbed her. Susan started crying and said, “Why are you doing this? You’re crazy.” He laughed and overpowered her with force, saying, “All girls like this. It’s every woman’s fantasy. You don’t even know what you’re saying. You’re drunk, but I like drunk girls.”*

And then, according to Susan, he raped her.

My best guess is that S. Jane Gari, the author of that 50 Shades of Boring knock-off, fabricated the story completely. If not, then she got trolled by someone who lied to her.

**Roosh’s defamation lawsuit is a 1% exception to the rule.**

In life we tend to think we are the exception to every rule. That is almost never true. Roosh’s case is different.

Given that defamation lawsuits are a bad idea, why was Roosh prudent to take legal action against a woman who created a rape hoax about him? Roosh is an exception.

Roosh is on the tipping point of mainstream appeal.

While Roosh’s audience will always be niche, his readership is growing. Millions of people visit his websites each month.
The media wants to stop Roosh. They tried having the man killed by lying about him. The rape hoax will be used to discredit him and his message.

How the “news” gets made.

Journalism does not exist in the West much anymore. Instead we have churnalism. Journalists churn blog posts, Reddit posts, and other online content into news stories. Almost no journalist fact checks her stories, and journalists rarely contact the people they write about for comment. If Roosh does not take action against this lying blogger, the Roosh rape hoax will be used by the media to label Roosh a rapist.

News stories will say: S. Jane Gari, a journalist in South Carolina, spoke to one of Roosh’s rape victims.

We can all let stuff fall off our backs. Calling someone a rape advocate is annoying. Claiming someone is a rapist – with an actual victim – is intolerable.

Roosh’s lawyer hates defamation lawsuits.

Marc Randazza represents Roosh. for the reasons I mentioned above, and many more, Randazza hates bringing defamation lawsuits. He turns away 99% of people who want to sue for defamation. Randazza’s involvement in this case signals that Roosh is wise to sue the woman who is lying about him.

In fact, Randazza helped win a similar defamation lawsuit in Canada. Known as the #TeamHarpy lawsuit, Randazza assisted Canadian lawyer Antonin Pribetic, who brought suit on behalf of a client who was falsely accused of being a sexual predator. Read more: #TeamHarpy: Another Ugly Story of ‘Progressive’ Vigilantism.

Public relations and leadership concerns.

Roosh is lied about daily, are as his many readers – including many of you. Roosh is not a pro-rape advocate, and Return of Kings is not a rape website.

Labelling Roosh a rape advocate isn’t defamatory under the law. Roosh can’t sue people who call him pro-rape for the same reason John Scalzi can’t sue people who call him a rapist. Calling Roosh a rape advocate is hyperbole and also based on a dishonest (but nevertheless defensible) reading of his articles. Writers have power, but that power can be turned against you. Your words can be taken out of context in ways that allow people to lie about you, but not in ways that allow you to sue.

A lot of Roosh’s fans want him to sue – to vindicate his name, to expose the epidemic of rape hoaxes in the West, and also to draw some virtual blood.

I’m one of the people who wants to see Roosh sue. Men are lied about in the media daily, and there isn’t much you can do. As S. Jane Gari’s blog post is a clear hoax, this is a lawsuit Roosh can win. Taking legal action against this liar is a way of demonstrating leadership.

It will be interesting to see what moves the SJWs make next.

Will they cry victim or censorship? Will they create a legal defense fun? Or will S. Jane Gari do the right thing and apologize for the rape hoax?

Shame is the primary slave emotion.

If you feel no shame, you cannot be controlled.

I know this from experience, and it’s why people attack me without any success.

*Note: raise your confidence and lose your ego. As a result you will never be able to become shamed again and are thus – indomitable, unbreakable, invincible.*

**The media hates Trump because he’s not a slave.**

Yet look at what shame has done for us. Ezra Klein recently wrote about shame and Donald Trump: ‘Trump has a complete lack of shame. The major way we keep politicians in check is that we exploit their sense of shame, but Trump doesn’t seem to have it.’

You may recognize Ezra Klein’s name, as he also said this:

For the Yes Means Yes law to succeed, Ezra Klein must be convicted of rape. RT if Ezra Klein raped you! [pic.twitter.com/w49A1CpXRe](https://twitter.com/cernovich/status/978182152687867392) — Mike Cernovich (@Cernovich) December 6, 2014

Matt Taibbi wrote this about shame and Trump: ‘The extraction of the humiliating public apology is one of the media’s most powerful weapons. Someone becomes famous, we dig up dirt on the person, we rub it in his or her nose, and then we demand that the person get down on bended knee and beg forgiveness.’

Matt Taibbi writes for Rolling Stone, the publication that gave us the biggest rape hoax of 2015.

Why might Klein and Taibbi be pro-shame? They are pro-shame as they become masters and we become slaves.

Why would we choose to give power to a men who support rape hoaxers and false rape convictions?

Read more: [Why Donald Trump is Winning.](https://www.breitbart.com/big-government/2016/02/22/why-donald-trump-is-winning/)

But stop thinking about Trump for a minute. Think about your own life.

**The media admits that they control you through the use of shame.**

Remind yourself that shame is a slave emotion.

It’s natural to feel shame and to be bothered by personal attacks.

But Donald Trump had mindset training under Normal Peale from an early age.

Trump understands that personal attacks are good for business. People want to shame you because they want to control you.

When the media seeks to shame Trump, he fights back. “Conflict is attention.”

You’ll never live life on your terms if you allow others to control your behavior with shame.
How to get over shame?

Shame is a natural human emotion. As with other natural human emotions, it causes us more harm than good.

(Talk to a man who got married because he was in love. Making decisions due to emotion leads to a lifetime of regret.)

To overcome shame, you must develop mindset habits. Here is how I deal with shame:

- Anyone who seeks to shame me must have moral authority over me.
- Why would I give moral authority to the person shaming me?
- Feeling shame means I have given permission to someone else to control how I feel.

Why would you give permission to someone to control how you feel?

Yes, feeling shame is a choice. You must choose to give power to someone else.

Or you can choose to keep that power for yourself.

Eliminate shame and you will begin to live life on your terms.

Living without shame is how you live Gorilla Mindset.
I tossed my copy of Esquire magazine across my living room, “What happened to this magazine? It’s all feminist trash.” Esquire, like all men’s magazines, had become thoroughly feminized.

Rather than complain the comments section or write an angry letter to the editor, I created the top men’s interest website in the world.

**When you want something, create it.**

“How do I make money online, Mike?” I delete those emails, as I explained how to make money in *Gorilla Mindset*. Do not waste my time.

- Step 1. Ask yourself, “What do I want to see in the world?”
- Step 2. Create it.

You are not special. I am not special. We all want the same stuff.

I like millions of other men used to read GQ, Esquire, Men’s Health, and Men’s Fitness. Those magazines are all trash now.

If I want a website like Danger & Play, so too do millions of others.

Thus I created it.

There was no book like Gorilla Mindset out there. People told me it was a mistake to write a “self-help” book targeted directly towards me.

“If I want a book like Gorilla Mindset, so do others.” *Gorilla Mindset* was a hugely successful book launch and continues to sell well.

What do you want?

Go create it.

**I want to see a documentary on free speech in the West.**

We have all been silenced. We know the feeling of censoring ourselves lest we offend some delicate flower or incite a violent hate mob. I have had the police called on me for my Tweets. People have reported me to the California State Bar. They have tried to silence me, but they can’t and won’t.

Well why isn’t there a documentary about free speech? I want to see it. If I want to see it, millions of others do, too. Thus I was talking to Loren Feldman, an absolute maniac who has become a good friend of mine.

**Let’s make a movie, I told him.**

Loren directed American Milo in addition to some other artsy films and has the talent for film that few have. Loren is also obsessive about his art and works the kind of long hours I work on my writing. We started pre-production on Silenced. I wasn’t going to do a Kickstarter at first, as I don’t like reaching into your pockets.
As we talked, however, I learned that you can’t “self-publish” a film onto Netflix and Amazon. You must go through a distribution company. How can you get your film distributed? You must show a distribution company that people want to see the film. How can you prove that there’s a strong demand for a film? You launch a successful Kickstarter.

**The Why and the How of Life.**

“When you have a why,” Nietzsche said, “you will find the how.”

*Note: have a why and you’ll find the how!*

How do you make a great film? How do you launch a Kickstarter? How do you distribute a film? I figured that out because I had a why. My why for Silenced is that censorship is destroying the West. If you cannot speak openly about political issues, society collapses.

Because I had a *why* for Silenced, the *how* is... stuff you figure out. If you can’t figure out how to do something, then you don’t have your *why* yet. Find your *why* and the *how* will fall into place.

**Thank you for backing Silenced.**

You can back Silenced here. Any amount helps. Yes, Silenced is going to cost me a lot of money to produce. A bigger contribution is better than a smaller one. However the distribution companies will also look at the total number of backers.

I’m not anyone in Hollywood, and if I can show them over 500 people back Silenced, it will hard to ignore us. The more backers the better. Thank you for supporting Silenced. This is a film that will change the culture, and more importantly, it’s a project you will feel proud of being part of.

Read more: Silenced. Our War on Free Speech.
Jason Miller recently attended a debate featuring Milo Yiannopoulos and Julie Bindel entitled, “Feminism v. Meninism.” I hired Jason to do some free-lance reporting on social justice warriors on college campuses, and he did not disappoint me. [You can learn more about Jason here.]

Last night my partner I went went to see Milo Yiannopoulos debate Julie Bindel in a “feminism vs meninism” debate.

Walking through the campus of U of M felt like returning to a place you were as a child as an adult and seeing how much smaller that big world had become.

It’s where I was introduced to politics, the ideas of thinking critically, to unlearn things you’ve learned and empty your cup to receive new knowledge. To always be flowing, never rigid and dogmatic. Willing to hear out at least opposing views.

I remember a sociology professor starting a semester saying “the truth, SHOULD make you uncomfortable”. Truths are not self-serving but we have to face them to truly consider how to eliminate problems and suffering in the world. Obviously this flies against the ideas of a “safe space”. He’d occasionally stop on topic to discuss something someone had on in the room that was manufactured in sweatshops, or in my case being a young aspiring DJ/producer to speak about conflict materials used in jewelry and the DeBeers monopoly on diamonds and their artificial scarcity.

I felt so stupid at the time I wanted to retreat to my “safe space”.

This is “my culture” after all what a “microaggression”. Literally every rapper can’t be supporting something that hurts people across the globe so much. But it was an uncomfortable truth that became the seed of an idea and a lot of activism I did and a interest in social justice. Then from that activism more seeds grew.

I was into animal activism and had to ask myself how much human cost and capital is worth it vs demonstrating the benefits of veganism through my own life. I left other forms of activism because I had to ask myself similar questions. Questions I don’t see a lot of activists asking themselves right now.

What the new generation of students were like? Has U of M really become the place we can’t even ask the question that we might be doing something wrong for fear of making people uncomfortable?

I’ve changed a lot since my days there. I stopped identifying with feminism a couple of years ago.

Not because I took the belief that men are superior or I don’t believe in social and economic freedom for everyone, but because I don’t believe feminism still stands for freedom of speech. In today’s working world there is no reason a woman shouldn’t be able to compete with a man in STEM, engineering, especially marketing and sales.

The key is she has to put the work in. Modern 3rd wave feminism seems to be about taking the work out. I will always support women kicking ass. Modern third wave feminism doesn’t seem to have any questions about the amount of suffering they are willing to inflict. They are as I’d say back then running the race with the blinders on. Unable to see they are being ridden by the powerful, third wave feminism’s version social order is identical to the old social order.

Rich people are at the top, telling everyone else what to say, how to behave.
The most important part of “speaking truth to power” is not acting like the powerful when you get power.

We’ve seen from authoritarian feminists they are more than willing to regulate sexuality, what you can see, hear, listen to, believe, say when they get the chance.

My partner strongly identifies as feminist, stays up on all the latest hashtags, we even met discussing GamerGate. The one thing I always respected about her is she can always listen to new ideas so I wouldn’t consider her an SJW.

We had both went to see WWE Raw that night and we were both expecting another Smackdown, rooting for our sides. The event was filled to capacity, expecting pageantry through protestors, maybe a fire alarm would get pulled or a fight would start but thankfully everyone behaved like adults with class… most of the time. A barely noticeable group of protestors were escorted out and there was a safe space adult day care center across the street for them.

The debate went differently than we both expected and we both left thinking about something differently.

I saw a different side to feminism that I frequently see through gaming, tech, and the internet. One that actually cares about the people at the bottom as much if not more than the whims and personal preferences of privileged white females. I’m more than willing to push from the bottom for women and everybody as long as they can pull from the top but not when the top cares more about lining their pockets and profiles than pulling up for the people at the bottom.

Julie Bindel isn’t a cartoon character, dressed as a cereal mascot I could snap a quick picture of and screenshot of an inane blurb about lightbulbs being sexist for an easy laugh on my blog/twitter out for what I’ve called “convenience feminism” and she calls “fun feminism” where anything goes regardless of how destructive it is towards themselves, other people, classes, and men are expected to be captain-save-a-hoe against their arch nemesis enemies: responsibility, truth, discipline, accountability, their actions leading to obvious negative consequences and most of all shame.

Not shame in the slut shaming sense but the type of shame a person should have from having no goals. Convenience feminism is usually practiced by women that come to work late, on drugs, take a two-hour lunch, steal money, then leave early for her free burlesque show nobody wanted then complain when she gets fired and doesn’t get enough benefits, starts fights on YouTube talking shit over wifi with her broke ass, putting out people’s addresses, stalking a baby daddy then someone puts her address out and the porn she did.

Then the Daily Kose writes an article proclaiming them a helpless victim, calls their professionally shot and signed release pornography “revenge porn” with a link to their go fund me for them to make YouTube videos about feminism that will be years behind schedule and pathetic men rush in to white knight and be the next baby daddy.

Ironically, convenience feminism works entirely around male power, male enablers running it directly into the glass ceiling.

Or as another example a woman that’s hit more rappers than Suge Knight to maintain a lifestyle but don’t you dare call her a “groupie hoe” because she has her own slutwalk!
No doubt feminism has become a toxic and repressive movement, concerned more with what shirt
you’re wearing, or what video games you play and definitely the money they can make “consulting”
or through patreon than root inequality issues or even challenging Islamic fascists as quickly as they
would challenge soft targets like nerds or comic book readers.

Bindel doesn’t strike me as the type of grievance monger who would call the FBI before fainting on a
couch on the way to the United Nations to give a speech while playing on her cell phone because she
got roasted on Twitter. She seems like the kind that can roast back. She has something I’ve found
lacking in modern activists.

**Bindel changed the entire nature of the debate by saying feminism shouldn’t be against free speech.**

Real feminists support free speech, that the right to freely and openly express and exchange ideas is
crucial. After all imagine how many “microaggressions” and how “unsafe” people felt during the civil
rights movement, reconstruction era, even having Irish, or Italians around at certain parts of
American history. Julie took the stance that real feminists welcome open debate (I hope many more
take notes).

Milo made that point that feminists fight against free speech and exists in a quantum superstate of
victim and aggressor. They engage in the worst behaviors and cry the minute an ounce of that is
turned back on them. That is part of what I’d call “convenience feminism” we’ve all seen it and
documented it over the past few years, leading to the sentiment that many of us would rather have
cancer than feminism. They need to stifle free speech on universities, in the media, on the internet
because even a moron can tell they are wrong and are going to fail.

Milo said the highly reasonable statement that anyone who is afraid of exploring new ideas and open
debate in college that needs safe spaces or trigger warnings should be expelled. Why not? They
clearly aren’t willing to learn.

We all hopefully know Milo, controversial, but hard-working, willing to say the uncomfortable truth
and a little extra. They’ve both been no platformed from other Universities and were welcomed at U
of M.

They debated the wage gap, Milo made the great point that the pay gap favors women under 30 and
women simply make different life choices. Many are choosing families, taking more sick days and
vacations, Julie said Milo had a very 1950’s mindset and that when even job typ
...
Bindel brought up social disadvantage which is another huge part of the equation. From experience it was difficult even thinking of going to university, until I went to a charter school, and I probably had some help from affirmative action which is why I am writing this today, and not a pimp.

**With the internet we’ve moved into almost gated ideological communities where one side can no platform anyone.**

I went into this as a Milo fanboy, I’ve been on his shows, he’s been on my hangout ect, planning to write something completely different about crazy feminists and their wild antics in Michigan, shoot some video of tumblr in the wild and was confronted with ideas that made me uncomfortable.

My girl has only heard of Milo in the sense one hears of the Jersey Devil wanted to capture the “MRA” in the wild and ended up thinking differently on some things she thought she knew. We both thought the kids were going to be a mess but the kids are alright (mostly). Ultimately neither Milo nor Julie are god and are not infallible, they both can say controversial things, and a lot of impressive things.

I truly believe the majority of us are adults that can take ideas that are useful, think on them and discard the chaff. They both had plenty of jokes about vegans but I’m not such a special snowflake the thought of someone eating meat breaks me.

**Ironically the LGBT center hosted the safe space away from a dangerous faggot and a lesbian.**

I had an entirely different opinion on Julie before this as did my partner on Milo both of us through word of mouth on our social media spheres we might never have moved on if it weren’t for this debate.

I might even have a bit of respect for feminism if I didn’t start this morning reading about trigger warnings for the Lion King showing. Seriously just expel the safe spacers.

Besides that the Michigan review should be proud of this event as should U of M.

Hail to the Victors!
25.2.2016 – Driving on the Wrong Side of the Road (Shame)

A spike of adrenaline hits, jolting me away, “This car is about to smash into you.” The car wasn’t about to smash into me. It only appeared that way as I was driving on the “wrong side of the road,” which meant the correct side of the road in Cape Town, South Africa.

Rules from society control your emotional response to life.

In the United States, we drive on the right-hand side of the road. When we turn left, we move into oncoming traffic. When you turn right, we are not moving against oncoming traffic.

In South Africa, drivers drive on the left hand side of the road. The driver’s side is also on the passenger’s side of the car, and you must shift gears using your left hand.

These seem like banal differences, and they are.

What struck me is how often I’d feel that I was doing something wrong.

There’s nothing inherently right or wrong about the side of the road you drive in. Yet my experiences as a driver in the U.S. had trained my feelings and intuition.

When driving I’d feel something was wrong, and my parasympathetic nervous system would kick it to warn me that what I was doing was wrong.

I was doing something wrong. I was breaking the rules. I had to go against my entire understanding of how the world worked in order to drive a car.

Why do you feel the way you do? Because of rules others created.

Why do I write about shame and status often?

Think about that.

Shame is a feeling. It’s a powerful feeling. When we are ashamed we blush, our heart rate quickens, we feel a spike of adrenaline, our mouths dry out, and we feel stressed. Our posture even changes, becoming more closed off.

Shame tells us we are doing something wrong. Shame stops us from living life on our terms.

Shame occurs when you’ve broken the rules.

But where did those rules come from? Do we live under rules are arbitrary as the lane of traffic we drive in?

Why are you ashamed of doing something wrong?

We feel shame when breaking the rules. What and who are the source of those rules? What is the purpose of those rules?
Did you, after meditating in a cave, create the rules that govern your life? Or did you simply follow rules others created? Think about the rules of the modern man. Think about the life plan The System has created.

Get a job, get married, get a mortgage, get kids, keep up with the Jones, let your wife nag you, never live your dreams, don’t take risks.

Note: the Rules of the System ‘allow’ you to survive, but not to thrive. Because for every man who thrives the System loses a cadaver it needs to feed upon. Turn the game around – become a parasite to the System and then detach from it and live a life of freedom.

If you question those rules, liberals will call you a misogynist and conservatives will call you a man child.

Why do those rules exist other than to enslave you.

Why should you follow them?

You can reprogram how you feel with the power of your mind.

You should feel shame daily, at least at first.

When I began posting “offensive words” on the Internet, “friends” would ask if I was serious. They’d concern troll me. “Mike, you can’t believe this.”

I’d question my decisions. Then it hit me. “They are shaming me into following the rules. They seek to enslave me.”

Today I no longer feel much shame. I do what I want. If people get angry or upset, oh well. I don’t defend or explain myself. I attack.

What are you ashamed of?

You don’t have to tell me, although you can post a comment.

But you need to ask yourself what you are ashamed of. Are you ashamed to be caught doing something? If so, why?

Do you feel nervous or anxious before taking action? If so, there’s a reason for that.

You feel shame because you’re about to break a rule that someone else created.

Maybe you want to follow those rules.

Or maybe not.

People tell me every day they hate me and they share their feelings in an effort to shame me. It doesn’t work as I follow my own rules.

Today I feel no shame.
It took me years to get over feeling ashamed. I felt shame for a lot of reasons.

- As a kid I was ashamed of my home, as there were holes in the carpet.
- I was afraid of talking to girls, as they might reject me. (Fear of rejection = fear of being shamed.)
- During law school I was afraid of people learning I had been charged with felony rape.
- I was afraid people wouldn’t like my writing and would call me stupid or evil.
- I was afraid to launch Gorilla Mindset, as no one would buy it. (Rejection = shame.)

**What is it like to be shameless?**

**I’ll give you the cons first.**

I. You will be full of doubt. Rules bring certainty. We all know them.
II. How do you know if the rules you’re writing for yourself will work? Get used to asking yourself that question every night before bed. For years.
III. You’ll feel out of balance and weird. Rules offer quiet comfort. If you fail at life, you can always say, “I followed the rules. The system is a scam. It’s not my fault!”
IV. The shameless man knows his success or failure is entirely on him. Your rules means your results are your responsibility. You cannot blame anyone.
V. As you begin to follow your own rules, your fellow slaves will revolt.
VI. You must get used to being criticized and attacked – even and perhaps especially by your “friends” and those who “love you.”
VII. You’ll have to cut ties with “friends” and family, as they will try bringing you down to their level – the level of a common slave who is unwilling to live life on his terms.
VIII. The cons are many, and it’d be dishonest to discount them. You will be lonely at first, as few will understand you. You will be attacked and you may be fired from a job.
IX. Your wife might divorce you as she wants you staying home watching TV with her rather than have you out enjoying life.

**What are the pros of being shameless?**

I. Imagine doing whatever you want whenever you want.
II. Imagine unlimited freedom.
III. Feeling inspired every day, as political correctness doesn’t limit your thinking.
IV. Imagine limitless potential while feeling great about yourself from the moment you wake up until you’re exhausted from a long day of an amazing life.
V. It takes years to develop a mindset of shamelessness.
VI. Get started today.

**Note: the road seems endlessly long but do not falter and remember Cicero that it takes and should take time to make a meaningful change within your life. If it takes years to become shameless then so be it!**

Gorilla Mindset shows you how.
26.2.2016 – The Internet is Not Real Life

Because real life is hard, people have begun living in virtual worlds. Unable to separate virtual reality from real life, friendships are being ended over Facebook status updates and articles you link to.

You all know the feeling. You post an article to Facebook or Twitter about Bruce Jenner, and people who have known you your entire life are shocked and outraged. They scream at you. They exchange text messages behind your back. “I had no idea you were evil!”

I even lost a couple of “friends” due to my support of GamerGate. One of these “friends” had been stalked once and was concerned for his safety. I offered to come over to his house with a gun. But because I insulted Queen Zoe Quinn, he told me never to email him again.

Thoughts are not real life.

Those you love most have unspeakable thoughts. Your wife is bored and fantasizes about making you a cuck. Your best friend wants to screw your daughter and steal all of your money.

Your business partners believe you are scamming them and dream of ways to cut you out. Your employees are thinking of ways to earn more money while doing less work.

You yourself imagine raping and killing and stealing from people on a daily basis.

So what?

Women masturbate while fantasize being raped. That doesn’t mean they will go out into the Congo to fulfill that fantasy.

Thoughts are not real life, just as the Internet is not real life.

How Christianity ruined everything. (Come to the Church of Social Justice – Be Redeemed!)

The Christian mindset is that you are saved not by your works or good deeds, but by faith in the Lord Jesus. “For it is by grace you have been saved, through faith – and this is not from yourselves, it is the gift of God – not by works, so that no one can boast.”

Liberals, even smug atheists, have adopted this Christian mindset. If you doubt me, perform this experiment. Post on your Facebook or tell friends who have known you for years:

I think it’s weird and perhaps a sign of mental illness that Bruce Jenner wants to cut of his penis. That’s his right, of course, but it’s as crazy as cutting off your own arm.

Watch how “friends” who have known you for years or decades react. Will they treat you as a good person who is perhaps misinformed and simply needs educated? Or will they flip out? Then tell people you support Donald Trump for President. Watch them freak out.

When you ask for logical arguments about why they are upset, they will get even angrier.

Everyone knows Trump is a horrible person.

How can a sane person disown you or become angry at you based on your ideas?
Like Christians, hardcore liberals want to know if your soul is pure. You are saved not by works, but by faith in the Lord Tranny Priestess of Social Justice. Read: Liberals are more likely to unfriend you over politics — online and off.

To know if your soul is pure, no one looks at how you live your life. Are you a good man who does good deeds? That means nothing.

In fact, you only do good deeds to hide the real you – the racist, sexist, homophobic, transphobic bigot inside of you!

**Church thinking is a cover for hypocrisy.**

Growing up in the church, I learned to distrust Christians who wore their religion on their sleeves. They were always the most unethical, sleazy people in the world.

*Note: definition of a real Christian.*

*A real Christian understands that we are all sinners, and even those who are redeemed by Christ struggle daily with temptation. It’s hard to spot a Christian, as they are too busy struggling to live a moral life in a fallen world to impose themselves upon you.*

Fake Christians would cheat and lie to you while talking about God whenever possible. The same is true of the church of social justice.

Social justice warrior Chris Kluwe has cried about my “mean Tweets.” Yet in real life he saw, in his words, an “underage girl” in a “compromising situation.”

Oooh, shall we talk about the time two very well known Vikings players were caught in a compromising situation with an underage girl? — Chris Kluwe (@ChrisWarcraft) *July 19, 2014*

*What did Chris Kluwe do?* He used his knowledge of the situation to settle a lawsuit on favorable terms. He signed a gag order rather than blow the whistle on what sounds a lot like statutory rape.

Zoe Quinn is hailed as a high priestess of social justice because of words she posts on the Internet. In real life, she lied to a judge in order to obtain an unconstitutional restraining order. Read: *You are also ordered not to post any further information about the [plaintiff]* by Eugene Volokh. *Quinn also lied about being homeless* to defraud people out of money in a Patreon scam.

Anita Sarkeesian lied in her Kickstarter campaign, raising almost $200,000 based on lies. She later failed to deliver the videos she promised to produce. But who cares?! They say the right stuff on Twitter. That is what matters.

Using knowledge of “underage girls” in compromising situations to settle a lawsuit, lying under oath, and committing wire fraud are acceptable behavior if your soul has been saved by the Church of Social Justice.

**More Aristotle, less Church.**

*“We are what we repeatedly do. Excellence, then, is not an act, but a habit.”* – Aristotle

I don’t care what you think and don’t pretend to read your heart and mind.
In life, all that matters is what you do.

And what should you do?

Cut off all morons and retards who get offended because your thoughts and ideas might differ from theirs.

People who become offended by mere words and controversial ideas are emotionally damaged and will self-destruct.

Surround yourself with people who don’t care what you think or what you say. They have courage to openly debate controversial ideas, because they are creative, open-minded, and free-thinking.

Find friends who care about how you act.

Cut out those who believe they can read your mind or who lack the emotional maturity for intellectual inquiry.

That’s the Danger & Play way.
28.2.2016 – What I Learned from Selling Over 20,000 Copies of my First Book in Only 8 Months

Gorilla Mindset has sold over 20,000 copies after only eight months after its launch. As you’d expect, I studied the publishing and marketing industries. Some highly successful authors even refer to me as an expert on the new rules of book publishing.

All the old publishing rules are gone and @Cernovich is a master of the new. Watch and learn. https://t.co/ybA6AhazSm — Scott Adams (@ScottAdamsSays) January 2, 2016

Here are some lessons I’ve learned about writing and launching a book.

Make a mindset shift today. No one is going to give you a book deal.

In life you don’t get what’s offered. You take what you want. Despite having a huge Internet presence, a large social media, and proven track record as a writer, no one offered me any book deals.

A friend of mine, a NY Times best selling author, even reached out to an agent friend of his. The agent said, “No one will touch that guy.”

Despite never being given a “fair chance” at publishing, I’ve sold more books in a few months than 99% of authors will in a lifetime.

Change your mindset, change your life. Impose your will on reality or get f*cked.

Note: impose your will on reality or get fucked!

Publishing is a brutal industry.

Unless you have passion to be a writer, there are hundreds of other businesses to get into. I write because I can’t imagine doing anything else. If you want to write to have your ego stroked for people to tell you you’re cool, spend your time working for money, save that money, and take it to a strip club. That’s a far more efficient way to get your ego sucked than writing.

Don’t believe that publishing is a rough gig? Consider this:

- “The average U.S. nonfiction book is now selling less than 250 copies per year and less than 2,000 copies over its lifetime.”
- “Only 62 of 1,000 business books released in 2009 sold more than 5,000 copies.”
- Read: 10 Awful Truths About Publishing

Read those numbers again and again – 250 copies per year, less than 2,000 copies ever, and selling more than 5,000 copies puts you in the top 1% of authors.

Writing is 25% of your job.

Authors can’t simply write, launch a book, and move on. An author must be a master at marketing, sales, and promotion. You must also learn how to build a website, design a book cover, and create an email list.

No one is going to buy your book if they have never heard of you. You must get noticed and then know what to do once you receive attention.
Hype other authors to get noticed.

I hype the hell out of other authors, although only when their books are worth reading. I don’t ask for a quid pro quo. My reviews are done without any expectation of a return favor.

Some examples:

- The Scott Adams Mindset
- Jeff Walker’s Launch

Hyping other authors has a lot of benefits. First, everyone has a Google alert on their names. Writers might not read your emails, but they’ll click over onto the Google alert. If they like your stuff, you have a new reader and perhaps someone who will hype your books, too.

Second, your readers are always looking for book recommendations. Making solid recommendations enhances your credibility.

Finally, you’ll write a better book when you know what your current readers enjoy reading. I can write any number of books. Why not write what you want to see?

On a related note, stop sending me your ebooks. Why would I read your book when you haven’t reviewed mine? Given traffic disparities, most people would need to review my stuff 10 times to make it fair for me to review their stuff once.

Use social media to tell your story rather than sell.

Because the Internet is full of scammers, readers under 30 will stalk the hell out of your social media to find out more about you.

Your social media is garbage if all you do is post links to your stuff and ask for sales. Your social media should tell your story as a human being.

You can see how I use my social media:

- Instagram is for cool travel photos
- Twitter is for raising hell
- Facebook is for drafts of articles that appear on Danger & Play
- Snapchat (MikeCernovich) is how I tell the story of my day.

Since I write non-fiction mindset books, social media proves I walk my talk. People Google my name, find my social media, and realize, “Oh this isn’t some basement dwelling troll or con man. This is a guy living a pretty cool life. I’d like to learn more about his thought processes.”

Remember that the biggest social media mistake authors make is to make hard sells. Social media is more about showing readers you are a human being than it is about directly selling to people.

Readers take priority over “friends.”

If you want to sell books, stop texting like a teenage girl all day. Don’t answer emails. Stop arguing on Facebook. All of your material should be scaled for the Internet. Your readers are your new friends. Thank them often.
Read: Start Scaling You.

Write for free to get paid.

Years before ever selling a book, I wrote for free. Why? Because writing is my passion.

Although I post spectacular pictures from exotic lands on Instagram, my laptop is the best view in the world. Being away from the keyboard for more than a day makes my fingers twitch.

If you don’t want to write for free because your heart commands it, don’t bother writing a book. Your book won’t sell.

It takes years for people to buy your book, so ditch the Internet marketing crap.

“Mike, I’ve read your stuff from the beginning. I finally bought Gorilla Mindset!” I hear that every day.

Because it takes years for people to buy books, I don’t use sleazy Internet marketing tactics that would destroy the relationship. People can window show at Danger & Play all they want.

Aggressive pop-ups destroy the reader relationship.

You can charge the full price for a book once you’ve built up your personal brand.

If you try to learn how much to charge for a non-fiction ebook, you’ll get a lot of bad advice. If you have delivered solid information to readers for years, sell your books for $9.99 – the maximum effective amount you can sell it for on Amazon. I sell as many copies of Gorilla Mindset at $9.99 as I sell at $7.99.

If you want to sell audiobooks, create a podcast.

A podcast is a way to get people used to hearing your voice. Many people are auditory rather than visual learners and listen to podcasts and audiobooks rather than read print or Kindle books. If they love your podcast, they’ll love your audiobook.

Podcasts are a marginal product for most books, and account for 5-10% of book sales. Most books never make it into audio format.

Gorilla Mindset (audio) is 23% of total book sales.

Ebooks are king if you are an independent author.

If people read your articles on a mobile device or computer, chances are they prefer ebooks to print. Gorilla Mindset sales breakdown:

- Kindle – 9,709
- Paperback – 5,720
- Audible – 4,626
Learn copywriting and how to create a call to action.

I never studied copy writing, as I learned persuasion from Gerry Spence and other master story tellers. Plus, law is a lot like copy writing. You tell a story, make arguments, and then ask for something.

When you want to sell online, follow this script that all great lawyers use:

- Draw the reader’s attention when a killer opening. (“How I Sold 20,000 Books” might not resonate with regular readers, but authors understand what that means.)
- Tell a story. (Here’s how I sold over 20,000 books.)
- Address weak points about your product. (Not applicable here.)
- Tell them what they should do next. (Buy your book, join your email list, like your social media.)

A “Thank You” goes a long way.

Everyone is too cool for school these days. Don’t believe your own hype. People read your books because they feel a connection to your writing.

Answering “fan mail” and reader comments and social media replies isn’t optional. It’s part of your job as a writer.

Some outsource their email and social media, but I read it all. It keeps my finger on the pulse of the world.

Saying Thank You 10 times a day will improve your business and your life.

Say thank you 10 times a day. It’s a mindset exercise in gratitude. I kept track at first but now it’s natural. It changes how you view your interactions with others and how you view people. You get a lot of help from others that is invisible when you have an entitled or victims mindset. When you look for opportunities to thank others, you see small gestures of human kindness everywhere. You even start looking for ways to express your gratitude by being kind to others, which creates a virtuous circle in your life. By the way, thank you for reading this!

Most of what I read online before Gorilla Mindset turned out to be scammy.

Few people know how to sell books, as it’s a hard gig. (See my first point, above!) Be careful who you listen to or trust.

You can read some more information on book selling below. There is no better information out there, and I know as I’ve read it all.

- How to Sell 10,000 Copies of Your First Book Without Being a Scammer or Selling Out
- How to Make a Living as a Writer (Write 2 Books, Give Away 1)
- How Much Do Independent Authors Make?

Thank you to everyone who has read Gorilla Mindset, and even those who haven’t.

As long as you keep reading, you’ll buy a copy eventually, maybe even today.
28.2.2016 – Why is the New York Times Afraid of Me?

New York Times “journalist” Alexander Burns is afraid of me, even though I’ve never spoken to the man. Why does he and the rest of the media establishment fear me?

A “reporter” I had never heard of nevertheless knows and fears me.

The media fears me for two related reasons.

The first is that I can’t be shamed.

The second is that I hit back twice as hard as the cry babies in the press do.

To understand the cry bully media mindset, consider this article by Alexander Burns.

To Fight Critics, Donald Trump Aims to Instill Fear in 140-Character Doses

Read that title again. How is anyone afraid of Tweets? The media is full of precious princesses, and criticism crushes them.

Yet let’s go deeper. The article claims Trump is a bad person because with his enormous online platform, Mr. Trump has badgered and humiliated those who have dared to cross him during the presidential race.

Note: build your online platform first!

As an example, he uses Cheri Jacobus. Why did Trump criticize Jacobs, who is a well known Manhattan cougar on the prowl?

Cheri Jacobus, a Republican political strategist, did not think she had done anything out of the ordinary: On a cable television show, she criticized Donald J. Trump for skipping a debate in Iowa in late January and described him as a “bad debater.”

Cheri is not merely a random cougar Trump read about. She has a huge platform – cable television. She used her platform to lie about and attempt to shame Trump.

The media is a full of cry bullies. Only they must should have the power to shame.

How does Trump behave any differently than the rest of the media? Trump uses shame to attack those who attack him.

Ezra Klein of the NY Times loves using shaming tactics on his adversaries: Trump has a complete lack of shame. The major way we keep politicians in check is that we exploit their sense of shame, but Trump doesn’t seem to have it.

Matt Taibbi of Rolling Stone (yes the same Rolling Stone that shamed a bunch of men by falsely accusing them of rape) is also a supporting of shame: The extraction of the humiliating public apology is one of the media’s most powerful weapons. Someone becomes famous, we dig up dirt on the person, we rub it in his or her nose, and then we demand that the person get down on bended knee and beg forgiveness.
Trump is actually morally superior to the mainstream media. Trump hits back at those who hit him first. The media looks for random targets to destroy.

- Who was Justine Sacco? She was a nobody until the media publicly shamed her for a single Tweet.
- Pax Dickinson wasn’t famous. He is now, thanks to the media!
- Justine Tunney, a rather nice person, was painted by an evil villain by the media.

Meanwhile Trump goes after people who can write articles in the NY Times and appear on FoxNews to hit him back.

*Note: argue, yes, but do not provoke. Never hit first but always be prepared to get hit and then smash the idiot to pieces.*

**Trump punches back, and so do I.**

More journalists have blocked me on Twitter than any other person. I don’t threaten journalists with violence, but I can and will expose them with shame.

- Sam Biddle was humiliated.
- Shaun King deleted almost 100,000 Tweets after I exposed him.
- Dean Obeidallah had a meltdown and threatened my life, then cried.
- Seth Rogen is now known as Cuck Rogen.

Unlike journalists, President Trump and I do not make nobodies famous. We hit those who hit us. We actually have a higher sense of ethics than anyone else in the mainstream media. We only attack soldiers, not civilians.

Because we hit back hard, journalists fear us. As well they should. Trump has an indomitable mindset.

Read: *The Donald Trump Mindset.*

I have Gorilla Mindset, and because of this, the media lives in fear of us.

**P.S. Here is why media attacks on Trump don’t work.**

How to understand Trump’s media campaign? This requires emotional maturity, which most in establishment lack. But here goes... — Mike Cernovich (@Cernovich) February 28, 2016

If we believe the media is dishonest and unethical, how will we see attacks on Trump? Will those attacks make Trump stronger or weaker? — Mike Cernovich (@Cernovich) February 28, 2016

I can tell you that I hate the media. I believe 90% of you are frauds. When Trump trolls you and makes you angry, it brings me job. — Mike Cernovich (@Cernovich) February 28, 2016

Now you could say I am 100s of millions of others are wrong. The media is the Fourth Estate. Or you could ask why we hate you. — Mike Cernovich (@Cernovich) February 28, 2016

Trump will keep trolling you. He can say ANYTHING and we don't care. We want to watch him make you angry. Your attacks make him stronger. — Mike Cernovich (@Cernovich) February 28, 2016
Unlike Hillary Clinton, who accepts bribes from foreign governments, and Ted Cruz who lies to win elections, and Marco Rubio who betrayed his voters with the Gang of 8 Bill, Trump cares only about power.

Trump is an unelectable egotistical bully, we’ve been told since he entered the race, and he also has a ceiling of 30%. Trump has brought in a record number of voters, smashing the “ceiling.”

Now that Trump has smashed his “ceiling” of support, people ask asking me, “Why Trump and not Cruz or Rubio?”

Cruz and Rubio fell for college rape culture hysteria.

Unlike Trump, Senators Cruz and Rubio refused to stand up for the due process rights of men.

The Senate will hold a hearing Wednesday to discuss the alleged “epidemic” of campus sexual assault and how to combat the problem. To the dismay of due process advocates, the hearing panels are stacked against fair hearings for students.

During these hearings, social justice warriors and radical feminists argued that men should be presumed guilty of rape: When asked about how “yes means yes” policies empower accusers, University of California president Janet Napolitano responded that they “shift the burden of proof,” essentially turning the justice system on its head.

Where were Senators Rubio and Cruz during these hearings, which SJWs used to argue in favor of convicting innocent men of rape? Cruz and Rubio believe that women are just as likely to be raped on college campuses as they are in the Congo. That, or Rubio and Cruz were too afraid to speak up for men.

The rape culture hysteria heuristic.

If you believe in college rape culture, I understand a lot about you:

- You’re a gullible fool who believes feminists.
- You trust the mainstream media.
- You are afraid to question narratives.

Both Cruz and Rubio fell for college rape culture hysteria. As Senators in a Republican-led Senate, they refused to support due process or the rights of men.

“OMG! The Black Vote!”

Trump will lose the elections because blacks don’t like him, even though many hip-hop artists have immortalized him in songs.

Do you know who else blacks don’t like? Me.

That’s right. I’m a notorious Internet racist, which is laughable to any man who has attended a Gorilla Mindset seminar or meet-up. It’s like the freaking rainbow coalition of men.
Trump is me on a large scale and SJWs would kill to have my diversity numbers. Trump is gonna get highest black vote in decades. — Mike Cernovich (@Cernovich) February 28, 2016

Relatedly, what about the man vote or the white vote or the white man vote? Is it smart to take white male voters like myself for granted?

The African-American vote only increased by about 300,000 votes, or 0.2 percent, from 2008 to 2012. The Latino vote increased by a healthier 1.7 million votes, while the “other” category increased by about 470,000 votes.

This is nothing to sneeze at, but in terms of the effect on the electorate, it is dwarfed by the decline in the number of whites. Again, if our assumption about the total number of votes cast is correct, almost 7 million fewer whites voted in 2012 than in 2008.

Read more: The Case of the Missing White Voter.

If Trump fails to win the nomination, I won’t vote for anyone. Cruz and Rubio want men to be expelled from college based on lies. Hillary won’t be much worse.

Trump won’t disavow [insert hate group here]!

Why won’t Donald Trump disavow all of the hateful people who claim to support him?

Good question.

- Why did Barack Obama allow the Black Panthers to intimidate voters?
- Why is tax fraud and murderer Al Sharpton allowed on television?
- Has anyone renounced William Ayers, a convicted terrorist?
- Will Hillary Clinton and Bernie Sanders renounce the violent threats made by Black Twitter?
- Floyd Lee Corkins murdered innocent people after visiting the SPLC’s website. Renounce him!
- BlackLivesMatter supporters put a U.S. Marine in a coma. Will the media demand that Clinton and Sanders renounce BLM?

Funny how you never hear those questions asked, do you?

The right is so used to playing defense that they can’t understand Trump or even see what the game is.

The media game of disavowals.

The left-wing media will never make Democrats disavow their crazies, so why should Republicans play that game? When you disavow a group, you are letting the other side frame the debate. They make you dance like a puppet. You also give them ammo when they want you to disavow some other group. For example, Megyn Kelly of FoxNews could ask in a debate, “Mr. Trump, you have disavowed David Duke and the KKK. What about those Twitter racists? Why won’t you disavow them?!” When liberals begin disavowing Black Twitter, we can talk about Trump’s next move.
I have been right about Trump, you have been wrong.

Not to gloat, but I have been right about Trump. I know more than the “experts,” because I write about issues others do not. Why do my meet-ups have blacks, Mexicans, Indians, Muslims, Jews, and Christians all show up? Because despite our racism (we are all racist to some degree), we understand that masculinity is under attack. Black men understand that BlackLivesMatter is a Soros-run front to destroy black families. We are willing to wait to fight about racial issues once we get this gender stuff sorted out. We thus come to the table as men talking about masculine issues.

“You’re movement is tiny, Mike!”

Everyone says that our issues are marginal. Yet you know what my biggest problem is? It’s outreach. Whenever I met a group of men under 30, they follow my Twitter account and start reading Danger & Play. Gorilla Mindset has two giant gorillas on it, and I sell more books than Greg Gutfeld, who has his own show on FoxNews.

At least 20% of men under 30 think as I do, and at least 50% of them think like us to some degree. Our movement is huge. Men just don’t know there are so many of us, and thus in a way keep their mouths shut.

P.S. I was right about Trump. If you called his ceiling or relied on conventional wisdom, it’s time to own that.

Maybe I’m wrong. Maybe. But you have already been proven wrong. But, again, it’s not your fault that you were wrong. They don’t let people like me speak on TV or give me columns in the NY Times, even though – again – the free market has proven there’s strong demand for me.

Stop watching TV and listening to experts. They were all wrong about Trump. Come to a seminar (which only cost the price of a book) or meet-up (which is free). Your eyes will be opened.

Trump is not a fluke. He’s symbolic of a movement.

We are here, and we aren’t going away.
1.3.2016 – A Journey to my Heart of Darkness (Ayahuasca)

“This might not be enjoyable,” Nic cautioned. “Ayahuasca isn’t a trip. It’s medicine that forces you to perform deep spiritual work. You may seem some dark images.”

“The medicine” is what shamans and experienced users like Nic Gabriel call ayahuasca, a powerful entheogen derived from a vine found in the Amazon. The medicine is spoken of with only the highest reverence.

“The medicine will show you whatever you need to see. It will bring out whatever you need to work on the most. But you will leave the experience a better person.”

The medicine showed me my fears.

Before taking ayahuasca, you must begin cleansing your body and mind. You’re not supposed to ingest any caffeine or eat any dairy. You want your stomach to be empty when you take the medicine.

More than that, you must prepare your mind for the medicine. I spent several hours alone hiking while thinking about whether my life is where it needs to be. I focused on my goals, and more deeply, my shortcomings and inadequacies and insecurities – and yes, my fears.

“What are you running from?”

During an intense hike at the Kirstenbosch National Botanical Gardens, I stopped to rest and drink some water. A man was there with his wife and children. Seeing me sit down exhausted, he said, “Who are you running from?” Myself, I responded. He gave me a knowing smirk.

Focus your intent.

“What is your intent when taking the medicine,” the shaman asked as we gathered around a fire. “You may answer silently, but you must focus your intent.” My intent when taking the medicine was to face my fear of taking ayahuasca. My biggest fear is losing control of my mind. We all identify ourselves in various ways, and while I may be handsome to some, I don’t think of myself as a big guy or cool guy. I think of myself as a smart guy with a strong self of mental fortitude. The medicine strips away the illusion of control. I wrote the book on How to Control Your Thoughts and Emotions. Fighting a medicine far more powerful than a human’s free will scared me.

Facing my fears.

Fear occurs when we leave the present moment, as fear is based on our perception that a bad outcome will occur. As fear set in, I performed more and more sets of Wim Hof breathing exercises. Fear occurs when you lose control of your breath, and by controlling your breath you maintain control of your fear. The day of the ceremony, Nic and I both stretched. He did a bunch of Yoga and I did 10 Wim Hof breaths while holding stretches. We were ready.

Note: control your breathing, control your emotions.
The ayahuasca ceremony.

The shaman holding the ceremony was sensible and didn’t ruin it with woo-woo nonsense. By possessing ayahuasca, many man for the first time in their life had power. They use this power to create lengthy, silly rituals. Our shaman was different. His ceremony was simple. We sat around the fire, stated our intent, and then went inside the temple to take the medicine. He gave us each one shot of the medicine. After around 30 minutes, nothing had happened. He asked me if I’d like another. The fear set in. I could walk away with my ego intact. “You showed up. It doesn’t work.” That was my way out. Looking for a way out emerged as a theme during the night. I was looking for a way out, and had to overcome that fear-based mindset before taking my third shot as well.

My two mantras – Be Open, Embrace Pain.

While facing the fear, I controlled my breath and repeated my two mantras: “I open myself up to the universe and all of its possibilities.” That is my statement of acceptance. I also reminded myself, “Growth is painful,” which is a way to reframe a painful experience as a positive, powerful one.

Mantra 1 – ‘I open myself up to the universe and all of its possibilities.
Mantra 2 – ‘Growth is painful.’

The Smiling Monkey.

The medicine hit everyone before it hit me, and it hit them harder. From where I was laying Nic appeared to the shaman, “This is some strong medicine.” Nic’s face was outlined by the luminance of a lamp. His expression was one of pure joy, and he looked like a smiling monkey.

Facing my fear eliminated the fear.

My ayahuasca journey was a positive one. While seeing fractals and chakras while meditating, no dark images appeared from my unconscious. Instead, the medicine brought out issues I had overcome and showed me ways to improve my life. Yes, it’s true that I’m a fearful person. Few realize this, as I face those fears. There’s a rule to follow, “If this makes you afraid, do it.” I wrote an entire book on fear in my head while on Ayahuasca. I pictured the book cover and outlined every chapter. Maybe I’ll write a book on fear after my next couple of books come out.

Mantra 3 – ‘If this makes you afraid, do it.’

Our fears never leave, but they lose power once we face them.

Some of our fears are real. If we see a rattlesnake about to bite us, we can and should feel feel. Yet most of our fears are artificial. They are socially derived. We feel rejection, which is a fear that others will view us as being beneath them. This fear prevents us from taking action. But what happens when you face the fear? Will being rejected harm you in the way a snake bite would? Only if you let it. When you see a path leading two ways, always remember that danger is play.
I left the ceremony feeling stronger.

The secret to my success is that I don’t think as highly of myself as you do of me. Compliments still leave me shaking my head. “Why would anyone listen to me?” Confronting my fears and life obstacles one-by-one, I realized that feeling feel is nothing to be ashamed of, and that fear is not a weak emotion.

Fear gives us the opportunity to push through limits. We aren’t afraid of the known. We are afraid of the dangerous and unknown. How do you face your fears? Become open to the world and its possibilities, and when life hurts, as it invariably will, remind yourself, “Growth is painful.”

The best views will always be at the top.

Addendum

**How to Overcome Your Fears with Ayahuasca**

Is using Ayahuasca scary? How can you overcome your fears? Find out in the latest Mike Cernovich podcast. Click to head over to iTunes.
Introduction.
For years members of the media and political “experts” claimed I was part of a marginal movement, although I saw something no one else did, namely my analytics. I’ve been part of a movement to restore both American men and America to greatness. While media experts attacked me, my own influence grew. Journalists eventually put me on a black list, as attacking me only allowed other marginalized Americans to realize they were not alone.

I knew if someone spoke with the same force as myself, he or she could be elected to the presidency. Yet none of my friends who occupied high level positions in major Republican circles would listen to me. They considered me part of an irrelevant fringe movement. This made no sense to me, as my book sales exceeded those of people who host their own shows on Fox News, CNN, and MSNBC.

When Trump announced his candidacy, I started paying attention to him. I had never watched more than a few episodes of the Apprentice while in law school in 2005. Thus I had no biases. I was able to study the remarkable man and his skills.

When people called Trump a “reality TV star,” I realized they were fools and knaves. Trump was not only a reality TV star. He was a best-selling author, billionaire real estate investor, and strong father.

(How many men occupying Trump’s station in life have raised great kids who managed to stay out of the headlines?)

Thus in late July and early August I called the election for Donald Trump. Everyone called me crazy, as only one other person in the world (Scott Adams, of Dilbert fame although he is far more than “just a comic strip writer”) and Ann Coulter made a similar prediction.

In hindsight, my prediction seemed obvious. Yet even as recently as a few weeks ago, big name pundits and so-called political experts said Trump has no shot. Many even said Trump would not win a single primary.

I was so confident that Trump would win the election that I began offering $10,000 wagers to Trump’s many haters. No one would take my bet.

As I write this book, Trump has received more primary votes than all other GOP candidates combined. Even if Trump were to somehow lose the primary or general election, his rise is interesting in itself and offers lessons for your own life.

Yes, Trump’s rise is a once-in-a-lifetime event worth watching. But we are not spectators. We take action in The Rise of Trump, you’ll understand how and why Trump is winning. More importantly, you’ll leave with a blueprint for your own life.


This book won’t solve the debate over whether history makes great men or do great men make history. It is, however, obvious that Trump has not risen merely through his public speaking skills, charisma, and force of will. Trump has hit on issues in modern American culture. Every other candidate has ignored these issues.
There are four winds blowing the Trump train forward. Trump is a nationalist, as he puts America first. Every other candidate is a globalist who does not care about the United States, or at least they are unwilling to prioritize American workers over workers in foreign lands.

Trump has also rejected the concept of white guilt. In the U.S. and broader West, whites are singled out as evil doers of society. This is the case even though all cultures throughout history have committed atrocities far more evil than anything whites have done. Moreover, whites were the first race to ban slavery, a practice that exists to this day in India, Pakistan, Saudi Arabia, Africa, and much of the Middle East.

Trump is unapologetically masculine. For a society to function properly, there must be a balancing of feminine and masculine energy. Women and men are not superior to one another. We are co-equals offering different strengths. Women grow human life. Men support life. Judging by the headlines and major policy positions, one would get the impression that men are evil. Trump has rejected the War on Men narrative.

Finally, Trump has attacked politically correct culture.

Indeed, the above three paragraphs discussing nationalism, white guilt, and men are themselves politically incorrect.

**Silenced and the War on Free Speech.**

Every American citizen feels the same way. We have been silenced. There are certain issues we are not allowed to talk about if we intend to be allowed into polite society or even have a job.

One might even say the American motto is, “You can’t say that.” The what you can’t say has been defined by radical leftists, who have created politically correct culture. For various reasons covered in a later chapter, even Republicans have allowed the liberal media to set the terms of acceptable debate.

We know, for example, that white people – and only white people – are evil. You won’t lose a job for saying you believe whites have oppressed minorities. While it’s true whites have committed their fair share of bad deeds, every ethnic and racial group has oppressed other groups.

Let’s look at something that it obviously true, and yet you can’t say: “Blacks in Africa sold slaves to Jewish slavers who sold those slaves to whites in the United States.” That statement is historically true. If a political pundit made that statement on the air, he’d lose his job. If you made that statement at the office, you’d be called into HR for a meeting. At best you’d be allowed to undergo re-education in a sensitive course. Far more likely is that you’d lose your job for creating a “hostile work environment.”

Being silenced for telling the truth is a key feature of politically correct culture. PC culture has silenced a majority of Americans. Silencing hundreds of millions of people doesn’t change their minds. It only makes them angrier and desperate for a spokesperson. Trump recognized this, and one of his key talking points was on politically correct culture.

In a presidential debate, Trump was even confronted with some of his “offensive statements” and “mean Tweets.” When he said America has too many problems and that we didn’t have time for political correctness, the crowd roared. Americans are tired of being silenced, and Trump is the only candidate who is speaking his mind.
Many of Trump’s supporters have said they don’t care about his policy positions. “I’m just glad to have someone running for office who finally speaks his mind,” is a sentiment we often hear. Trump isn’t afraid to speak out on issues that aren’t politically correct. He has renounced the pay gap as a scam, admitted that lax border security has made American unsafe, and refused to call white Americans evil racist bigots.

Nationalism v. Globalism: The Death of Conservatism.

Trump’s rise has been met with cries that he is not a “true conservative.” The once-prestigious National Review devoted an entire issue crying about Trump. Called Against Trump, the issue brought in attacks from pro-war neocons and even the mentally-unstable Glen Beck.

What attacks on Trump failed to do was define conservatism. No one has been able to explain why waging wars on foreign soils or increasing federal spending more than any president since Lyndon B. Johnson, as George w. Bush did, was conservative. No one has explained how socialized medicine, which Mitt Roney enacted as government of Massachusetts, is conservative. Question begging aside, Trump is not a “true conservative,” and in fact conservatism in the U.S. is dead.

Trump is a nationalist, which is a loaded term worthy of definition.

Nationalism derives from the root nation. A nationalist puts the interests of his own country, and by extension countrymen, above the interests of other nations. A nationalist puts America first. Nationalists will work with other countries, but only when in the best interest of the United States. You’d think that the President of the United States would by definition be a nationalist. Nation is in the title of the job description. Yet mainstream conservatives have drifted away from nationalism and towards globalism.

To a globalist, Americans are no different from a Nigerian. If someone in a foreign land is able to do a job much cheaper than an American worker, then those jobs should be off-shored. Americans, according to globalists, do not deserve to exist as an identity.

Globalists thus favor open borders, even though increased immigration lowers the wages of native-born Americans while increasing crimes. Marco Rubio, the darling of conservative elites, even sought to open America’s borders.

As part of the Gang of 8 (so named because 8 United State senators joined forces to bring a new world order to the U.S.), Rubio also sought to increase the number of migrants from Syria by millions. That the migrants from Syrian tend to be overwhelmingly men of prime-fighting age means nothing to Rubio or other globalists. America has no right to exist as a nation under the globalist worldview. Trump rejected globalism with a powerful statement: Build the Wall. By building a wall, Trump meant the U.S. must erect a border between the United States and Mexico, as illegal immigrants, including drug dealers and even Islamic terrorists, poured across in the tens-of-millions. Building a wall is a powerful representation of nationalism.

“A nation cannot exist without a border,” Trump declared. A nation is it borders because a nation is its people. When you allow people who hate American values like freedom of speech, free enterprise, and tolerance for religion, you change the nation for the worse.

Mainstream conservatives, again, are globalists. They believe Americans do not have a right to exist as a people, and that America does not have the right to exist as a nation. Some may call that statement extreme, but if you do not define your borders or control who comes to America, as they do in Israel, how can you claim to be pro-America?
Populism and the Free Trade lie.

Nationalism is the belief that nations like Israel have a right to self-determination, and populism is the view that a nation’s domestic and foreign policy should benefit all Americans rather than a tiny sliver of special interest donors and mega-corporations. Mainstream conservatism rejects populism on the grounds that billionaire donors matter more than ordinary, hard-working Americans.

Conservatives preach that America, as part of a global economy, must support ‘free trade.” Mainstream conservatives thus support the offshoring of American jobs as well as treaties like NAFTA – the North American Free Trade Agreement. Yet free trade is indisputably bad for U.S. workers. Real wages for American workers haven’t risen since 1960.

Globalist conservatives and economists ignore this problem by claiming economic growth should be measured by gross domestic product, or GDP. GDP is a measure of all economic activity. If a single billionaire earned millions of dollars more while everyone else in the country saw their wages decrease, net GDP would still increase.

As you can see, globalist conservatives do not care about American workers. Americans are no their fellow citizens, but instead are disposable widgets to be used until broken. Even better is to never hire American workers at all, instead offshoring all jobs to a global marketplace.

Trump has consistently prioritized American workers in his speeches and campaign promises. We will bring jobs home to the U.S.,” he said in multiple campaign speeches. Trump has also criticized Ford for its decision to move a factory outside of the U.S. When Disney replaced hundreds of American workers for cheaper foreign workers, Trump spoke out on behalf of Americans.

The Rise of Trump is finally available!

Buy it here.

Mike Cernovich is a lawyer, author of a best-selling book on mindset, documentary film maker, and published legal scholar. A graduate of Pepperdine University School of Law, Cernovich made the Dean’s List and earned the highest class grade in several constitutional law courses. His legal writing has been cited in federal court opinions, his websites on culture issues have been visited by several million people, and his Twitter profile receives around 20 million views a month. His first book, Gorilla Mindset, is considered the best mindset book ever written.
I have two stories to share.

Both stories involve people close to me facing an accusation of sexual assault.

One has a happy ending and the other ends in tragedy.

Two years ago, a close friend of mine was visited by police officers investigating an accusation he had raped a woman who came home with him two years prior. This woman testified she had no recollection of the evening. She claimed to have been drugged yet a toxicology report proved this untrue. Because she did not remember anything that happened, her entire testimony was based on what her alleged rapist (my friend) allegedly shared with her the morning after.

Just a few months ago, my 15 year old son was accused of forcing himself on a young woman in her room, with the door open, and with her parents home. While far from an accusation of rape, this young woman told her friends at school their ‘make out session’ was against her will and that she repeatedly asked him to stop. My son was so ashamed and afraid of the social and possible legal consequences he refused to go back to school.

In the case of my friend, he was convicted of felony rape. Rather than face a mandatory 10 year seat on the sexual offender list and possible prison time, he put a shotgun in his mouth the day before sentencing and blew the back of his head off. Anyone who has been called to jury duty knows the jury of his peers who pronounced my friend guilty represented people too bored or too stupid to get out of it. His (female) attorney failed to cross examine his accuser, voiced no objections during the trial, and convinced my friend not to take the stand to tell his side of the story.

My son’s situation turned out far better. The school’s administration (all women) rallied to support him. By the time we arrived at the school to meet with them, they had already spoken to his accuser and exposed her lie. They all personally committed to ensuring the situation was resolved and that his reputation would be restored.

The immense gratitude I felt came from knowing the outcome would have been quite different had he not been attending a $29,000 per year private school. At the diverse and politically correct public school I had pulled him out of two weeks prior, nobody would have even questioned the young girls version of events.

Both of these situations presented a powerful learning opportunity for both of my sons who will soon be going off to college where women and some apparently insane men regularly insist ‘consent can be withdrawn from any past encounter that no longer feels good or safe to you.’

If you are a man or a parent raising sons you should be very afraid.

Society has already decided you are predator and has established an elaborate and effective infrastructure for proving your presumed guilt. This infrastructure is also expensive and you will pay dearly for the privilege of proving (or trying to prove) your innocence. The district attorney will take your accusers case for free but you will need to come up with $60,000 – $100,000 to bring your case to trial.
Regardless of how you view the state of our society, complaining about the situation won’t improve your chance of staying out of prison. Instead, focus your energy on staying out of prison or spending money proving your innocence.

**To accomplish this goal, you need to ask two simple questions in every situation.**

1. **How well do I know this person such that I am certain they would not change their version of events?**

2. **If you found yourself accused, how would you prove your innocence?**

Of course acting on the information these two questions reveal requires some basic self discipline.

It may mean limiting your intake of alcohol or drugs enough to maintain good judgment.

It may mean declining the advances of an obviously alcohol impaired member of the opposite sex no matter how attractive or nice she may be.

It may mean getting a number rather than going back to her place.

Of course we are all human and subject to lapses in judgment once in awhile so I’ll leave you with a radical idea: Talk to your friends about this problem!

You can start by sharing this article.

If you are in a social situation, don’t be afraid to run interference if you see someone in your crew putting themselves at risk.

The suggestion that “you should get her number, it would suck if she decided to say you raped her in the morning” is a powerful way to insert reality into the moment.

If you enjoyed this article, [click HERE](#) to receive a weekly dose of advice and inspiration every Sunday morning.
5.3.2016 – The Iron Law of the Internet (How to Make Money Online and Avoid Scams)

Everyone wants to know if so-and-so is a scammer. I avoid that drama, but can tell you how to spot scams and also how to learn how to make a living online. First you must learn this iron law of the Internet.

**You will never have a conversion rate higher than 5%.

Your conversion rate refers to how many people buy what you are selling.

Why does this matter? Simple. With this iron law and some basic math, you can project your own online success while finding out who is a scammer.

For example, if you want to sell 10,000 books or online courses, you will need *at least* 200,000 people to see your ad or website.

(Take 10,000 and divide it by 5% to get the total number of people you’d need to read your sales page.)

That’s doesn’t mean 200,000 page views or ad impressions. That means 200,000 human beings.

And that’s if you’re playing the game at the highest level. Most people are fortunate to have a 1% conversion rate.

With a 1% conversion rate, you need one-million people to read your advertisement to sell 10,000 widgets.

**How to use this iron law of the Internet to your advantage.**

If someone told you they had a “seven figure launch,” ask them for analytics. How many people saw their sales page, and how was this tracked?

You don’t want to see an Excel sheet. You want to see screen caps from Google Analytics.

(Those can be photoshopped, but posting a phony analytics shot to convince you to buy their online marketing courses is felony wire fraud.)

No one is going to show you that data, by the way, because nearly everyone online is a scammer.

**Analysis of my Kickstarter campaign.**

Silenced, a documentary film I am producing with director Loren Feldman, has 345 backers. The Silenced Kickstarter page has received 8,000 unique visits. Thus my Kickstarter campaign has a conversion rate of 4.3%.

**You need big traffic to sell big online.**

Gorilla Mindset has sold over 21,000 copies. At a 5% conversion rate, at least 420,000 people have seen my Amazon page. Think about that for a minute. I need to get people to read Danger & Play or my Twitter, and then to get those people to click over to my Amazon page. It’s probably more likely that over one-million people have seen my Amazon page. All to sell 21,000+ books.
Do not fall for hype.

The Internet is full of scammers.

The only way to make it online is to work your ass off.

I’m up every day writing. I’m 100% accessible on social media.

If you think you’re going to get rich quick online, you’re going to lose a lot of money buying online marketing courses.

Remember the rule of 5%.

If you want to make $ dollars, determine how many courses or books or other products you want to sell.

Then calculate how many people you’ll need to have read your website or sales page to meet that number.

Here’s quick worksheet.

- Goal: Make $1 million dollars selling $1,000 online courses.
- $1,000,000/$1,000 = 1,000 courses.
- You’ll need at least 20,000 people to read your sales page.

That’s best case scenario. Unless you’ve demonstrated brand value, there’s no way you’d meet those numbers. Not even I would have a 5% conversion rate on a $1,000 product. You’ll be fortunate to hit a 1% conversion rate, which means you’ll need 100,000 people to read your sales page. Again, that means 100,000 different human beings. Not page views. Not ad impressions. Not search engine spiders. How are you going to get 100,000 people to read your sales page?

In short, you can pay for traffic or get organic traffic. I prefer the latter.
5.3.2016 – The War on Men in 2 Tweets

If you promote masculinity, you’re a fascist, and if you don’t like crappy movies, you hate women. This message comes not only from the hard left or social justice warriors. The attack on masculinity comes from mainstream conservatism as well. Bradley Thor is a conservative darling who believes the United States should start World War III with Russia. Here is what Bradley had to say to say about men.

Brad Thor: ‘Fascism: populist ultra-nationalism that is anti-liberal and anti-conservative with a positive view of violence, and promotion of masculinity.’

And here is what the left-wing Washington Post had to say about men on the same day.

Washington Post: ‘People hate the ‘Ghostbusters’ trailer, and yes, it’s because it stars women.’

Now you understand why I don’t view fascist, racist, sexist, transphobe, or any other label as an insult.

The chattering class hates men.

And they really hate my books.

UPDATE: Brad Thor claims he wasn’t suggesting that promoting masculinity is fascist per se. His response is below.

@rooshv @Cernovich Nothing at all wrong w/ promoting masculinity. I was calling out how Fascists have done it: https://t.co/3vRjsD41yi — Brad Thor (@BradThor) March 6, 2016
6.3.2016 – Watch Scott Adams Hypnotize Tucker Carlson on Live TV

Scott Adams hypnotized Tucker Carlson on TV. You can see the hypnosis occur beginning at 5:35. My commentary is below the video.

Here’s the next of the hypnotic pattern:

Scott Adams: Think about how many times you have imagined, just you personally, have imagined the scene of Donald Trump in the White House doing the job of President. Now how many times have you imagined one of the other candidates in the White House doing the job. Maybe a few times. But you’ve probably, mostly, thought about him.

Tucker Carlson: Yes.

Think about is a hypnotic command. He’s immediately telling Tucker what to do. Imagine is another command, as you are awakening the listener’s unconscious mind. Hypnotizing others requires you to tap into their senses... Imagine... You are now seeing what Adams wants you to see in your own mind’s eye. Next Adams creates the scene he wants the listener to have...the scene of Donald Trump in the White House doing the job of President. Adams overcomes the natural objections that arise during persuasion by asking “how many times have you imagined one of the other candidates.” Adams then completely dismisses the objection. Maybe a few times. But you’ve probably, mostly, thought about him. Even if Tucker Carlson had imagined Ted Cruz in the White House, he has been hypnotized into believing he hadn’t.

You now realize what Adams means when he talks about the 3D world of persuasion. 99.9% of people will watch that clip and see three guys talking. You see what is really happening.

P.S. Adams gained more trust from Carlson by being right, that is, Tucker had imagined Trump as President. But even if Adams had been wrong, Tucker would have been hypnotized to believe Adams was right.

How I use hypnosis in my books and articles at Danger & Play.

You’ll see a lot of hypnotic patterns in Gorilla Mindset, if you know where to look. Consider this paragraph: You now have all of the tools you need to live your life. You understand mental strategies like self-talk, framing, mindfulness, and state. You are able to change how you think and feel, leading to improvements in your personal and professional lives. You also realize that mind and body are connected.

Do you see what I did there? I didn’t qualify or explain myself. I never do that in my writing. I tell you that you now have all of the tools you need to live your life. You shake your head, “Yes, I do.” You believe in yourself. You have confidence in yourself because I have confidence in you. One of these days I’ll write more on hypnosis.

In the meantime, you can deconstruct Gorilla Mindset.
7.3.2016 – Trump’s Media Mindset

There’s a media revolution happening right before your eyes. No one is talking about this revolution, largely because few understand it. Those who see what is happening still can’t comprehend it, because as Upton Sinclair observed, “It is difficult to get a man to understand something, when his salary depends upon his not understanding it!”

I recognize this revolution because I have lived it. There are a few of us who are bypassing media gate keepers in order to get our message out. No one is doing this better than Donald Trump. But before we talk about Trump, here’s a word from marketing legend Seth Godin.

When I think about how much money someone like Gillette spends, the question is: Why doesn’t Gillette just build the most important online magazine for men, one that’s more important and more read than GQ or Esquire? Because in a zero-marginal-cost world, it’s cheaper than ever for them to do that.

Godin is a smart marketer. He does not, however, understand the slave mindset even the most powerful people live under. There’s currently a master-slave relationship between ordinary people and the media. Gillette advertises in the media, because Gillette is not the media. Why not? Because they haven’t made the mindset shift. They’d accepted the media as their masters.

Scott Adams has rejected that mindset, declaring, “I am the media.” A slave immediately said Adams wasn’t the media. Of course the slave did not offer any reason why world-famous multi-millionaire Adams wasn’t or couldn’t be the media.

@ohmyzord I am the media. — Scott Adams (@ScottAdamsSays) February 29, 2016

Yes, Scott Adams is the media. His traffic on a one-man blog surpasses that of many media websites. He has done more to educate and inform the public about Donald Trump and the broken political system than any other living pundit.

Why can’t Adams be the media? Why can’t you be the media?

Donald Trump is his own media empire.

Watch how most candidates and public figures play the media relations game. They go on to TV shows. They call press conferences. They beg the media to act as their intermediary. What is going on at a deeper level? Celebrities and political candidates need the media to act as gate keepers to you, the people. Trump, through the power of social media, is able to bypass the gate keepers. He takes his message immediately to social media.


Will the next candidate for President or Congress start his own news network before running for office? Why, as Godin asked, can’t candidates take money they’d pay for advertisements to instead create their own media companies?

Maybe that’s why I work so hard at Danger & Play, why I’ve been writing more about current affairs, and even why I’m getting into film making...
The most important political essay of this election.

Naval Ravikant, a venture capitalist, wrote the most important political essay of this election season.

Read: [American Spring](#).

In American Spring, Naval summarized a theme we have discussed at Danger & Play repeatedly. Political parties formed to monopolize the vote. The losing parties kept ganging up until only two parties remained. Resembling vast and immortal corporations, they consolidated all political power. The parties need mass media to win elections. Media literally intermediates reality and programs voters by framing the acceptable parameters of any debate. Mass media costs mass money.

In this election, Sanders and Trump have bypassed those gate keepers:

YouTube killed TV and Twitter ate the news. Donald’s tweeting from his jet and Bernie’s kickstarter went viral. Software is eating politics and the elites have lost control. There is no more establishment. Like all things Internet, social media and crowd financing are unstoppable. Every large future election will have outsiders out-organizing, out-raising, and out-raging the establishment.

Read the whole essay here.

Gate keepers.

Gate keepers are everywhere this election season, and they are fighting hard to keep their power. The media lies about harassment on social media to get people like me kicked off of Twitter. Why? Go read my Tweets. I’m far from abusive. The media despises social media because of analytics. I’m a one-man shop, and my Twitter gets 15 to 20 million impressions per month.

When the media lied about the Syrian “refugee” crisis, I went to Budapest, Hungary. [My photos, directly uploaded to Facebook](#), reached over one-million people. One album alone reached over 750,000 people. Because people like me and you have increasing power to fight back against the media narrative, governments want to censor us. Read: [The War on Social Media](#).

Without ever being on television, I have been able to sell over 21,000 books in 8 months. My Kickstarter, thanks to your awesome support, [is already at $35,000](#). We are writing our own books and producing our own films and yes becoming the media.

The Mindset message.

Even a post about the media and this presidential election must tie into mindset. Yes, I want to sell books, but also want you to think deeply about your own life. I have bypassed gate keepers in everything I do. I have more influence than most pundits, and sell more books, and am now making films. That was due to a mindset choice.

You do not need permission. You do not need validation.

Are you holding back on your own life perhaps because you don’t have the credentials or aren’t part of the club? Many of you are. You think, “Who am I to say anything?” You’re living in a new world. You don’t need anyone’s permission. You simply need to take control of your own mindset.
Change your mindset, change your life.

P.S. You will be shamed for going your own way. Haters will say, “You’re not the media!” Many people try to attack me by saying, “Gorilla Mindset was a self-published book.” The joke is on them. They don’t understand that trying to use self-published against me reveals their own slave mindset. Why do I need some idiot in a publishing house to validate me or my writing? That’s how slaves think. Write a better mindset book, haters, for Harper Collins. Good luck!

Live like a free man. If you want to do something, as trite as it sounds, do it. You don’t need anyone’s permission. Of course the flip side might terrify you.

Because you don’t need permission, your failure to act is entirely on you.

Note: but you will win either way. Because in the end what humans crave most are Stories. If you win you have a story of being a conqueror. If you lose you have a story of not winning, but of not being conquered, either.

If you fail at life, it’s because you made that choice. Is that how you want to live? I might get my ass kicked from time to time, but as Conor McGregor said after losing one of the biggest fights of his career: “I stormed in and put it all on the line. I took a shot and missed. I will never apologize for taking a shot. Shit happens. I’ll take this loss like a man. I will not shy away from it. I will not change who I am.”

Be a pussy who waits for a shot or create your own life.

The choice – and it is a choice – is yours.

Addendum: Donald Trump Podcast
New York Times bestselling author and sports writer Jeff Pearlman and I had a long talk about life, mindset, and this presidential election. Pearlman interviewed me for his The Quaz feature.

The Quaz exists not to support my views or reinforce my views, but to engage with interesting people who think in different ways.

Or, put different, I don’t agree with Mike Cernovich on much. He’s just not my type of ponderer. I’ve read through his writings, watched some of his videos, and, well, no. Just not me. But until we stop only listening to people who parrot our ideals, and start engaging with those who offer varying viewpoints, we’ll forever be stuck in this realm of close-minded conformity and ignorance and denial. So, yeah, Mike Cernovich—author and motivator—sees a war on men where I don’t. And yeah, Mike wants Donald Trump as the 45th president (I consider this an absolute nightmare) and has viewpoints on women that I don’t quite share. But he’s fascinating and unique and prolific and an admirer of Las Vegas and Frank Sinatra.

You can read the full interview here.
10.3.2016 – Would you like to see a bonus documentary about Silenced?

We’ve scheduled two new interviews for Silenced, and while setting up these interviews something occurred to me. We may do a bonus short film for Silenced backers.

Think about Silenced. What is the premise? We all know we’ve been silenced. What, or who, has silenced us? It’s not the government, at least in the United States.

We’ve largely been silenced by cultural forces. Are we part of that same culture? Hence Silenced. Our War on Free Speech.

Yet there’s an entire subculture of people who haven’t been silenced. There are people like Dave Rubin. Dave is someone with politics different from my own, yet he has felt a lot of the same forces that I and you have felt. His solution was to start his own YouTube channel. He has chosen not to be silenced.

There are many “new new media” leaders like Dave Rubin, Gavin McInnes, and Milo Yiannopoulos. There are young rising stars like Lauren Southern.

How are people with a message becoming new media leaders? Who are these people?

Telling their stories may be a project worthy of its own, and since we will be interviewing new media stars for Silenced, it’d be great to spin off a bonus documentary for you.

Would you be interested in a shorter documentary on the new media stars who refuse to be silenced? If so, let us know.

Time is running out.

You can back Silenced here.

Note: Silence has been released!
Michelle Fields, who has a book coming out in June, claims on social media that Trump campaign manager Corey Lewandowski assaulted her at a Trump press conference. Re-read that sentence and you’ll understand the real story. Michelle Fields has not gone to the police to protect future victims from an alleged woman beater. She has instead posted images online that are going viral. A Tweet of a bruise on her arm has already received over 500,000 Twitter impressions.

There’s a GOP debate tonight, and Fields’ allegation against the Trump campaign will be front and center. By the way, did you know Fields has a book coming out in June? She’ll sell a lot of books with this accusation that she never brought to police. Who has time to protect future victims when there are books to sell?

Where is the video of Michelle Fields being assaulted?

We’ve all seen a Trump press conference. There are journalists everywhere. There are smart phones running 24/7. Where’s the video? When I offered $1,000 as a donation to charity to see a copy of the video showing Fields being assaulted, my mother was threatened.

Michelle Fields supporters threaten my mother because I asked to see a video. Should I be shocked?

Breitbart placed a journalist, Patrick Howley, on indefinite leave (re: fired) for asking for some proof that Michelle Fields was assaulted. Silenced. Our War on Free Speech.

Do you now see why our documentary is called Silenced. Our War on Free Speech? The government didn’t fire Patrick Howley. Nor did SJWs or other “bad guys.” Breitbart, one of the most fearless journalistic organizations in the world, censored Howley. And yes, Breitbart did censor Howley and everyone else on their staff. If you ask for proof that Michelle Fields was assaulted, you’ll be silenced. We need to get this documentary finished and shipped.

You can back Silenced here.

Note: Silence has been released!

UPDATE: Michelle Fields was not mentioned in the debate. She still hasn’t gone to the police. She did, however, take to Twitter to express her disappointment.

UPDATE 2: This is why we always demand to see video proof. Videos show that Michelle Fields falsely accused Corey Lewandowski of assaulting here. New video of Donald Trump’s press conference Tuesday evening shows that the Washington Post’s account of an altercation involving Breitbart News reporter Michelle Fields could not possibly have happened as Ben Terris reported.

UPDATE 3: As you can see in this still image, Michelle Fields, if she was grabbed at all, was grabbed by a Secret Service agent for violating Trump’s space. And here’s a devastating takedown of Michelle Fields.

FINAL UPDATE: We finally have video footage proving Michelle Fields lied about what happened. It’s over.

P.S. If you enjoyed this example of free speech and independent journalism, you’ll be interested in backing Silenced, a documentary on the war on free speech.
Jabin Botsford has been ordered by Washington Post reporter Ben Terris to cover up a media hoax, we can now report.

(Credit for these shocking revelations goes to this Internet sleuth.)

When Michelle Fields was nudged during a Donald Trump press conference, Ben Terris blamed Trump’s campaign manager, Corey Lewandowski. Fields went on the media circuit, accusing Lewandowski of assault. Her accusation was later revealed to be false.

Yet the story goes deeper. The Washington Post is actively covering up the false accusation against Trump’s campaign. A WaPo photographer was present when Fields was allegedly assaulted. Here’s what he said when asked for photographs of the event.

I wasn’t there. (Archive).

We know Jabin Botsford is committing fraud, however, as copyright information reveals he took a picture of the press conference right at the moment when Fields was allegedly assaulted.

Jabin Botsford was confronted with this information. He changed his story.

I didn’t see anything. (Archive).

Jabin has since been deleting Tweets, although he didn’t realize they had already been archived.

I encourage you to watch the full expose into the Michelle Fields/Washington Post media hoax.
A woman in a crowded room with cameras rolling everywhere claims she was grabbed by another man. The media ran with a narrative, namely that someone on Trump’s campaign attacked the woman, who was a reporter. The problem is that no one knows if this is true.

Reality, my friends, is complicated.

Let’s take a look at this mess. It will make us better thinkers.

- Michelle Fields, who has a book coming out in June and needs some publicity for her book tour, was grabbed by someone. Whether this was a brush (as it appears to me) or something more is unknown.

- The story became that she was thrown to the ground by Trump’s campaign manager, Corey Lewandowski.

- A journalist for the Daily Beast, Lloyd Grove, reported that Breitbart reporter Matt Boyle told Grove that Lewandowski confessed to grabbing Fields.

- Ben Shapiro and other SJWs ran with this claim, calling everyone who didn’t believe Fields’ story women beaters.

- Boyle claimed in an email to Lewandowski that Grove is lying.

- Jabin Botsford, a photographer for the Washington Post, photographed the entire scene. He lied about attending the event rather than share his pictures with the world.

The story is still developing!

P.S. Do you find is fascinating that this story broke just days after media and big money interests met to discuss ways to destroy Donald Trump?

Off the coast of Georgia last weekend a group of nervous business moguls and politicians met up at a private island resort. They weren’t visiting Sea Island to party, though; they were all guests at an annual closed-press event hosted by a conservative Washington think tank. And this year they banded together around one common goal: stopping Republican presidential frontrunner Donald Trump, as The Huffington Post reports.

What’s the moral of this story? Reject narratives.

Jabin Botsford committed journalistic fraud because, as this retweet shows, he’s committed to a narrative. Namely, the narrative that Trump rallies are violent places for journalists. Nearly everyone else in the media shares that narrative. When you believe a narrative, all evidence is filtered through it. Your own reality is distorted.

Even I view the world through narratives.

Now think about the migrant refugee/rape crisis. Are Muslim men out raping women, or are we being hysterical by buying into a false narrative?

Read: Teenage girl admits making up migrant rape claim that outraged Germany

Based on what I’ve seen myself in Europe, I’d say no, we aren’t buying into a false narrative. Migrants are raping women in far greater numbers than native born Europeans are. This is a real problem that needs to be addressed before immigration into the U.S. can occur.

Always be aware of your biases, as your thinking errors can cost you a lot of time and money.
What do you want to be true? How badly do you want it to be true?

Most of us have little control over world affairs. We do have some control over our personal affairs. How badly do you want this investment someone is selling you to pay off? Go talk to some men about their 100% certain investments... that bankrupted them. If an investment is so hot, why is someone selling it to you rather than making it themselves?

How badly do you want to believe that she loves you? Maybe she does, or maybe she’s using you.

What do your friends and family have to say? (Will you even listen?)

The more you want something to be true, the slower you need to move. You need to reason far more deliberately than usual.

You won’t always be right, but you’ll avoid falling into the biggest traps of life.
12.3.2016 – Watch the Anti-Trump Conspiracy Theory in Real Time

Through the power of social media and your own eyes, you can witness what some would label a “conspiracy theory” right before your very eyes.

On March 5, billionaire donors and media members met to discuss ways to defeat Donald Trump. Billionaires, tech CEOs and top members of the Republican establishment flew to a private island resort off the coast of Georgia this weekend for the American Enterprise Institute’s annual World Forum, according to sources familiar with the secretive gathering.

The main topic at the closed-to-the-press confab? How to stop Republican front-runner Donald Trump.

(The meeting was not planned to be a strategy session on how to stop the GOP front-runner, but rather evolved into one, as a subsequently obtained agenda makes clear.)

The very next week, Michelle Fields falsely accused the Trump campaign of assaulting her. The story went viral and dominated the headlines. Although cameras were everywhere, no one was able to collaborate Fields’ claim that she was assaulted. As you can see, the Michelle Fields incident was caught at the exact right angle to prove her claim – or expose her as a hoaxer. Why hasn’t this video been released?

In support on the Fields hoax, the Washington Post was caught lying about pictures they possessed that would have been damaging to Fields’ claim. Jabin Botsford has been ordered by Washington Post reporter Ben Terris to cover up a media hoax, we can now report.

And now we have violent protests against Trump. These protests did not organize overnight, but were instead coordinated by big money interests. Who do these protests benefit most of all? Who is fighting hardest to stop Trump – Democrats or Ted Cruz, Marco Rubio, and John Kasich?

Weird how after months of Trump rhetoric only before Super Tues, when Rubio & Kasich losing home states, there are race riots against Trump. — Tammy Bruce (@HeyTammyBruce) March 12, 2016

Cruz, Rubio, and Kasich all went on record in support of the riots, claiming there’s a He was asking for it exception to the First Amendment. There are now assassination attempts being made on President Trump. Will the media demand that Clinton, Sanders, and the other candidates disavow violence against Donald Trump? Or is the disavowal tactic a scam?

Conspiracy theory, they say.

I say open your eyes. The conspiracy is unfolding right in front of you. And you have the power to stop it. Inside your pocket is a device that let’s you confront liars and to spread your own truth. D&P reader and Chicago meet-up attendee Ash was on the scene. He picked up a social media following by attending a Trump rally and providing original reporting and commentary. Who is the media? All of us are. Change your mindset from one of passive consumer to that of an active producer. That might be the biggest lesson of Gorilla Mindset.

Note: go from passive consumer to an active producer. Pattern: remember New World Ronin – stop being immobile – MOVE!

Addendum: Thomas Dimassimo: “I want to be a Martyr,” Trump’s Would be Killer Confesses
13.3.2016 – Here’s Why Several Journalists Got Caught in the Michelle Fields Media Hoax

Several journalists have been caught lying to the public and committing fraud, new video footage reveals. Before we begin analyzing the Michelle Fields hoax, watch this video, which surfaced last night. This video clip shows Trump’s campaign manager, Corey Lewandowski (the man in short cropped hair), moving past Michelle Fields (the handsome woman in glasses).

Speaking through her boyfriend’s Twitter account, Michelle Fields claimed that Corey Lewandowski assaulted her.

Ben Terris of the Washington Post then wrote an article to boost Michelle Fields’ claim.

Read: “Inside Trump’s inner circle, his staffers are willing to fight for him. Literally.”

As security parted the masses to give him passage out of the chandelier-lit ballroom, Michelle Fields, a young reporter for Trump-friendly Breitbart News, pressed forward to ask the Republican front-runner a question. I watched as a man with short-cropped hair and a suit grabbed her arm and yanked her out of the way. He was Corey Lewandowski, Trump’s 41-year-old campaign manager. Fields stumbled. Finger-shaped bruises formed on her arm. “I’m just a little spooked,” she said, a tear streaming down her face. “No one has grabbed me like that before.”

An audio recording of the assault surfaces.

After people were skeptical that Trump’s campaign manager would assault a woman in full view of the public, several dozen journalists, and hundreds of cameras, an audio transcript of the event surfaced. The audio recording was not posted, however. Instead a journalist put up a transcript of the audio. The audio, we can now report, was staged.

Politico posted this audio transcript:

Terris: “You OK?”
Fields: “Holy sh*t.”
Terris: “Yea he just threw you down.”
Fields: “I can’t believe he just did that that was so hard. Was that Corey [Lewandowski]?”
Terris: “Yeah, like, what threat were you?”
Fields: “That was insane. You should have felt how hard he grabbed me. That’s insane. I’ve never had anyone do that to me from a campaign.”
Terris: “Can I put that in my story?”
Fields: “Yeah, go for it — that was really awful. That’s so unprofessional.”
Terris: “He really just almost threw you down on the ground.”
Fields: “He literally went like this and was grabbing me down. “I don’t even want to do what he just did to me. Oh my God, that really spooked me that someone would do that.”

The audio recording was eventually posted. The audio had been clipped and omitted 50 seconds of conversation. The earlier part of the conversation would no doubt reveal that the incident was played up into a hoax.

After questions were raised about the event, Ben Terris ordered his photographer to destroy or withhold any evidence revealing the hoax.
Jabin Botsford, a photographer for the Washington Post, was at the event where Fields claim she was assaulted. As his camera offered the perfect angle of the event, he was asked for additional footage. As you can see in this exchange, Botsford first lies about even being at the event, only admitting to being at the event when presented with copyright evidence proving he was there. Botsford then deleted incriminating Tweets.

Lloyd Grove of the Daily Beast Makes up a Confession.

Lloyd Grove of the Daily Beast wrote an article joining in the narrative. In his article, Grove made up a conversation. Hours after the incident, Lewandowski told Breitbart’s Washington, D.C. editor, Matthew Boyle that he manhandled Fields, a source told The Daily Beast.

Read: Video Shows Trump Campaign Manager Corey Lewandowski Grabbing Reporter Michelle Fields.

Those of us who asked to see video evidence of the assault were called the usual names SJWs call us.

Ben Shapiro and countless other “conservatives” called for Corey Lewandowski to be fired. Journalist Patrick Howley, who asked to see a video of the event, was placed on “indefinite suspension.”

Michelle Fields went on a worldwide publicity tour.

With the media backing her, Fields went into full professional victim mode. She appeared on every TV show that would have her, pimping her mediocre book. Fields’ self-importance reached new highs even for journalism. Fields freaked out when Donald Trump wasn’t asked about the assault during the Republican debate.

The narrative was set, and anyone who questioned it hated women.

Why didn’t anyone post a video of the event? Where was the video shot from this camera angle? If we’ve learned one lesson, it is LISTEN and BELIEVE. You are not allowed to ask a woman who claims a man attacked her for evidence. Michelle Fields and other savvy scam artists know this. Now a video has surfaced conclusively showing that Michelle Fields lied. This is another example of lack of journalistic ethics in the media.

Consider how deep this media hoax goes.

Michelle Fields, a “conservative,” fabricated a story with Ben Terris, a “liberal.” Jabin Botsford of the Washington Post lied about being at the event, and then hid evidence that would have exposed the hoax. Lloyd Grove of the liberal Daily Beast made up conversations to support Fields’ story. Ben Shapiro, a “conservative,” used these fabricated sources and false accusations to demand that a man lose his job. And everyone in the media kept running with the story, attacking skeptical readers like us. Moreover, a journalist who asked to see a video of the hoax was fired from his job. The media is rotten to the core. Can you believe anything you read?

What does this hoax say about the war on men?

Would Michelle Fields had been a media star if she had been a man? Are men safe from false accusations? It’s a dangerous time to be man, which is why I wrote the only guide to being a man in the modern age – Danger & Play: Essays on Embracing Masculinity.

When Michelle Fields claimed to be the victim of a violent assault (which we now know is a hoax), there was massive drama within Breitbart. Fields was “attacked” at a Trump press conference, in full view of hundreds of people and dozens of cameras. Her story made no sense.

Breitbart had a choice. Go with listen and believe culture, which they mocked the left for, or refuse to back their reporter. Breitbart went with listen and believe, and you could read the revolt on social media and even in reader comments. Their own readers were outraged. Yet Breitbart was in a dilemma.

If they didn’t back their reporter’s first hand account of what happened to her, how could any of her reporting be trusted? Breitbart also has a strong contingent of what I call man-up conservatives. You know the type. A real man always... and what follows is something about supplicating before a woman. A real man never touches a woman, even to brush her out of the way when she’s obstructing Trump, a man-up conservative would say.

There has also been a lot of internal strife as Ben Shapiro, it can now be revealed, has had his new website funded by two billionaire Ted Cruz donors – the Wilks Brothers. Shapiro is under marching orders to praise Cruz and attack Trump. (In 2011, before becoming a sugar baby to the Wilks boys, he wrote an article called, “The Magic of Donald Trump.”)

Shapiro’s lack of personal ethics caused more drama within Breitbart. If they called out Shapiro for being a sugar baby, wouldn’t that call his reporting for Breitbart’s main site into question?

After my article proving that Michelle Fields and Shapiro lied went viral, something had to be done. Due to the power of social media, the story wasn’t going to go away. People kept linking to my article on social media, demanding that Fields, Shapiro, and others address it.

No one would address my article, as it conclusively proved Michelle Fields lied. As Fields filed a police report regarding the “assault,” this story might not be over. She could be charged with a crime. Thus Michelle Fields and Ben Shapiro were forced to resign.

P.S. If you’re new here, I don’t like writing about media matters. I have to as journalism is corrupt and nobody else is calling out these hoaxes.

My best writing is on masculinity and mindset.

Danger & Play: Essays on Masculinity

Gorilla Mindset: How to Live Life on Your Terms
What percentage of rape accusations are false? That’s a nearly impossible discussion to have, as the definition of false varies. If a case is unfounded, is it false? If a case is he-said-she-said, is that case false?

Yet most criminal defense lawyers will tell you that around 50% of date rape cases are either false or that the evidence is so weak that no one can know what happens. Data from Yale supports this. Yale is social justice central. It’s ruled by feminists and radical leftists. When a woman accuses a fellow college student at Yale of rape, she has a favorable system.

- Lower standards of proof.
- Limited due process for the accused man.
- A panel of “judges” made up of feminists.

Given the lack of due process and anti-male bias at Yale, what percentage of cases are false?

Jack Montague, the captain of Yale’s basketball team, who was expelled last month in connection with a sexual misconduct case, said in a statement through his lawyer on Monday that the university’s ruling was “wrong, unfairly determined, arbitrary and excessive by any rational measure.”

A Yale spokesman continued to decline to comment on this specific case, citing the federal confidentiality laws. In a statement Monday morning, the spokesman, Tom Conroy, did say that “where cases involve judgments about the witnesses’ credibility, all of the available corroborating or contradictory information is carefully weighed to determine who is telling the truth.”

He also said that the accused is permitted legal representation throughout the process, and that just one in 10 cases culminates in expulsion, while one in five results in no adverse finding and two of five result in a reprimand or probation.

A full 20% of date rape cases are outright false. Another 40% of date rape accusations only lead to a reprimand. In those cases, the girl not actually raped but instead felt misled.

A man who tells a woman he will break up with her because they don’t have sex often enough, according to campus rape hearings, is not expressing his right to negotiate a relationship. Instead he’s committed sexual assault.

I have even been called a rape apologist because, “You give advice to men on how to avoid charges of date rape if the woman has second thoughts the day after.” Regret is being reframed as rape, because if a woman had second thoughts, she must not have been certain about the encounter. Even under Yale’s system of justice, somewhere between 20 and 60% of rape accusations are false. Yale’s findings are consistent with what everyone will tell you.

About half of date rape cases are either outright fabrications or are the sort of shady-by-not-illegal conduct sexually active people engage in.

What can you read? Be smart. Save text messages.

Read my guide to avoiding a false rape case.
15.3.2016 – They Totally Knew: The People Who Foresaw the Rise of Donald Trump

I haven’t talked to the media in a while, as editors usually kill stories with me in them. But the media blackout appears to be over, as this article in Slate both fairly credits me with my Trump prediction as well as quotes me in full.

Read: They Totally Knew: The People Who Foresaw the Rise of Donald Trump

I also went on the Rubin Report with Dave Rubin. It was a great conversation. I’ll post it once it’s up.

15.3.2016 – Find Your Life Vision

“Where there is no vision, the people perish.”

That is true of nations, culture, and of individuals.

What is your life vision? How do you find it? What can you do once you have found your life vision?

In the latest Mike Cernovich Podcast I cover your life vision, and mine.

What have I been working towards all of these years, and how have I used the principles we discuss to get what I want?

Click play or head on over to iTunes.

Thank you for backing Silenced on Kickstarter.

16.3.2016 – Mike Cernovich on the Rubin Report

Journalist and stand-up comedian Dave Rubin reminds me of my liberal friends from years ago. It may come as a surprise to younger readers, but liberals used to be cool. They supported free speech and civil liberties. They would argue with you if they thought you were wrong, but they’d never have tried getting you fired.

They didn’t ruin lives. They believed in freedom of thought and tolerance. For the majority of the left, that is no longer the case. Yesterday I spent an hour talking to Rubin about free speech, marketing, SJWs, Donald Trump, and much more. There were no gotcha moments. Rubin shared his views, pushed back on mine, and I did the same.

The show will be released in segments on the Rubin Report channel.

The first segment on Internet outrage culture is up.
This is a report on the Donald Trump rally from Markos, who was reporting live for Danger & Play Media.

Follow Markos on Twitter here.

I’m sure most of you have heard the news, and seen the videos on the news. You may have a lot of questions, and want to see if what the media reported was accurate or not. Well, I’ve got good news for you. I was there, and I will tell you exactly what I saw, and how it all went down.

Let’s first go over the details.

Chicago Trump Rally – First Announced and Leading Up To The Rally

Trump’s campaign first announced the rally on Friday, March 4th when tickets became available online. After I got 2; one for my friend (whom I will refer to as Mav) and one for myself. I told some other people after I got my tickets to get some, but they quickly sold out after only a few hours of being offered.

(We later found out what happened to all these tickets).

Leading up to the event, my friend Mav told me that he saw a Facebook group that already had 7,000 people saying they were going to protest Trump’s rally. By the time Friday came around, some 11,000 anti-Trump protesters had said they were going to the Trump rally.

Chicago Trump Rally – Friday, March 11, 2016

We arrived at the rally around 4 o’clock and began walking towards the U.I.C. Pavilion where the rally was held. The gates opened at 3 but the rally wasn’t supposed to start until 6.

For those of you unfamiliar with Chicago and the area:

- The event was hosted at the U.I.C. (University of Illinois at Chicago) Pavilion, which is located in Chicago’s West Side
- U.I.C. is 60% non-White and repeatedly ranks in the top 10 most “diverse” universities in the U.S.
- U.I.C. and the area surrounding it is considered a bastion of Leftism and ‘multi-culturalism’
- The U.I.C. Pavilion can hold around 9,500 people.

As we began walking towards the building, we saw protestors on one side, cops in between, and people in line trying to get into the Trump rally. There were about 30-50 protesters behind metal barriers with signs and chanting slogans. Police on horses were between them and the people. Now, let’s talk about the line.
The line... was massive. I’ve never seen such a huge line before. We followed the line all the way. During the walk, we saw mostly Trump supporters in line, and a few Trump protesters waiting to get in. We could tell they were protesters by what they were wearing or what signs they were carrying.

When we first got in line, we were behind some high school kids (one was wearing a jacket with the school’s name on it) who were getting lectured by some 50 something year old feminist looking woman. She was arguing with them as to why they should support Bernie Sanders. When one of the kid’s said that he didn’t want socialism, she threw out the tired and overused “Bernie isn’t a socialist; he’s a democratic socialist.” She didn’t explain the difference but said it matter of fact to the kids.

The People In Line

Since we were in line for close to 2 hours, we were able to get a feel of the people waiting to get inside.

- Most of the people (though there was a sizable amount) were not wearing Trump clothing; no hats, shirts, buttons etc.
- Most of the people were regular looking White Americans; close to 90% of the line.
- Around 60-70% of the people in line were male.
- The women that were in line tended to be on the attractive side of the scale.
- There was a sizable amount of parents with their kids (under 18 years old) attending the rally.

Most people were just chatting among themselves; waiting to see the Donald. Thousands of people were still in line at 6 o’clock; and we had no idea if we’d get in or not.

The Protesters/Anti-Trump People

I got a good feel for the people there who didn’t support Trump. You could mostly tell who was for/against Trump. Some of my observations:

- Most of the people were wearing anti-Trump shirts or shirts they created with anti-Trump slogans, or were carrying signs.
- Most of them were Hispanic or White; with a sizable amount of Blacks (mostly Black females) making up the ranks.
- The majority were college aged; and the genders were around evenly split.
- The women were not attractive; overweight, short hair and/or dyed green/blue, and generally unfeminine in appearance.

Trump Rally Get’s Cancelled

After waiting for close to an hour and a half, we get word that the rally has been postponed/cancelled. As people are walking by us shouting this, and most are Bernie people, we don’t accept it right away and stay in the line. As we get right by the doors, we get confirmation from Trump supporters that the rally has indeed been cancelled. We talk to a few, and see a few get interviewed. But we notice that there is no security keeping people out from going inside the Pavilion. We decide to go in and have a look at what was going on.
What we saw inside there was total chaos.

There were still thousands of people inside the Pavilion. When we got in and looked down into the stage/arena area, we saw hundreds of anti-Trump protesters running around wild on the floor. They were chanting slogans and yelling at the Trump supporters, and were being chased by police.

Note: The Chicago Police were excellent at this event. I’ve never been the biggest ‘Support Our Police’ kind of guy, but they were extremely professional and did a great job. Hats off to the Chicago Police on this night.

So while there were hundreds of anti-Trump protesters on the floor of the building protesting/disrupting the now cancelled event, there were also hundreds of anti-Trump protesters in the stands as well.

It looked like a scene out of a March Madness basketball game.

They were literally jumping up and down chanting slogans and singing anti-Trump/anti-Trump supporter songs. There were still hundreds of Trump supporters in the stands/on the floor, but it appeared most had left and were leaving, while the protesters were not. There was a lot of fear and disbelief in the eyes of the Trump supporters. I saw a father, mother, and their 2 kids in the stands. They were wearing Trump clothing and were clearly Trump supporters. They were Filipino (I could tell by their appearance and accents) and the parents were clearly born there.

They were genuinely scared for their children’s protection.

Mav and I stood by them for a little bit to give them a little comfort, but after a few minutes when it was safer, they headed for the exit. We decided to head towards the doors ourselves, but as we approached the door we saw police on top of and arresting an anti-Trump protester. Many of the anti-Trump protesters were yelling and screaming at the police for arresting this guy.

Protests Outside Of The U.I.C. Pavilion

When we exited the Pavilion, we were greeted by hundreds of anti-Trump protesters who were congregating outside the entrance. Some were forming mash pits and jumping up and down. One of their chants was: ‘We Stumped Trump, We Stumped Trump, We Stumped Trump.’

Many of these anti-Trump protesters were harassing the Trump people leaving the venue. One of the favorites was to say: Racists Go Home! Racists Go Home! Fuck You Racists, Get The Fuck Out Of Here! They were yelling this at Trump supporters, but more importantly White Trump supporters. It was clear that they were equating being a Trump supporter and being White as their definition of a racist.

The crowd was almost exclusively college aged kids. There was one scene that kept repeating itself. One lone Trump supporter, with simply a Trump hat or a Trump 2016 sign, would be surrounded by 5-15+ anti-Trump protesters. These protesters would get up in the Trump supporters face, swearing, screaming, yelling, and threatening them to get out. Most of these lone Trump supporters were men in their 40’s and 50’s. These protesters seemed to not have grown up with the concept of ‘respecting your elders’; or showing any respect for that matter.
At one point, 2 Trump supporters; one guy with a Trump sign and the girl he was with had a ‘Make America Great Again’ hat on. They must have been in their low to mid 20’s. Another one of these protester packs surrounded them and started to shout and threaten them. These 2 Trump supporters did not back down, and held their own.

Then, one of the protesters stole the Trump hat off of the girl’s head and ran away down the street celebrating. All the protesters started to laugh and mock the girl that she ‘got her shit stolen’ and ‘that showed you, b*tch.’ Police allowed these protesters to gather and did not try to disperse them. They were down the street on horses, and formed a line, but did not try to stop them.

Protesters Move To The Parking Garage

After gathering outside the entrance and protesting, they all seemed to know where to go next. They moved to outside the parking garage next to the Pavilion. They were behind the metal barriers and were allowed to be there. What I saw next was pretty appalling.

They were boooing, yelling, swearing, and flicking off the Trump supporters who were driving out of the parking garage.

The police were protecting the cars from being attacked, but they did not stop the protesters from yelling and screaming at the cars leaving the garage. At this point, it seemed most of these protesters were Mexican and Hispanic. There were at least 2 giant Mexican flags in the crowd of protesters being held up.

There were Antifa, with their face masks, roaming around at this point. They also appeared to be Mexican. After their protest of the cars leaving the parking garage, most of the protesters started to disperse and slip away into the night. Mav and I decided to head out as well, as we did not want to run into one of these many anti-Trump protester packs that were now roaming the nearby streets.

Important Observations and Comments

I just covered how the night went, from beginning to end. Now I’d like to comment on a few things that stood out, and what we learned that night.

Also, let me state this: I grew up in the Chicagoland area, and am very familiar with how things work there. I knew many friends that went to U.I.C., so I am familiar with the school, the area, and what kind of students attend there.

1. These Were Not ‘Peaceful Protesters’

I have heard over and over in the Media that these were simply ‘Peaceful Protesters’ trying to make their voice heard. This is a complete lie. These protesters had a clear agenda: Disrupt, intimidate, silence, and attack anything and everyone pro-Trump.

There were plenty of parents there with their kids. There were high school kids, elderly folks, and many females trying to genuinely listen to what Donald Trump had to say. I myself am in my 20’s and was taught growing up to respect people older than yourself (if anything because I wouldn’t want someone to treat my parents that way). These 18-20 something’s clearly did not; and had no problem harassing and intimidating people their own parents and grandparents age.
2. Most Of These Anti-Trump Protesters Were Bernie Sanders Supporters

The Media, new sites, and political pundits have tried to dismiss or deny this. But for anyone that was there, this much was clear: Bernie Sanders signs were everywhere the protesters were. Whether they carried Bernie 2016 signs, had Sanders pins/t-shirts, or wrote Bernie Sanders on their home-made posters, his name was everywhere.

3. The Most Violent and Aggressive Anti-Trump Protesters Were Mexican and Hispanic and 'White Guilt'

Most of the protesters were White or Hispanic – it was about evenly split; with Blacks coming in third. Note: Most of Hispanics in the Chicago area are Mexican; and many of them shouted that they were Mexican. But what was clear – the Mexican and Hispanics were the loudest and most aggressive out of the protesters. There were dozens of Mexican flags, signs, and pins in their ranks. At one point a group of Mexican and Hispanics formed a chain in the middle of the street, holding signs and singing ‘Sí, se puede’ which means ‘Yes, we can.’ Most of the protesters running up to, surrounding, and threatening the Trump supporters were the Mexican and Hispanics. The one who stole the Trump hat off of the girl was a Mexican protester.

4. Anti-Trump Protesters Despised Non-White Trump Supporters

While the protesters clearly targeted any and all Trump supporters, they seemed to have a special affinity for non-White Trump supporters. The protesters saw these non-White Trump supporters as ‘traitors’; and would get extremely angry seeing them. We even saw 2 groups of Mexicans; Trump supporters holding up the Mexican flag, being verbally harassed by anti-Trump Mexican protesters arguing back and forth in Spanish. Also, many black Trump supporters were verbally harassed and confronted by many of the protesters.

5. The Protesters Were Filled With Hate

The Media has reported and constantly lied that at the Trump rallies, the Trump supporters are the ones that are filled with hate. Pardon my language, but this is complete bullshit. The people who wanted to see Trump were your everyday people – lawyers, corporate workers, small business owners, laborers, etc. I did not see or hear any hateful things said by the Trump supporters. But, the protesters had an aura of pure venom. While I felt completely safe (they did not say anything or mess with me), I was actually worried for some of the solo Trump supporters and older guys that they may be physically attacked and hurt. These protesters 1:1 were not impressive, but they were like a pack of hyenas and had power through sheer advantage of numbers.

6. This Was An Attack and a Declaration of War Against Trump Supporters

If you were present, there is no way you would not come to see this as well: the Left, and specifically Bernie Sanders’s people, have declared war on all Trump supporters and sympathizers.

They do not care what you have to say.
They do not care about your rights of free speech.
They do not care if they commit crimes and break the law.
They want every and all Trump supporters to shut up, stay silent, and submit to them.

Conclusion and Final Thoughts

The Left exposed their true form in Chicago. Whatever claim they still had of being “pro-free speech” and for human-rights was thrown right out the door. After personally witnessing this historic event, it is clear that the Left is completely built on lies (not that most of us didn’t already know that), and that they are dangerous and a threat to personal freedom.
Why has the mainstream media and especially conservative pundits projected their rage onto Donald Trump and his supporters? Pundits are fighting hard because there’s a war going on. No one saw this war. Well, almost no one...

This is a real time battle for future leadership of right wing media. I know it, Trump knows it, and even some cucks know it. @sorin — Mike Cernovich (@Cernovich) [September 10, 2015](https://twitter.com/sorin/status/648155538364346881)

**This election has been about more than Trump.**

This is a war over the future of the media.

Pundits are poor in money and rich in status. Most of them live off of sugar daddies to pay their bills, and money does not drive pundits. Pundits are status obsessed. Being seen as the right kind of person is their only goal in life. They live and die on shame…the feeling that they do or do not belong to the proper social class.

Supposed journalists and pundits have accumulated considerable social status and power. With the power of an article, journalists have forced the most powerful politicians and richest chief executives to quit their jobs.

One does not lose power without a fight.

**Virtue signaling as status signaling.**

A quick primer on status signals.

Did you know people can tell how much you’re worth and what your education level is based on how you look? We apes are constantly sending off signals of our social status. You can look at a man and tell if he’s an alpha or beta. You can look at his watch to place him inside an income bracket.

Indeed, I am able to spot online frauds easily based on the status signals they send off. Self-proclaimed ballers talked about shopping for a Michael Kors watch. Baller don’t buy that brand. People earning $60,000 to $80,000 do. (Those in higher income brackets would buy a Rolex, or if they wanted to send off another status signal, a Patek Philippe.)

A quick primer on virtue signals.

Virtue signaling is a form of status signaling. When you say the right things, you signal to others that you belong to the right social class. When you say things like, “I hate racism,” you are sending a message to the left. “I’m a good boy. I’m not like those flyover state red necks. Please let me remain part of your club.”

Why are conservative pundits (and most everyone else who writes) terrified of being called racist, sexist, homophobic, or some other type of bigot? It’s not because they’d lose their jobs or readers. After all, the media insults the readers of National Review all day. Readers would not revolt if the mainstream media accused an NRO blogger of racism. As Trump’s rise has shown, readers would love the conservative pundits even more.

Conservatives are caught in a status game, and the left controls this game. SJWs control the highest status publications like the New York Times, and liberals run the New York Publishing houses.
The media is losing its war.

The media has been attacked by two forces, with conservative media feeling the blow especially. Ricky Vaughn and other members of the alt-right have more influence and are more widely read on Twitter than 90% of “conservative” pundits. Ricky_Vaughn99 has over 21,000 Twitter followers and his tweets frequently go viral.

You argue with @Ricky_Vaughn99 24/7. He knows more than those idiots you read. Pay closer attention! https://t.co/t6J4dHHaBn — Mike Cernovich (@Cernovich) March 6, 2016

Social media has turned everyone with a smart phone into their own media empire.

Consider my article on Michelle Fields.

Before my article, the media narrative was straight forward: Trump’s campaign manager attacked Fields. We exposed Michelle Fields as a hoaxer. The media was able to push this dishonest narrative, and 10 years ago no one would have been the wiser.

Social media would not quit. Links to my article were shared in the comments to every media article and journalists who spread the hoax were sent the link. Even the SJWs at BuzzFeed were forced to acknowledge my article. BuzzFeed’s editor-in-chief Ben Smith tried to spin my article and failed. That he had to address my article at all shows our growing power and foreshadows the anti-male media’s decline.

@BuzzFeedBen @CLewandowski Be sure to link to the entire timeline of the hoax, which includes prove WaPo fraud. https://t.co/M17hmpFSfC — Mike Cernovich (@Cernovich) March 15, 2016

The Michelle Fields story died.

I didn’t kill it. We killed it. I wrote the article using facts that you shared with me on social media. You spread the article. We are too big to ignore. When journalists post a hoax, it’s news. When we do it, they call it spam. But they were forced to confront us, and they lost.

Every Trump person spamming comments, Facebook, Twitter with same slow motion video. Here it is sped up to normal. pic.twitter.com/sAKF0pXIqs — Caleb Howe (@CalebHowe) March 14, 2016

The Trump Media Matrix.

Everyone wants to read about Trump. If you’re a journalist or pundit who wants readers, you must write about Trump. You don’t have a choice. Because of this, Trump does not have to pay for commercials or buy political ads. He has received, according to one estimate (which is probably low), nearly $2 billion dollars in free advertisement.

Even Trump’s most devoted haters are forced to talk about him. Those haters then blame the media for talking about Trump. Cognitive dissonance, anyone?

@jpodhoretz Buddy 99% of your timeline is Trump. You’re in the Trump Matrix. We all are. https://t.co/89hNx1WGzp — Mike Cernovich (@Cernovich) March 16, 2016
Expect more outbursts and tears from media pundits, especially “conservative” pundits.

I’m not going to collect the hundreds of Tweets talking about the need to “black list” Trump supporters. Nor am I going to post the media tirades. You’ve seen them all. You know the media is furious. Now you understand why.

Social media and democracy.

Re-read this article, which quotes American Spring:

‘YouTube killed TV and Twitter ate the news. Donald’s tweeting from his jet and Bernie’s kickstarter went viral. Software is eating politics and the elites have lost control. There is no more establishment. Like all things Internet, social media and crowd financing are unstoppable. Every large future election will have outsiders out-organizing, out-raising, and out-raging the establishment. Expect more anger from the media.’

You live in a new media world, but ask yourself some questions. 10 years ago, how would you have sold a book? You’d need a NY publishing house to print it. How do you sell it? You’d need book reviews from pundits.

The only way to make a name for yourself was to hire a publicist who had friends in the media to boost your name. Now you can boost your own name. You don’t need the pundits. As in the case of Trump, they need him. He holds the power over the press. Pundits no longer control what stories get written about how how many books get sold or what films are a success.

Look at the Kickstarter for my documentary, Silenced. 537 backers and nearly $50,000 with less than 2 days left.

How many journalists or pundits wrote about me or helped boost me? We raised that money through the power of social media and with some help from other new media moguls like Vox Day.

Know your media enemies.

Yes, we can marvel at this new media landscape. We are the winners. But look at the losers. The media is being completely shut out. We don’t need them anymore. That’s why they hate us and why they will lash out more violently. We shall remain happy warriors. Even as we mock them, we laugh. They are out, and we are in.

The world is ours.
17.3.2016 – New Media v. Old Media: Who is Dying and Who is Rising

The media and others claim we are a marginal movement, and indeed they go to a lot of trouble to make it seem that way. They make it look like we are outnumbered by refusing to give us a platform. Yet I’ve known for a long time that we outnumber the lunatic SJWs, and now I have proof.

Con woman Anita Sarkeesian is crowd funding a documentary series called, “Ordinary Women.” Because the media loves her, nearly every mainstream media publication has linked to or written about her new video series. USA Today, Washington Post, Los Angeles Times, Time, and the list goes on. With international news cover behind her, Anita has raised $42,423.

That’s great, until you compare it to our project.

My Kickstarter for a feature lengthy documentary on free speech has surpassed Sarkeesian’s project.

UPDATE: We raised over $71,000 with 838 backers.

Granted, Sarkessian’s project hasn’t hit its funding deadline, and it’s likely she’ll out fund me, and that’s my point. Every mainstream outlet has written about Sarkeesian and her project. How much more money will she raise? 2x? Maybe 4x? Given the amount of press she’s received, she should easily raise 100x more than us. But she won’t. What do I have? A blog, some friends with blogs, and a Twitter. This one-man operation is able to out work and out raise the entire mainstream media.

Read: The Media Battle No One Saw

Isn’t that amazing? Even without the supposed reach of the mainstream media, we are killing it.

I remain optimistic about the future of the West because I look at the data and understand the media game.

The people are on our side. Our job is to reach them. My mantra for 2016 has been, “Outreach, Outreach, Outreach.” Why do I write more about mainstream news? It doesn’t sell books. My original reporting and analysis is part of our outreach. It’s working, too.

Note: the People are on our side. Recognize, internalize, reach out, teach, lead!

Great Reporting: How Michelle Fields Hoaxed Herself Into Mainstream Stardom
https://t.co/xiG1AZFmUB #Dobbs #MakeAmericaGreatAgain #Trump2016 — Lou Dobbs (@loudobbsnews) March 17, 2016

Silenced isn’t going to make me real money, but it will get the message out to millions of people.

Whenever I meet a group of people to share our ideas with, at least one of them agrees with me and becomes a Twitter follower or reader. The media knows this, and that’s why they fight hard to censor us. The numbers aren’t on their side. If you follow the mainstream news, you think you’re alone. That’s a deliberate media lie.

P.S. You only have one day left to back Silenced. You can do so here.

Note: Silence has been released!
I appeared on the Rubin Report to discuss politically correct culture, Donald Trump, and the war on free speech. You can watch the videos below or head over to Rubin’s page. The comments are funny, and largely go something like, “This guy doesn’t realize Trump is Hitler!” Some won’t even watch the video as listening to a Trump supporter is too triggering.

Mike Cernovich and Dave Rubin discuss the War on Free Speech.

Rubin and I also discussed online outrage culture.

The full interview is here.
18.3.2016 — Only Four More Hours to Back Silenced

Note: Silence has been released!

My Kickstarter for Silenced is winding down. You only have four more hours to back it.

Back Silenced here.

Silence is in Production!

Your support has been incredible, and we are going to work hard to make you proud to have backed Silenced. We’ve already been lining up interviews and setting up travel. Last night we spoke with Milo Yiannopoulos. Today Loren will interview Allum Bokhari, a UK journalist, on free speech culture across the pond. Unlike the U.S., there are “hate speech” laws in the UK.

In America – for now, anyway – censorship is part of culture rather than law. The government isn’t going after people for their speech. It’s outrage mobs who get people fired and dox and harass people. It’s not us against the government. It’s our war on free speech.

Tyrants in the government sit back and smile. They are thrilled the people are losing respect for free speech, as free speech ultimately serves as a check against the government. Once respect for free speech decreases, the U.S. government will begin enacting censorship laws and judges will begin finding “exceptions” to the First Amendment’s broad protections of free speech. To save free speech in America from the government, we have to save it from one another.

If there’s a goal for Silenced, it’s this: Make free speech cool.

There’s nothing cool about trying to get people fired from a job over a Tweet. You’re not tolerant when you destroy someone’s life for disagreeing with you. That makes you the a-hole. The cool people recognize that not everyone who disagrees with you is evil. Most of the time people are wrong, confused, or ignorant rather than malicious. The best approach is to keep talking to one another rather than silencing those you oppose.

A quick note on funding.

The bare bones budget for Silenced was $40,000. As we’ve exceeded that goal, we will be able to make Silenced a better film and enter it into film festivals. As you’ll recall, I am not taking a salary for my work on Silenced. Every dollar that comes in will go directly into the film.

Your support blew me away.

I expected to raise $20,000. We are almost at 3x that number. Thanks again!

What’s next?

We’ve already interviewed people for Silenced, including Milo Yiannopoulos. During my appearance on the Rubin Report, we discussed scheduling Dave Rubin for Silenced. We will be talking to him soon. We will be having video interviews with people around the world via Skype. We want to talk to at least 100 people. Silenced is going to tell the story of people you haven’t heard from. In a few days we’ll be heading up to San Francisco – what some would call ground zero in the war on free speech – to interview people in tech and finance. We’ll also be attending local protests in Los Angeles. Then we’ll head to New York.
Once the interviews are wrapped up, we’ll start editing.

We’ll be updating you along the way. This isn’t a project you back and then wait on.

You’ll be taken behind the scenes of Silenced as we film, and you’ll receive plenty of updates.

Thank you again for backing Silenced!

Mike Cernovich
Producer, Silenced

Thank you again for backing Silenced.
**18.3.2016 – Hulk Hogan v. Gawker (Marc Randazza Legal Analysis)**

Today in court Gawker learned what happens when Hulkamania runs wild on you after a jury ordered Gawker to pay $115 million dollars in compensatory damages to Hulk Hogan. Marc Randazza, a free speech lawyer, spoke to me live after the verdict to share his thoughts on the case as well as to discuss Gawker’s next legal move.

Danger & Play Media hot takes:

- Gawker had excellent legal counsel, this was simply a case no one could win.
- New York snark does not translate well to judges and juries.
- Gawker will need to post an appeal bond of 10% of the damages verdict.
- The jury may award up to 3 times the $115 million in punitive damages, for a total award of hundreds of millions of dollars.
- Gawker’s revenue last year were around $44 million. There’s no way Gawker can afford to pay this verdict.
- Gawker owns several websites like Jezebel and Kotaku. Those sites may be sold off to the (lowest) bidder.
- In order to appeal the verdict, Gawker must put up the full verdict amount, or pay 10% (non-refundable) to a company. Bottom line: Gawker will need to pay millions of dollars out of pocket to appeal the Hulk Hogan verdict.

Gawker might not get up from this atomic leg drop.

**Youtube Video – Hulk Hogan v. Gawker (Marc Randazza Legal Analysis)**
19.3.2016 – Kickstarter Analysis

This is going to be a boring, data-driven article for people into such stuff.

Silenced finished with 838 backers for a total of $71,060 ($63,000 or so after KS’s fees.)

Silenced’s Kickstarter page had 18,024 page views and 15,533 unique visits.

(You can use your Google Analytics code to track stats on the page.)

Traffic sources to silenced:

- Twitter – 57%
- Direct via D&P – 24%
- Vox Day – 5%

As you can see, having a large website and social media is important. This is sort of a duh point, but seeing data put everything into context. It also helps to have friends who help you. This is also duh, although you guys wouldn’t believe how people try using me every day while offering me nothing.

Cash breakdown for Silenced.

Here’s the data:

- 157 backers @ $10 = $1,570
- 315 backers @ $25 = $7,875
- 106 backers @ $50 = $5,300
- 164 backers @ $100 = $16,400
- 16 backers @ $250 = $4,000
- 14 backers @ $500 = $7,000
- 2 backers @ $1,000 = $2,000
- 5 backers @ $5,000 = $25,000

Over 740 backers (88%) pledged $100 or under, for a total of 53% of the amount raised. Just under half of total support for Silenced came from 12% of people.

How much does Kickstarter take?

 Kickstarter takes 5% off the top plus 3% of each credit card transaction. Some backers flake at the last minute, too, which is expected. I’ll post the total amount once it arrives.

The last day was the biggest day.

People are busy and many wait until the last day to back it. No complaints from me. On the final day we raised $28,637 – or 40% of the total. For those who followed the drive on Twitter, you could see the amounts increase every 30 seconds. It was wild, a lot of fun, and I had a huge adrenaline rush.

Did the Kickstarter go as planned?

It went better than planned. I agreed to pay Loren $40,000 (50% of his usual rate, as he believes in this project; it’s passion for both of us) without having any idea where the money would come from. Even though I am well-off, $40,000 is a lot of money and yes I was a bit anxious wondering if agreeing to fund Silenced was a mistake. Where was the money going to come from?!
I expected to raise $20,000. I figured $20,000 would come out of my pocket. We raised $71,060, which will be around $63,000 after Kickstarter takes it cut. All of the additional money raised will go into making Silenced better. We’ve already been able to hire a research assistant, and it’d be great if we could get closed captioning done as well. I don’t expect to spend much on marketing. I am one of the top 100 marketers working today, and my marketing skills are worth $1,250 an hour. I’ll do the marketing for Silenced for the love of it.

**Now the work begins!**

I love spreading our message and making a difference in the world, which is why I’m producing Silenced. Loren and I have been scheduling and conducting interviews. We’re heading to San Francisco soon. Then New York. Then perhaps Miami.

**Note:** I travel a lot anyway and you didn’t back Silenced so that I can party. My travel expenses are on me. Loren’s travel expenses are included in the original amount I agreed to pay him.

**Can you still back Silenced?**

Sure. You can PayPal me the cash directly. You’ll get the same rewards as original backers.

[Paypal me here.](#)

Anyhow, thanks again. I thank you all a lot and say we because it’s true. I feed your soul and you feed mine. Keep dreaming big.

Who knows where your life will be in 5 or 10 years?

Youtube Video – David Rubin and Mike Cernovich discuss Donald Trump and the War On Free Speech

My appearance on the Rubin Report is probably my best “podcast” ever, as it comes closest to the singularity of my views. Dave Rubin and I talked mindset, how we humans perceive the word, cognitive biases, humanity irrationality, alpha-beta stuff, sales, marketing, and Donald Trump. I could probably do an entire course based around each of those topics we covered.

Rubin is a great interviewer. Watch his body language and eye contact. When you’re talking to Dave, you feel like you’re the only person in the room. Always watch an interview twice – once for the message and once with the sound off for the body language.

Rubin’s show will grow and given current trends, he’ll have his own Bill Maher type show in a few years. People are getting burned out with shrill SJWs, as the Gawker verdict showed. The television market will open up to more sensible liberals like Rubin.

(Christopher Hayes sees this as well. That’s a smart guy to follow, not for political commentary, but for vibe.)

I was having a bad skin day and should’ve worn some make-up, but people said Dave Rubin had on too much make-up. In a large enough sample set, people are going to zero in on something about you that may or may not matter.

Criticism is always welcome, though usually most people aren’t aware how much thinking goes into what I do. Not looking too good is part of my message. If I’m too pretty, my message won’t get out. If I’m too ugly, I seem like a loser. There’s a lot of thought behind how I present myself, even though most of this stuff seems random to newcomers.

When you have an aggressive message, it’s good to humanize yourself. If I were in the fitness or get-rich-quick industry, I’d be more polished. But I don’t want stupid people as clients, customers, or readers. Hence no polish to my look.

You’ll notice Dave saying several times during the interview, “I’m not voting for Trump.” That was due to some of the hypnotic techniques I use. He wasn’t telling me or his audience so much as telling himself, “This guy is persuasive. Don’t fall for it!”

The same is true when girls would tell me, “I’m not going to sleep with you.” Persuasion is persuasion, whether you’re meeting women, selling books, talking to a jury, or having a political discussion.

While I’m not Gerry Spence (yet), you can identify language and body language patterns that create a certain flow to what I say. My vocabulary is at a higher grade level than Trump’s, but we speak in similar patterns. Most persuasive people do.

(If I were running for office, I’d speak at a 4th grade level. Assuming Trump or any public speaker’s vocabulary is limited to the words he uses says more about your own intelligence or perhaps naivety.)
I also should have had a conversation before beginning the interview. I sounded nervous at first, though there was no reason to be nervous. I simply hadn’t found my vocal pace. For a longer interview, that’s cool. For a shorter interview where you might not have time to warm up, start practicing or warming up your voice.

People can disagree about stuff and still talk civilly and get along fine. I get why people find this hard. If you believe you’re a persecuted minority, anyone who disagrees with you is part of the oppressive power structure.

The truth is that life is rigged against you no matter who you are. You are human cattle for the power elite like George Soros, Hillary Clinton, and the Bush family. Accept that and move forward with your life.

The truth is that most people just want to pay their bills and have no real interest in oppressing you. Most slights and discrimination are imagined. When life doesn’t go your way, it’s easier to blame the system or other people than realize... You just aren’t working hard enough.

It makes no sense to focus on being a victim. You can control a small part of your life – and that’s if you work really hard.

Anyhow, the full interview is here. Thank you for being part of this wild journey.

It’s been some week, hasn’t it?
19.3.2016 – Why is Donald Trump Mean to Crazy Megyn Kelly?

Journalists do not like being criticized. Extrapolate from there. That’s it. That’s the short answer. Are you prepared for the longer one? Why do people say Trump throws “tantrums” when he talks about journalists? Do journalists throw tantrums when they talk about Trump every day? Megyn Kelly talks about Trump on her show every day. Is she a crazy obsessed stalker?

Do journalists throw tantrums when they talk about ordinary people, making those people famous or infamous? If journalists talk about us, why can’t we talk about them?

Here’s how free speech works. Shitty lying journalists say stuff about people. People say stuff back. Simple. — Mike Cernovich (@Cernovich) March 19, 2016

How can Trump “bully” an adult woman who has her own cable television show and an army of white knights running to her rescue? What does it say about gender relations when a strong independent woman cries to men to rescue her from Trump’s big mean Twitter account?

Most people have a slave mindset, and this applies to the media.

“Journalists” are allowed to attack people on their shows. They are the masters. You, the reader and listener, are the slaves.

"Trump doesn't respect a free press!"? "Because he's mean to journalists!" The press doesn't believe in free speech for the rest of us. — Mike Cernovich (@Cernovich) March 19, 2016

Slaves aren’t even allowed to post comments on most news sites anymore. As I’ve shown, journalists lie about other people and spread hoaxes. My reward for exposing a nationwide media hoax? Massive hate.

Actually I got a lot of acclaim. That’s because I play the media game better than anyone else in media.

Trump and everyone else must accept criticism. You must passively read articles, accepting them as true. You must never post critical comments, and if you call a fraud a fraud, you are an Internet harasser.

If you think Trump is bullying Megyn Kelly, you are a slave to the media. If you think what he’s doing is funny, congratulations, you’re on your way to freedom.

P.S. I wrote an entire book on how to free your mind. Buy it here.
19.3.2016 – A Great Week

Last week was a great week to be me.

My story on the Michelle Fields hoax went viral, causing several dishonest journalists who misled the public in an effort to enrich themselves to lose their jobs. Ann Coulter noticed me. While I don’t fan boy out, I was reading her books over 10 years ago in law school. I admire her. I’m human. Go figure.

Soros-owned Media Matters wrote a hate article about me. It was their most popular article in years. I’m making people who hate me enter my media matrix. They hate me, but writing about me gets big views. If they want readers, they must write about me, thus spreading my message. Game on.

Lou Dobbs praised my excellent reporting.

Great Reporting: How Michelle Fields Hoaxed Herself Into Mainstream Stardom
https://t.co/xiG1AZFmUB  #Dobbs  #MakeAmericaGreatAgain  #Trump2016 — Lou Dobbs (@loudobbsnews) March 17, 2016

Slate published an article about me and my Trump prediction.

Book sales haven’t spiked, but they are up.

My talk with Dave Rubin of the Rubin Report was well-received.

My Kickstarter raised over $71,000. That’s more than the entire mainstream media could raise.

Great week, right? You can have a great week, too.

It’s Saturday and I’m not hung over. I wrote three articles, am about to hit the gym, and then I’ll work more. To have a great week you work hard every day for... ten years or so. If you ask me, it’s worth it.

But as always, the choice is yours.

P.S. Thank you for making this week great.

I’ll never be one of those self-made men.

Without your support, I’d have a diary instead of a media empire.

Thank you!
20.3.2016 – Why do People Support Trump?

Trump has a large Twitter with over 7 million Twitter followers. If you're smart, you're following his A/B tests in real time. Just as I Tweet out multiple Tweets to see what people find most interesting, Trump uses his Twitter as a real time focus group.

Read: How to Use Twitter.

Look at his timeline. What gets the most retweets and favorites?

Why talk to pundits or listen to experts when the data is in front of your face?


A pundit could ride Trump's coat tails by following his Twitter, seeing what gets RTs, and building articles based on those insights. — Mike Cernovich (@Cernovich) March 20, 2016

Twitter gives you real time data on what people actually think. Why would I talk to pundits? Stupid. I use data. Smart! — Mike Cernovich (@Cernovich) March 20, 2016

By the way, have you wondered why pundits hate me? This is why. Many of them have been in the game for decades. I've been writing about policy and Trump for a few months. They see my growth and hate me, which makes me smile. This is why pundits hate me. I've only being talking politics for a year, they see the growth and feel jealousy. pic.twitter.com/cYW8DYu8IQ — Mike Cernovich (@Cernovich) March 20, 2016
21.3.2016 – Karen Attiah Hoaxes Her Way to Stardom

Karen Attiah, despite being a blogger at the Washington Post, hasn’t been able to create lasting work. She cannot offer insights into complicated policy issues. Her own personal brand is worthless. What is a woman whose work cannot stand on its own to do?

You’ve seen the pattern by now. It can’t be missed. If you’re a woman of mediocre talents or an affirmative action hire, your way to stardom is to declare yourself a victim.

Read: How Michelle Fields Hoaxed Her Way into Stardom.

That’s what Attiah did – Link

Donald Trump, the Republican front-runner for the presidential nomination, met with The Washington Post’s editorial board Monday to answer questions ranging from his views on NATO and the American criminal justice system to the violence that has been plaguing his rallies. We hoped that we would get to peel back some of the layers of Trump. In our meeting, when asked whether he thought there were racial disparities in how laws are enforced, Trump said he had “no opinion.” As time was running out, I wanted to press him a little more on if he plans to run on and/or govern on a message of racial inclusion. [Insert lengthy dialogue, which was helpfully caught on tape.] As the meeting ended and we were walking out of the room [note: where’s the audio?], I thanked Trump for taking my question. He turned to me and said, “I really hope I answered your question,” and added casually with a smile, “Beautiful.”

It’s interesting how Trump called an ugly woman beautiful when no one else was around.

What if Karen Attiah isn’t lying? Even then she’s set back gender relations.

At worst, Trump called Attiah beautiful. Attiah herself seeks this attention, as she has a Model Mayhem page. As she is gross looking, he was probably just being nice. Consider, however, Attiah’s reaction.

I was stunned. I didn’t say thank you, and I don’t think I smiled. He then walked out to meet with my Post colleagues briefly before heading to the elevator. I stayed in the conference room for a few minutes as it sunk in that the potential GOP nominee for president thought it was okay to comment on my appearance. Did he just say that?

She was triggered. She had to sit in a room alone. Attiah and other social justice warriors like herself live all of the negative stereotypes early feminists sought to destroy. Women do not weakly take to the couch.

Yet that’s exactly what Attiah did. She took to the couch.

There’s a reason women find it harder to have mentors. Someone like Michelle Fields can lie about you when cameras are running, and many people will try to have you fired. With no cameras running, a woman can say anything. How can you defend yourself from a lying woman? You can’t, and that’s why many men would rather not deal with women at all. If you believe sexism exists, don’t point the finger at men. Look at Attiah and Michelle Fields and all of the rape hoaxers before and after them. Today is a dangerous time to be a man. Even if you don’t care about men, consider the lost opportunities you as women will face.

Feminism is making it so that men would rather avoid women than deal with drama or risk a hoax.
— Mike Cernovich (@Cernovich) March 21, 2016

Fortunately men and women are learning how to deal with modern gender relations after reading my book, Danger & Play: Essays on Masculinity. Some find my work offensive. Others consider it a survival guide for the modern world.

You can read it here.
21.3.2016 – Another story from the Front Lines of the War on Men

Those who want to understand the future should learn from the present. Feminism in Sweden has had a head start. In Sweden political leaders openly explain why they hate men. In the U.S., political candidates still keep this bigotry to themselves.

Make no mistake, this is what every major left-wing (and even many right wing) candidate believes. 

Hi Mike!

As we both know there is a War on Men and I would like to give you a glimpse from the front lines here in Sweden. As you maybe know, we men are losing most battles here in Sweden and here is the latest example. This text is from a woman that was named the youth hero of the year 2014 by the biggest newspaper in Sweden (Aftonbladet). She is also a representative for the youth party (SSU) of the governing party in Sweden. After this text the party condemned the text but she is still allowed to represent the party.


I will give you my translation of the text and I’ll try to keep as unaltered as possible

The day you men stop raping is the day I’ll stop hating you.

The day you stop raping I will stop being a man-hater. But until then I am a proud man-hater.

For you are disgusting creatures who lives on our earth.

The day you “men” keep your dick in control and not rape women.

The day you “men” back away and let us women be seen and heard more.

The day you “men” stop using the woman’s body as a toy.

The day you “men” stop taking too much space, too often.

The day you “men” start acting like real men.

The day you “men” start to think if it is manly enough to pee on another human being instead of the toilet.

The day you “men” stand up for women’s rights.

The day you “men” stand up and call yourself feminist.

That day I will stop being a man-hater. But until then I am a proud man-hater.

Because you are disgusting creatures living on our earth.

Ps. If you comment that “NOT ALL MEN ARE LIKE THAT”, go ahead and bring out your napkins and cry alone because you guys are disgusting and I don’t really care about your crocodile tears. I know that not all men are like this, but if you get upset and don’t realize the facts what I mean by this text, it is not my fault.
23.3.2016 – Never Play Another Man’s Game (Little Marco Edition)

(This article remained in draft form on March 9th, and I didn’t finish it. Now that Rubio has dropped out of the race, it’s worth reading, even in unfinished form.)

You’d think comparative advantage would be mainstream knowledge, and yet $1,000/hr political consultants do not seem to understand this basic man knowledge:

Never play another man’s game.

As one of only a few people to predict the rise of Trump, I of course was able to predict that Rubio would lose support after his recent GOP debate – where he tried wise cracking and playing a tough guy like Trump.

Rubio tried to out Trump Trump. Tonight was a total disaster for him! Supporters will flock to Cruz and Kasich. #GOPDebate — Mike Cernovich (@Cernovich) March 4, 2016

Rubio lost what little momentum he had, with Ted Cruz skimming off his supporters. What happened?

Never play another man’s game.

You’re not going to out Trump Trump. Trump gets the alpha male pass for vulgar jokes and other crude comments. It’s a law of nature. Just as handsome older women like Megyn Kelly get unearned news anchor spots and are perceived as more intelligent than they are (halo effect), Trump gets to say things other people can’t say. Marco is soft. If he wants to beat Trump, he has to show how he’s different but better. By making jokes about Trump’s hands, Rubio made a direct comparison between himself and Trump. Rubio lost a lot of supporters, which I could predict.

(I’m not going to tell you how Rubio could force Trump to play his game. Rubio has spent $100 million on consultants and ads. He can write me a check for that information.)

Why do you think Trump won’t debate policy with Cruz? Trump would lose that debate because it would create a direct comparison between Cruz and Trump. Playing another man’s game is suicide.

The world is about niches.

People ask my why I do what I do on Twitter. The only reason my antics seem “off” is because you’re comparing me to others in my genre. You have a vision based on how I am supposed to act. That vision is based on how others act. What good would it do me to act like everyone else? But there is no one else like me online. I’m more than a troll. I combine a unique blend of mindset, masculinity and trolling with a nuanced discussion of sensitive issues.

If I played Mr. Reasonable, I’d be another fungible good. There are hundreds of other people saying the same stuff as everyone else. Why join a conversation only to be like everyone else?

If I played up the Mr. Self Help Guru game, I’d have to get Botox like Tony Robbins and pretend to like people in order to take their money. I’d rather call out assholes than kiss up to them for cash.

You have to play your own game. How can you find that game? As cliche as it sounds, you must first find yourself. I’ve always had a big mouth and little regard for authority. That is who I am.
24.3.2016 – Jian Ghomeshi was the Victim of a Rape Hoax

Before male feminist Jian Ghomeshi was falsely accused of several sex crimes by three different women, he endorsed listen and believe culture. When a woman claims a man harassed her, it’s your duty as a man to listen and believe. Republicans have even bought into this culture, supporting hoaxers like Michelle Fields.

The Western legal system does not abide listen-and-believe yet. Under cross examination, it was revealed that the women who accused Jian Ghomeshi of sexual assault were lying. The full opinion is here. I’ll be update this post as I go through it.

[81] I find as a fact that Ms. DeCoutere attempted to mislead the Court about her continued relationship with Mr. Ghomeshi. It was only during cross-examination that her expressed interest in a continuing close relationship was revealed.

[82] Ms. DeCoutere testified that after the weekend in Toronto in July 2003, she definitely knew that she did not want to have a romantic relationship with Mr. Ghomeshi. She gave us her “guarantee” under oath that she had no romantic feelings for Mr. Ghomeshi. Even in her late disclosure, just prior to taking the stand, Ms. DeCoutere claimed that any personal contact with Mr. Ghomeshi following the Canada Day long-weekend in 2003 was simply an attempt to “flatten out [her] negative.” She maintained that any emails that she sent to Mr. Ghomeshi following that weekend were “indifferent” in tone and not “playful”, as they had been previously.

[83] Once again this was simply not true. In an email sent just two weeks later, on July 17, 2003, Ms. DeCoutere told Mr. Ghomeshi that he was “magic”. On July 25, 2003, three weeks after the alleged assault, she wrote to Mr. Ghomeshi that she was “really glad to know you”. On April 6, 2004, she wrote an email to Mr. Ghomeshi suggesting help with “an itch that you need... scratching”. On October 19, 2005, she sent him what she described herself as a “ridiculous, sexualized photo” of herself with the neck of a beer bottle in her mouth simulating an act of fellatio. As recently as September 8, 2010, she posted a Facebook message fondly recalling the 2003 Canada Day weekend.

[84] On July 5th 2003, within twenty-four hours of the alleged choking incident, Ms. DeCoutere emailed Mr. Ghomeshi with the message: “Getting to know you is literally changing my mind, in a good way. You challenge me and point to stuff that has not been pulled out in a very long time. I can tell you about that sometime and everything about our friendship so far will make sense. You kicked my ass last night and that makes me want to fuck your brains out, tonight.” There is not a trace of animosity, regret or offence taken, in that message.

[85] Five days after the alleged choking assault, Ms. DeCoutere was home in Halifax and she sent a handwritten love letter to Jian Ghomeshi. She expressed her regret that she and Mr. Ghomeshi had not spent that night together. The letter concludes, “I love your hands.” When confronted with this seemingly incongruous message, from someone who claims to have been recently choked by the recipient’s hands, she said that she was intentionally referencing the thing that had hurt her.

[129] Each complainant chose to come forward to the media first and then subsequently gave sworn video-recorded statements to the police.

[132] At trial, each complainant recounted their experience with Mr. Ghomeshi and was then subjected to extensive and revealing cross-examination. The cross-examination dramatically demonstrated that each complainant was less than full, frank and forthcoming in the information they provided to the media, to the police, to Crown counsel and to this Court.

The entire opinion is revealing. It’s a good day for due process and a great day for schadenfreude. Jian Ghomeshi deserved to live in the world he wanted to create – a world where men go to prison based on lies. I am glad her personally suffered. He lost his TV career. He lost millions of dollars. His legal fees were well over $500,000. Yet his prosecution shows why what we do matters. What happened to him could have happened to any of us. We must continue to fight for due process and continue to attack vile feminists like Ghomeshi and his like.
24.3.2016 – Spot the Day a Post Went Viral

Does viral traffic increase book sales? You tell me. Two posts went viral in the past 30 days, with one post doing over 150,000 page views in 48 hours.

Did viral traffic increase book sales? No. The book sales chart has been erratic like it has been before.

*With ups and downs.*

Viral traffic does not increase book sales all at once, but if you keep writing every day, you’ll build an audience.

*That chart is your life.*

*You’ll have great days and bad days and mediocre days.*

*Don’t let the high days or high weeks go to your head.*

*Don’t let the low days get you down.*

To me, a day is a day. I’m focused on my mission. Never too excited or full of myself and never too down on myself.

I know, this is boring.

Keep showing up and working hard isn’t what people want to hear.

That sounds like something your grandparents, who lived through the Great Depression, might have said.

But it’s true.

P.S. You can [buy my books here](#).
An expose accusing Ted Cruz of having multiple affairs has now been confirmed by at least two other sources. The original source of the story, the National Enquirer, caused some to question it. While skepticism of all media is appropriate, the National Enquirer has previously broken affairs involving high-profile politicians, including former presidential candidate John Edwards.

The National Enquirer accused Ted Cruz of having an affair with five women.

Journalist Drew Johnson of the Washington Times confirmed on Twitter that two of the women were accurately identified as Cruz’s mistresses.

COMING CLEAN: From what I know, at least 2 of the women named as Cruz mistresses by the National Enquirer are accurate #TRUMP #CRUZ #TCOT — Drew Johnson (@Drews_Views) March 25, 2016

Before the story broke, Johnson hinted that a Ted Cruz sex scandal was coming.

Boom! From March 14th. #CruzSexScandal @Drews_Views pic.twitter.com/iN8ISrtynT — Mike Cernovich (@Cernovich) March 25, 2016

At least one media outlet sat on the story.

@MAGAmerchant @realDonaldTrump @Campaign_Trump Lots heard rumors. An online media outlet new the whole story but they chose not to run w/it. — Drew Johnson (@Drews_Views) March 25, 2016

The Ted Cruz sex scandal sheds light on an earlier investigation by the Federal Elections Commission.

The FEC investigated a $500,000 transfer made from Ted Cruz to Carly Fiorina, a competitor. The unexplained manner in which Carly Fiorina got her hands on half a million dollars of another candidate’s money this summer has now graduated from being an internet curiosity to becoming a legal matter, as the Federal Election Commission has begun an inquiry into where the money really came from and why. It’s the latest scandal to surface in the Fiorina camp after her rise in the polls began this month, and this one may go beyond a mere problem of perception.

Why would Cruz donate money to another candidate? One of Cruz’s alleged mistresses is Sarah Isgur Flores. She was a manager of Fiorina’s campaign! Hush money? Sounds like it.

Ted Cruz donated 500K to Carly Fiorina – his competitor. Who managed Fiorina? Sarah Isgur Flores, a suspected Cruz mistress! #CruzSexScandal — Mike Cernovich (@Cernovich) March 25, 2016

Oh boy. That $500k transfer from KtP to CfA sure looks different now. See FEC Inquiry Here -> https://t.co/qNZokKoAOG pic.twitter.com/iHRTcfw10a — TheLastRefuge (@TheLastRefuge2) March 25, 2016
Washington insiders hinted at Ted Cruz sex scandal, calling it “The Thing.”

Note that many Rubio backers mentioned a huge Ted Cruz scandal that they were sitting on. These are also anti-Trump forces who have chosen to back Cruz. Many Rubio supporters and anti-Trump consultants hinted at The Thing – which was a campaign-ending Ted Cruz scandal. They dropped it once Rubio left the race, as they did not want Trump to win.

Note how Rubio backer @TheRickWilson stopped hinting of #cruzsexscandal once Rubio lost. Didn’t want Trump to win! pic.twitter.com/O8ExZ7EJaH — Mike Cernovich (@Cernovich) March 25, 2016


All talk of The Thing dropped once Rubio was out of the race, thus forcing GOP insiders to choose between tanking Cruz, guaranteeing Trump the primary nomination, or sitting on the information.

If the Ted Cruz sex scandal is confirmed as true, his campaign is over.

Cruz cannot ignore the sex scandal. Although the mainstream media tried dismissing it as unfounded rumor, we made #CruzSexScandal the #1 worldwide trending topic on Twitter. We created a news cycle using the power of social media, with my own Twitter account receiving hundreds-of-thousands of views per hour.

Cruz and his campaign are going into full crisis mode.

Stay tuned for the latest developments.

P.S. If you like this article, check out my books.

UPDATE 1: Read Part 2 of the Ted Cruz sex scandal here. Or keep scrolling.

Ted Cruz has been accused of sleeping with at least five different women in what’s now known as the #CruzSexScandal. I have some important updates. In mid-March, Rubio backers started a Super PAC called Stop Trump. Rick Wilson and others began claiming a campaign-ending story about Cruz would surface. This story was labelled The Thing.

The Thing was understood to mean a sex scandal involving Ted Cruz.

Read: A Ted Cruz SEX SCANDAL Appears To Be Looming?

Today the Super PAC deleted the Tweet quoted above and claims The Thing is not the #CruzSexScandal. Charles Johnson of Got News talked to me over the phone. He claims that The Thing was a story Team Rubio made up to hit Cruz with. At the time of The Thing, there were rumors that a Marco Rubio affair scandal would hit.

Team Rubio intended to lie about Cruz in order to hit back. According to Johnson, Team Rubio rather than Team Trump was behind the Cruz sex scandal. Johnson also gave me an off-the-record explanation for the $500,000 that a Ted Cruz Super PAC gave to a PAC that supported one of Cruz’s alleged mistresses. I can’t explain everything other than to say someone with a lot of money didn’t understand the rules.
Drew Johnson, a columnist with the Washington Times, posted a Tweet saying: “COMING CLEAN: From what I know, at least 2 of the women named as Cruz mistresses by the National Enquirer are accurate #TRUMP #CRUZ #TCOT. Johnson went on to say, “Lots heard rumors. An online media outlet new the whole story but they chose not to run w/it.”

Is the Ted Cruz sex scandal real or not?

One sees a lot of smoke, and when there is smoke, there is fire. On the other hand, Team Rubio has been dishonest throughout this election. What if Team Rubio created a hoax to hurt Ted Cruz? Once Trump won Florida, forcing Rubio from the race, they didn’t want to run the hoax because Rubio would rather see Cruz win the primary or at least prevent Trump from earning the necessary 1,237 delegates needed to avoid a contested convention.

On the other hand, that logic would apply equally if the Ted Cruz sex scandal were true. Rubio’s consultants ditched the story, even though it’s true, because a sex scandal would take Cruz out of the race, guaranteeing Trump 1,237 delegates.

Rubio’s team are highly-paid consultants, and they stand to make billions of dollars if Trump can be prevented from being the GOP nominee. Trump does not hire consultants. The establishment candidate would. We also know that Team Rubio has been deleting Tweets about The Thing and is going into full spin mode.

Stop lying @StopTrumpPAC! It was you all who started these rumors. The Internet never forgets! pic.twitter.com/eZMzPiaRWI — Mike Cernovich (@Cernovich) March 25, 2016

Did Ted Cruz cheat on his wife with five mistresses? Perhaps we will never know. What we do know is this: GOP consultants are sociopaths without any principles who care only about getting paid. They had a motive to lie about the Cruz sex scandal before it hit (give Rubio a boost), and they have a motive to lie about it now (get an establishment candidate nominated at a brokered convention). They are truly scum.

UPDATE 2: Donald Trump has responded.

I have no idea whether or not the cover story about Ted Cruz in this week’s issue of the National Enquirer is true or not, but I had absolutely nothing to do with it, did not know about it, and have not, as yet, read it.

Likewise, I have nothing to do with the National Enquirer and unlike Lyin’ Ted Cruz I do not surround myself with political hacks and henchman and then pretend total innocence. Ted Cruz’s problem with the National Enquirer is his and hi salone, and while they were right about O.J. Simpson, John Edwards, and many others, I certainly hope they are not right about Lyin’ Ted Cruz.

I look forward spending this week in Wisconsin, winning the Republican nomination and ultimately the Presidency in order to Make America Great Again.

- Donald J. Trump

The story gets weirder.

Drew Johnson was a source for the Ted Cruz sex scandal story. His employer, the Washington Times, claimed the fired him over a year ago in an effort to discredit him. In response, Johnson posted a paycheck from February 2016.

The story goes deeper. A source was fired, employer said over a year ago. Then he presents this! #cruzsexscandal pic.twitter.com/P2iT1J01RL — Mike Cernovich (@Cernovich) March 26, 2016

Why is the media actively covering up this story?
Like most everyone else, rich people are unhappy. This observation leads many to conclude that money does not buy happiness, although they are only partially right. Money by itself does not buy happiness, but an optimized lifestyle (which costs money) can make you happy.

**Note: I do not want money to be happy but I want money to optimize my life in such a way in order to become happier!**

The problem with money is the habits we acquire while making it. When you have no money, you’ll do anything to make it. You’ll work double or triple shifts. You’ll avoid vacations. You’ll work a job that sucks.

Even if you acquire money, you’ll live those same habits. But having money is a classic case of, “What got you here won’t get you there.” What got you money won’t bring you to happiness.

**Note: having money or not having money is not the key of attaining or not attaining happiness. Habits are!**

As an example, a reader writes in:

*Your podcast is AMAZING! I have listened to every single episode. Question: I am worth 1 million dollars. I am also in business with someone who does not share my values and who is likely going to cheat me. Do you remain in business with this person knowing you’ll be able to make more money?*

That’s a great problem to have and many without money would say, “Must be nice.” Others will say that you need 10 million to be “rich.” Regardless, I’ve known rich men who committed suicide, gone on drug binges, and lost their minds. We all have the same human problems. Most of these are mindset problems regardless shame, guilt, feelings of self-worth, and a quest for meaning.

**Note: most human problems are MINDSET problems!**

Although not rich, I have enough money stashed away that I don’t ever have to work with someone I don’t want to work with. This does cost me money. I turn down deals every week.

Money has a cost. I ask myself these two questions:

- Is making more money worth the cost of watching my back wondering if a business partner is cheating me?
- Is making more money worth the cost of doing something I don’t like?

Working with unethical and sleazy people will take a toll on your mindset. You’ll be devoting energy fighting off bad vibes rather than creating good vibes. You’ll be running defense rather than offense.

**Note: always be creating good vibes and be on the offensive!**

Money is a question of values.

**What do you value most in life?** I value time freedom and peace of mind. I disdain acrimony in my personal and professional life. If you’re unethical or even a pain in the ass, I won’t work with you. And I won’t work with a person on a per-project basis. If there’s a bad vibe, it’ll annoy me and only get worse. Business partners are long-term only.
If you can’t see yourself working with someone for life, don’t work with them for a day. — Naval Ravikant (@naval) September 16, 2014

That costs me money. People want me involved in their projects and any book I launched or co-authored would be a six figure profit for me. But if someone is a pain in the ass or if I don’t trust him or her fully, what’s that going to do with my mindset?

My focus will be shifted to protecting myself from a thief and meditating in order to purge myself of their spiritual toxins. What if I focused on using my mental powers and mindset exercise to visualize my dreams and play offense rather than defend myself from toxic people?

My approach has worked for me, because I have an alignment between my personal values and business. Making more money would make me sick. I’d be one of those rich guys who hate his life.

As it is, my life is a dream. It’s better than I could have imagined it.

The long story short.

When you NEED the money, do what you got to do. In fact you’ll have to deal with a lot of drama and negative people in order to start making money, because people without money lack options. Meditate, relax, and apply Gorilla Mindset to push through those bad times. When you have financial freedom, stop making choices based around money.

The entire reason to make money is to have the freedom to design a no-compromise lifestyle based on your values.

When you can live a life without compromises or regrets, you’ll approach happiness. If you compromise your values, you’ll be miserable and likely have a psychological breakdown.

Living life on your terms if an offensive game.

Living life on your terms means setting the agenda. Only work with people you want to work with. Only talk to people you want to talk with. You no longer need to explain yourself to people. If someone bores you, move on. If someone annoys you, why waste your time?

Remember that life is about focus and energy.

Where are you focusing your vision and how are you applying your energy? Are you focusing your vision on negative people and then using your energy to fight off bad vibes and toxic emotions? How much more energy would you have if you weren’t always recovering from negative experiences?

Imagine if you focused your vision on positive people and productive habits. You’ll have more energy to get your work done. Finding more energy is often a matter of focus. If you have to hype yourself up to talk to someone or do something, there’s a misalignment in values.

When you change your focus, more energy will follow. The devil is in the details, of course, which is why I wrote Gorilla Mindset.

You can change every aspect of your life here.
27.3.2016 – How to Spot a Liar: The Case Against Amanda Carpenter

Ted Cruz has been accused of having at least five mistresses, including CNN anchor and former Cruz employee Amanda Carpenter. The media claims Cruz has denied these accusations. Cruz is lying, according to multiple trial lawyers and experts on persuasion. His lies are hard to spot, because his lies are also truthful.

Consider what Cruz said in response to the news story:

“Let me be clear this National Enquirer story is garbage. It is complete and utter lies. It is a tabloid smear and it is a smear that has come from Donald Trump and his henchmen.”

Let’s look at what Cruz did not say. Cruz could have said, “I have never cheated on my wife.” Why didn’t he? Consider the oath witnesses take before testifying. “I swear to tell the truth, the whole truth, and nothing but the truth.” Isn’t that redundant?

Ted Cruz is accused of having had an affair with five women. He could say, “That’s a lie. I did not have five mistresses.” If Cruz did have one mistress, then he’d have told the truth (he didn’t have five) but not the whole truth (he had one).

"You had 5 mistresses!” That's a garbage smear, a total lie, an outrage! That's true, even if you had ONE mistress. #CruzSexScandal — Mike Cernovich (@Cernovich) March 27, 2016

Experienced lawyers are calling Cruz’s denial a non-denial.

@Cernovich 1. It took him almost 2 days to issue the non-denial denial. He clearly had to figure out what to say. — Mirrim Seddiq (@mirriam71) March 27, 2016

@mirriam71 @Cernovich Subject of intense negotiation in Cruz household. — Free-Speech Dog (@MarkWBennett) March 27, 2016

The vague not-so-denying "denials" are what gives me pause, as a lawyer. Cruz's "answer" would never fly in a deposition. — A.J. Delgado (@AJDelgado13) March 27, 2016

The Case Against Amanda Carpenter.

One of the women Ted Cruz is accused of sleeping with is CNN anchor and former Cruz communications director – Amanda Carpenter. This election cycle Carpenter has been vicious. She has attacked Trump supporters.

Carpenter, a married woman, found Cruz attractive.

Such a good photo essay of Ted Cruz. I love the young lawyer, early 90’s floppy hair best http://t.co/pLfW1fVgak — Amanda Carpenter (@amandacarpenter) April 21, 2014

Bc why not RT @bennyjohnson: #onmywaytostealyourwoman pic.twitter.com/uFl3vzuc9G — Amanda Carpenter (@amandacarpenter) June 12, 2014

Lurve it. RT @SenTedCruz: Ladies and gentlemen, the #ConstitutionalCorroborators #TBT pic.twitter.com/5f9h9UYvtT — Amanda Carpenter (@amandacarpenter) January 9, 2014
Carpenter created a black list of Trump supporters.

If you support Trump, the only person who can stop Cruz from winning the GOP nomination, Carpenter is going to try getting you fired from a job and keep you from appearing on television. This is the behavior of a woman in love with Cruz:

It’s time to make a list. Call it a boycott, call it a blackball, call it a blacklist, call it whatever you want. I’m done with these folks and other conservatives should be, too. Anyone who will defend a man condoning random acts of violence at his rallies has lost his morals; he will defend anything at all. My blacklist is limited to people who have formally endorsed Trump. Not those who simply explain the phenomenon. https://t.co/KrbutWYesO — Amanda Carpenter (@amandacarpenter) March 17, 2016

Carpenter refers to Ted Cruz as “Daddy.”

Alleged Cruz mistress @amandacarpenter calls Cruz "Daddy." #cruzsexscandal https://t.co/uVodTtQwFE pic.twitter.com/wLdnSrv5ab — Mike Cernovich (@Cernovich) March 27, 2016

Carpenter also wore Cruz’s suit jack on the day that she and Daddy Cruz obtained matching temporary tattoos.

Cruz and alleged #CruzSexScandal mistress Amanda Carpenter had matching tattoos. Cute! https://t.co/YluqFgFdrF7 pic.twitter.com/achPHtdFBc — Mike Cernovich (@Cernovich) March 25, 2016

Women love wearing a man’s jacket because she loved Cruz’s smell and wanted it on her body.

Cruz and Carpenter had dinner dates.

According to reports, private investigators spotted Cruz leaving a restaurant with an unidentified woman:

That source said an operative allied with Marco Rubio—but not associated with his official campaign—showed the publication a compilation video of Cruz and a woman other than his wife coming out of the Capitol Grille restaurant and a hotel on Tuesdays and Thursdays. April 1st, the day Carpenter was seen wearing Daddy Cruz’s jacket, she admitted being with Cruz. At 5:22 a.m. Carpenter talked about how Cruz was in a “fun mood.”

Were they up all night together in a hotel?

Daddy Cruz was in a fun mood, according to Amanda Carpenter, at 5:22 a.m. Up all night? #CruzSexScandal pic.twitter.com/ipnwmcpE1l — Mike Cernovich (@Cernovich) March 27, 2016

Carpenter left her job with Cruz suddenly.

In June 2005 Carpenter suddenly quit her job at Cruz’s communications director. This move shocked observers, as she loved her job and had solid media ties. It made no sense for her to leave, especially since her replacement had not yet been found.

Carpenter left her job with Cruz suddenly in Jun 2015, no replacement lined up. Now Cruz’s top aids are all men. https://t.co/Hd5WJy91ko — Mike Cernovich (@Cernovich) March 28, 2016
Carpenter spread lies to help Cruz win Iowa.

Ted Cruz won the Iowa primary after his team spread lies about Ben Carson dropping out of the race. Even though Carpenter was not part of Team Cruz, she spread the lie about Carson.

Alleged Cruz mistress spread FALSE story that Carson was leaving race. She lied then. Lying about #CruzSexScandal pic.twitter.com/v2d11ixhh0 — Mike Cernovich (@Cernovich) March 26, 2016

Carpenter’s startling silence when news of the Cruz sex scandal broke.

Amanda Carpenter lives on Twitter. When news of the Cruz sex scandal broke, she was silent. She didn’t tweet or respond to anyone.

Is this the longest @amandacarpenter, who was implicated in #CruzSexScandal, has been off of Twitter? Where’d she go! — Mike Cernovich (@Cernovich) March 25, 2016

That’s behavior consistent with someone coordinating a response with Cruz.

Wow! @amandacarpenter went silent on twitter. This never happens. Busted! #CruzSexScandal pic.twitter.com/d9bh5CbNru — Mike Cernovich (@Cernovich) March 25, 2016

If the claims were false, why not simply say, “I have never had sexual relations with Ted Cruz.”

In summary, Amanda Carpenter:

- found Cruz sexually attractive,
- was identified as one of Cruz mistresses,
- went after Trump supporters in a personal way,
- quit her job unexpectedly (leaving Cruz without a communications director),
- lied about Ben Carson’ leaving the race during Iowa primary
- got matching tattoos with Cruz,
- wore Cruz’s jacket,
- called Cruz “Daddy,”
- was quiet on night scandal broke,
- coordinated her response with Team Cruz.

Given that Cruz has never denied having an affair and given Carpenter’s delayed response regarding this affair, there’s something highly suspicious going on.

P.S. My news operation is entirely self-funded. Your contributions ensure that I can pay researchers and other sleuths to keep searching for the truth. If you’d like to support free speech, leave a contribution here. 100% of it goes to funding the news. I do not take a salary for my news work.

UPDATE!

Today Ted Cruz had a chance once and for all to end the #CruzSexScandal. Yet Cruz will not answer a simple and direct question: Have you been unfaithful to your wife? Cruz continues to obfuscate and today he even had a body guard (he could have used a chastity belt) jump in when asked about his infidelity issues. You can watch the full video below. Look at how shady and slippery Cruz appears.
Reporter: Tell us on the record that you’ve never been unfaithful to your wife.

Fiorina: [Jumps in. Spins.]

Cruz: I recognize that you love going into the gutter. What is your publication? I’m going to give a very brief answer to your question. The National Enquirer story is complete garbage. It is total lies. It was planted by Donald Trump’s henchmen.

Ted Cruz has still not said, “I have never been unfaithful to my wife.”

Cruz’s initial response to the story took him 18 hours to draft. Then he said: “Let me be clear this National Enquirer story is garbage. It is complete and utter lies. It is a tabloid smear and it is a smear that has come from Donald Trump and his henchmen.” No lawyer is buying this non-denial. Something is up.

Incidentally, Cruz’s Super PAC also gave $500,000 to Carly’s Super PAC. Carly’s PAC gave nearly $50,000 to one of the women Cruz is alleged to have slept with.

Was that money laundering? Carly certainly has Cruz’s back.

Let’s sum up the Ted Cruz sex scandal.

- Ted Cruz will not state that he has never cheated on his wife.
- Cruz’s Super PAC gave 500K to Carly, who gave 50K to one of Cruz’s supposed mistresses.
- Amanda Carpenter, one of Cruz’s suspected mistresses, left the Cruz campaign under suspicious circumstances. She quit her job even though Cruz had no replacement. Carpenter claimed she was going to do some writing, but she hasn’t released a book or announced any major writing projects.
- All of Cruz’s top advisers are men, which is consistent with reports that Heidi does not trust Cruz to be alone around Amanda Carpenter or other women.
- A Washington Times reporter who confirmed that Cruz had mistresses was fired from his job. The Wash Times even lied about his employment status to discredit him.
- Today Glenn Beck created a redemption narrative for Ted Cruz, saying on his show, “I’ll give [Cruz] a break if it is over and you guys deal with it, that’s your business. I’m not here to condemn somebody for making a mistake.”
- Glenn Beck’s employee Dana Loesch began attacking me on Twitter, in an effort to discredit me.
- Amanda Carpenter had a meltdown online.
- The mainstream media, which hasn’t wanted to cover this scandal, met to discuss ways to defeat Trump.
- Trump would win 1,237 delegates – enough to avoid a contested convention – if the Ted Cruz Sex Scandal is proven true with video evidence.

That’s a lot of smoke folks!

To read more of my fearless reporting, check out: How a Ted Cruz Sex Scandal Would Lead to a Trump Victory

I’ve also been hiring researchers to keep digging. If you’d like to support fearless journalism, you can leave a donation here. I do not take a salary. All of your money funds research. Support journalism here.
**28.3.2016 – How to Spot a Liar: Lying Ted Cruz Edition**

Today Ted Cruz had a chance once and for all to end the #CruzSexScandal. Yet Cruz will not answer a simple and direct question: Have you been unfaithful to your wife? Cruz continues to obfuscate and today he even had a body guard (he could have used a chastity belt) jump in when asked about his infidelity issues.

Read: [Ted Cruz dodges question about whether he’s ‘always been faithful’ to his wife](#) as endorser Carly Fiorina leaps in to insist a declaration that he’s not an adulterer is a ‘dance to Donald trump’s tune’

You can watch the full video below. Look at how shady and slippery Cruz appears.

**Reporter:** Tell us on the record that you’ve never been unfaithful to your wife.

**Fiorina:** [Jumps in. Spins.]

**Cruz:** I recognize that you love going into the gutter. What is your publication? I’m going to give a very brief answer to your question. The National Enquirer story is complete garbage. It is total lies. It was planted by Donald Trump’s henchmen.

**Ted Cruz has still not said, “I have never been unfaithful to my wife.”**

Cruz’s initial response to the story took him 18 hours to draft. Then he said: “Let me be clear this National Enquirer story is garbage. It is complete and utter lies. It is a tabloid smear and it is a smear that has come from Donald Trump and his henchmen.” No lawyer is buying this non-denial. Something is up. Incidentally, Cruz’s Super PAC also gave $500,000 to Carly’s Super PAC. Carly’s PAC gave nearly $50,000 to one of the women Cruz is alleged to have slept with. Was that money laundering? Carly certainly has Cruz’s back.

Let’s sum up the Ted Cruz sex scandal.

- Ted Cruz will not state that he has never cheated on his wife.
- Cruz’s Super PAC gave $500K to Carly, who gave 50K to one of Cruz’s supposed mistresses.
- **Amanda Carpenter, one of Cruz’s suspected mistresses**, left the Cruz campaign under suspicious circumstances. She quit her job even though Cruz had no replacement. Carpenter claimed she was going to do some writing, but she hasn’t released a book or announced any major writing projects.
- All of Cruz’s top advisers are men, which is consistent with reports that Heidi does not trust Cruz to be alone around Amanda Carpenter or other women.
- A Washington Times reporter who confirmed that Cruz had mistresses was fired from his job. The Wash Times even lied about his employment status to discredit him.
- Today Glenn Beck created a redemption narrative for Ted Cruz, saying on his show, “I’ll give [Cruz] a break if it is over and you guys deal with it, thats your business. I’m not here to condemn somebody for making a mistake.”
- Glenn Beck’s employee Dana Loesch began attacking me on Twitter, in an effort to discredit me.
- Amanda Carpenter had a meltdown online.
- The mainstream media, which hasn’t wanted to cover this scandal, met to discuss ways to defeat Trump.
- Trump would win 1,237 delegates – enough to avoid a contested convention – if the Ted Cruz Sex Scandal is proven true with video evidence.

That’s a lot of smoke folks! To read more of my fearless reporting, check out:

- [The Case Against Amanda Carpenter](#)
- [How a Ted Cruz Sex Scandal Would Lead to a Trump Victory](#)

I’ve also been hiring researchers to keep digging. If you’d like to support fearless journalism, you can leave a donation here. I do not take a salary. All of your money funds research. [Support journalism here](#).
As we’ve now seen in countless cases ranging from the Duke lacrosse case to the Michelle Fields hoax, the establishment press is easy to control. Staff writers and reporters will stay on script when ordered to by their masters. Hillary even put ropes around “journalists,” who were happy to be corralled like cattle.

The establishment press is easy to control due to the power of gatekeepers. If you wish to speak the truth, a politician will tell one of their lackeys to shut you up. Consider this. I’m a J.D., licensed attorney, and author. I bring the page views and have one of the most powerful Twitters of any journalist today. I could never get a job at the Washington Post despite my proven track record. That’s because no gate keeper would allow me in their private club.

I pursue the truth and would never let an editor kill a story to appease powerful interests. I’d take the story to my own blog. Everyone knows that, which is why everyone is afraid of me writing for their establishment papers. What happens when people like me – and more broadly the commentariat who has been censored at sites ranging from the Guardian to National Review – find a story they find fascinating and decide to drive it?

We are seeing that happen with #CruzSexScandal. The mainstream media did not want this story to go anywhere, as exposing Cruz would guarantee Trump a GOP primary victory. (The establishment’s last hope to stopping Trump is keeping him from getting the necessary 1,237 delegates need to ensure a win. At a contested convention, the establishment could steal the election.) The media thought by ignoring the story, it would go away. Instead we collectively made #CruzSexScandal the #1 worldwide trending topic on Twitter.

My own Twitter received over 10 million page views in one week alone.

"Twitter is like owning your own newspaper – without the losses." – Donald J. Trump

Everyone on Twitter who follows the election knows about the scandal. Today the Daily Mail, seeing my page views (their writers also stole my Clifford Durand story), has decided to take the story to the mainstream media.

**Now you’re seeing a new news cycle.**

The establishment puts a media blackout on a story. They censor comments or outright close them. Social media activists and journalists like myself focus on one story. The story trends. Page view hungry journalists eventually relent, covering the story.

How will the establishment censor me and others on social media? There are trillions of dollars in special interest pork projects riding on this next election, so you can expect that a lot of time and money is being spend pondering that question.

Look for more aggressive censorship on social media and for people like me to be framed for crimes or to die of “heart attacks” or in “car accidents”

In the meantime, enjoy the show. We have never had a more free press than we have today.
29.3.2016 – Clinton Operative Files Bogus Criminal Charges Against Corey Lewandowski

Today Trump’s campaign manager Corey Lewandowski was charged with battery for touching Michelle Fields arm during a media scrum. At the time Fields was moving towards Trump, who was surrounded by Secret Service agents and trying to leave.

UPDATE: Read the full timeline of events here.

Desperate to sell books, Fields wrote an article claiming she was tossed around.

Trump acknowledged the question, but before he could answer I was jolted backwards. Someone had grabbed me tightly by the arm and yanked me down. I almost fell to the ground, but was able to maintain my balance. Nonetheless, I was shaken.

The video shows there was never an assault, leaving one to wonder why Lewandowski was charged. We now have an answer. Palm Beach County State Attorney Dave Aronberg is part of Hillary Clinton’s team. In case there was any doubt about Hillary Clinton’s overwhelming Democratic establishment support, her campaign this morning rolled out a 150-member “Florida Leadership Council” that includes most of the state’s big Democratic names — but is a little thin on Palm Beach County support, Palm Beach County State Attorney Dave Aronberg and Tax Collector Anne Gannon are also part of Clinton’s Florida team.

As you can see in this video, there was no assault. Fields was heading towards Trump and was brushed away due to security concerns. Read: ‘Can I press charges?’ Trump’s fury as campaign manager is charged with battery of reporter who The Donald says GRABBED him first and Secret Service back him up


UPDATE: Member of Trump’s Secret Service detail confirms Fields touched Trump twice and was warned to stop, before Lewandowski intervened — David Martosko (@dmartosko) March 29, 2016

Read the Corey Lewandowski police report.

Corey Lewandowski Police Report – Picture 1
Corey Lewandowski Police Report – Picture 2

Cruz claims she was bruised. Watch the video. Corey never touched her forearm!
Several journalists were in on the Michelle Fields hoax.

An audio transcript was released without explanation. Why was anyone recording this conversation?

In it you hear Fields conspire with Washington Post report Ben Terris to play up the event.

**Fields:** “Holy sh*t.”

**Terris:** “Yea he just threw you down.”

**Fields:** “I can’t believe he just did that that was so hard. Was that Corey [Lewandowski]?”

**Terris:** “Yeah, like, what threat were you?”

**Fields:** “That was insane. You should have felt how hard he grabbed me. That’s insane. I’ve never had anyone do that to me from a campaign.”

**Terris:** “Can I put that in my story?”

**Fields:** “Yeah, go for it — that was really awful. That’s so unprofessional.”

**Terris:** “He really just almost threw you down on the ground.”

**Fields:** “He literally went like this and was grabbing me down. “I don’t even want to do what he just did to me. Oh my God, that really spooked me that someone would do that.”

**After questions were raised about the event, Ben Terris ordered his photographer to destroy or withhold any evidence revealing the hoax.**

Jabin Botsford, a photographer for the Washington Post, was at the event where Fields claim she was assaulted. As his camera offered the perfect angle of the event, he was asked for additional footage. As you can see in this exchange, Botsford first lies about even being at the event, only admitting to being at the event when presented with copyright evidence proving he was there. Botsford then deleted incriminating Tweets.

Incriminating Tweet – 1
Incriminating Tweet – 2
Incriminating Tweet – 3

**As you can see the establishment will stop at nothing to prevent Trump from winning this election.**
The battery case Michelle Fields filed against Trump campaign manager Corey Lewandowski is the result of a con job, a police report reveals. We can now report that Fields conspired with Washington Post reporter Ben Terris to frame Lewandowski.

**UPDATE:** Prosecutors will not proceed with charges against Corey Lewandowski, as the entire case is a hoax.

Michelle Fields approaches Trump, requiring Secret Service agents to step in.

Corey Lewandowski brushes Fields.

Lewandowski has chat with Ben Terris, tells Terris to call him.

Video ➔ there’s in action after Lewandowski brushes Fields. You can hear Lewandowski tell Terris to call him in the morning.

Fields records a conversation with Terris, claiming she was pulled to the ground.

The Michelle Fields conversation always sounded scripted. Now we know why. She was the one who recorded it! [pic.twitter.com/zPXGP2EwEG](https://twitter.com/Cernovich/status/715469850873531392) — Mike Cernovich (@Cernovich) March 29, 2016

Fields writes an article claiming she was nearly pulled to ground.

Fields wrote an article claiming she was tossed around.

I was jolted backwards. Someone had grabbed me tightly by the arm and yanked me down. I almost fell to the ground, but was able to maintain my balance. Nonetheless, I was shaken.

Fields releases an audio transcript to anti-Trump Politico.

Since we know Fields recorded the conversation she had with Terris, why did she only release the audio transcript to Hadas Gold?

The audio transcript sounded dramatic.

Terris: “You OK?”
Fields: “Holy sh*t.”
Terris: “Yea he just threw you down.”
Fields: “I can’t believe he just did that that was so hard. Was that Corey [Lewandowski]?”
Terris: “Yeah, like, what threat were you?”
Fields: “That was insane. You should have felt how hard he grabbed me. That’s insane. I’ve never had anyone do that to me from a campaign.”
Terris: “Can I put that in my story?”
Fields: “Yeah, go for it — that was really awful. That’s so unprofessional.”
Terris: “He really just almost threw you down on the ground.”
Fields: “He literally went like this and was grabbing me down. “I don’t even want to do what he just did to me. Oh my God, that really spooked me that someone would do that.”
Fields releases the full recording, where she is heard laughing.

Michelle Fields was the source of the audio recording.

In the police report released today, we learned that Fields was the source of the conversation between herself and WaPo’s Ben Terris. The police report reads.

“Fields also played me the audio from her interaction with Trump when she asked him a question. During the audio portion immediately after the incident, Fields is heard saying, ‘Holy shit, I can’t believe he just did that... that was so hard.’”

Ben Terris begins covering up evidence that would clear Lewandowski.

After questions were raised about the event, Ben Terris ordered his photographer to destroy or withhold any evidence revealing the hoax. Jabin Botsford, a photographer for the Washington Post, was at the event where Fields claim she was assaulted. As his camera offered the perfect angle of the event, he was asked for additional footage. As you can see in this exchange, Botsford first lies about even being at the event, only admitting to being at the event when presented with copyright evidence proving he was there. Botsford then deleted incriminating Tweets.

Incriminating Tweet – 1
Incriminating Tweet – 2
Incriminating Tweet – 3

Michelle Fields’ “bruised arm.”

The video shows Lewandowski touching Fields’ shoulder. In a picture Fields posted, she has a bruise on her forearm. Fake?

Bruised Arm Image

The battery case against Lewandowski is bogus.

As you can see from the video, Lewandowski grabbed Fields after she kept approaching Trump.

At no point was Fields in any danger. She was not pulled to the ground.

Fields herself recorded a conversation with Terris about the incident. The entire conversation sounded scripted, and now we know why. Fields recorded the conversation.

Fields would initially only release an audio transcript, which was scripted to be dramatic. The audio recording is a joke, and Fields is heard in cheerful spirits.

This is a hoax. Witness it as it happens.

P.S. The prosecutor responsible for the charges against Lewandowski is a Hillary Clinton supporter. Read all about there here.
30.3.2016 – 16 Feminists Who Have Taken Over “Conservative” Media

Today 16 feminists demanded that Donald Trump fire Corey Lewandowski for the Michelle Fields hoax. Among the signatories is Christina Hoff Sommers, who before Trump ran for office mocked women who played the damsel in distress. Sommers’ salary is in part paid for by the same donors opposing Trump. Dana Loesch, another signatory, is facing $44,000 in tax liens and has sold out to the highest bidder to raise cash. Make no mistake. This is a gender-identity based attack on Trump. The signatories use their status as women to push this anti-Trump agenda.

Female Media Members ask Trump Campaign to Fire Core Lewandowski

The press is to have an adversarial, yet civil approach to those in, or running, for elected office. Never in this line of work is it acceptable to respond to reasonable and legitimate questioning with use of physical force. The photographs, audio, videos, and witness accounts documenting the treatment of Michelle Fields by Corey Lewandowski, Donald Trump’s campaign manager, are inexcusable and unprofessional. Donald Trump should immediately remove Lewandowski from his campaign. However unlike the Trump campaign, we believe in making a statement on the record to clearly highlight the difference between right and wrong.

Signed.

Dana Loesch (Radio America, Blaze TV)
Katie Pavlich, (Townhall, Fox News)
Meghan McCain, (America Now Radio, Cosmopolitan, Fox News)
S.E. Cupp, ( New York Daily News, Glamour, CNN)
Mary Katharine Ham, (CNN, The Federalist)
Christine Rosen, (New Atlantis, Commentary)
Christina Hoff Sommers, (American Enterprise Institute)
Bethany Mandel, (The Federalist, Acculturated)
Emily Zanotti, (American Spectator)
Elisha Krauss, (Ben Shapiro’s radio co-host)
Karol Markowicz, (New York Post)
Kristen Soltis Anderson, (Washington Examiner)
Mona Charen, (Ethics and Public Policy Center, Creators Syndicate)
Sarah Rumpf, (freelance)
Brooke Rogers, (National Review)
Mary Chastain, (Breitbart)

This is what these damsels in distress are crying about. The poorly-written letter is here.

Here is where I asked Dana Loesch about her unpaid tax liens.

She has yet to respond despite trolling me on Twitter before I asked her this question. Hi @DLoesch, any truth to claim you owe $44,000 in back taxes? I am writing about you and always tell both sides. pic.twitter.com/uh6fcW8tU8 — Mike Cernovich (@Cernovich) March 29, 2016

31.3.2016 – The Success Podcast

I avoid the how to be successful genre, profitable though it may be, as it attracts the wrong crowd. But I make an exception today. Find out how to be successful at SoundCloud or iTunes.
April – 2016

1.4.2016 – Hoaxer Michelle Fields Falsely Accused 3 Men of Crimes

Michelle Fields is trying to send an innocent man to jail for assault as a way to gain publicity for herself. The media joined the frenzy, as Fields has falsely accused Trump’s campaign manager Corey Lewandowski of throwing her to the ground.

Investigation reveals Michelle Fields has falsely accused two other men with crimes.

Michelle Fields falsely accused Mark Dice of harassment.

In this 2012 article, Fields wrote: “The Daily Caller attended the ‘Occupy Bilderberg’ protests in Virginia on Saturday, but quickly had to leave after protesters harassed TheDC about a ‘mainstream media blackout.’” As you can see from this video by Mark Dice, no one harassed her. Fields lied.

Michelle Fields falsely accused me of harassment after a 2012 interview with her. Watch what actually happened https://t.co/ggoZ7UC91N — Mark Dice (@MarkDice) March 31, 2016

Michelle Fields falsely accused Charles Johnson of hacking her computer.

Michelle Fields claimed Charles Johnson, editor of GotNews.com, hacked her computer. She had no evidence of this claim. She withdrew it only after Johnson threatened her bosses with a lawsuit. Fields retracted her false criminal accusation against Johnson on Twitter.

For those asking...Charles Johnson says it wasn’t him who hacked my email/icloud/etc. We're looking into what happened. — Michelle Fields (@MichelleFields) December 8, 2015

However at a CPAC party where she thought Johnson had no friends, she repeated her false criminal accusation. Johnson is considering a defamation lawsuit against fields.

Michelle Fields has a history of making up stories to become famous.

The Seth McFarlane incident.

Family Guy creator Seth MacFarlane posted this silly political comment on Twitter. “Depressing to hear the Republican Congress immediately start in about the Keystone XL Pipeline. Is it ALWAYS just about oil with you guys.” What happened next? You’ll never guess! Michelle Fields jumped in to say he hit on her at a gas station while she was in high school. Suuuuure, Michelle.

The NYPD Incident.

Fields claimed in an interview that she was hit with police batons. Watch: Michelle Fields Brag About Her Media Moment at Occupy Wall Street:

So, the police officer hit me in the back with the baton and I fell on to the car, fell to the ground and I got back up. I am not sure if it was the same police officer but I got hit back down again.

As you can see in this picture, police were helping her up as she holds onto her microphone.
That picture made Fields, in her own words, famous:

_I tweeted the picture out. I was instantly – it went up on the Daily Mail and my boy friend called me and said hey, you know, you're f..., are you OK? I saw this photo on The Daily Mail and I just got it off The Daily Mail's Web site._

She caught herself before saying famous out loud.

**Given Fields' history of hoaxes, consider her claim against Corey Lewandowski.**

In an article entitled, Michelle Fields: In Her Own Words, Fields wrote:

_I was jolted backwards. Someone had grabbed me tightly by the arm and yanked me down. I almost fell to the ground, but was able to maintain my balance. Nonetheless, I was shaken._

Her friend Ben Terris, who helped Fields with the hoax, wrote [this in his article at the Washington Post:]

_I'm just a little spooked, [Fields] said, a tear streaming down her face. 'No one has grabbed me like that before.'_

Now watch the video of Lewandowski brushing aside Fields.

Here's another video angle of Lewandowski and Fields touching one another.

- Was Fields, as she claimed, “yanked down”?
- Did Fields, as she claimed, “almost fell to the ground”?
- Did Fields, as her co-hoaxer Ben Terris claim, have a “a tear streaming down her face”?

**Despite a history of hoaxes, 16 “conservative” feminists have sided with Fields.**

Even if a woman has falsely accused men of crimes in the past and has a history of hoaxes, feminists will side with her. Even if video evidence shows a man did not commit a crime, the feminists at FoxNews will seek to have him arrested and charged with a crime. Sixteen women signed a letter where they used their gender as a weapon.

**“Female Media Members ask Trump Campaign to Fire Core Lewandowski**

_The press is to have an adversarial, yet civil approach to those in, or running, for elected office. Never in this line of work is it acceptable to respond to reasonable and legitimate questioning with use of physical force. The photographs, audio, videos, and witness accounts documenting the treatment of Michelle Fields by Corey Lewandowski, Donald Trump's campaign manager, are inexcusable and unprofessional. Donald Trump should immediately remove Lewandowski from his campaign. However unlike the Trump campaign, we believe in making a statement on the record to clearly highlight the difference between right and wrong._

**Conservative media is corrupt.**

Even among “conservative” media outlets, identity politics comes above all else. Women will side with hoaxers and frauds. The “men” will, too, as anyone who has scanned National Review’s coverage of the Michelle Fields hoax will see. There are few media sources who do not put agendas above the truth. [Charles Johnson of GotNews.com](https://www.gotnews.com) is doing great work and has a huge network of sources that he has put me in touch with. I’m expanding my own news gathering division. I run my journalistic efforts at a loss, as Gorilla Mindset sells a lot of copies. Buying Gorilla Mindset will improve your own life and help fund the kind of news you want to see – honest and fearless.

[Buy Gorilla Mindset here](https://www.gorillamindset.com). If you’d rather make a direct cash contribution to fund my research team, you can [support honest journalism here](https://www.gorillamindset.com/donate).
**1.4.2016 – How to Build Up Your Podcast**

Have you ever heard a cool song on the radio and really wanted to know who the artist was? Of course we have, and unless you remembered the artist’s name or recorded the song, you forgot about him. The same is true of podcasting.

**The first rule of podcasting is to launch your podcast from your website.**

On social media and via my email list, I don’t link directly out to my podcast on iTunes or SoundCloud but instead link to Danger & Play. (The same is true of my YouTube videos. I upload my videos into articles at D&P.)

Why?

While no one has to buy a book from me and I don’t play guilt trips, I do want to sell books. It’s how I pay my bills. If you find my podcast on iTunes, you have to go through a bunch of other steps to buy my book.

**When selling online, you want to make life simple for people.**

Jeff Bezos discovered that each click reduces sales by 50%. Audit your sales process for clicks. Make life simple on people. We’re busy!

My podcast-to-book sales process is simple.

- Welcome to Danger & Play.
- Here’s my podcast.
- [Click here to buy Gorilla Mindset](#) from Amazon.

Now imagine I linked to iTunes rather than D&P.

- You listen to my podcast while doing dishes or walking.
- Think it’s cool.
- Get distracted.
- Maybe Google me later.
- What is that guy’s book called again?
- Is there anything good on YouTube?
- Forget about me.

Remember that life is busy.

Make life simple for people.

**How to write a podcast post?**

Create a few show notes. It doesn’t have to be complicated.

Embed the mp3 into your post.

Provide a link to your iTunes page.

Since I use SoundCloud, I link to both my [SoundCloud](#) and [iTunes page](#).
How to get more podcast reviews.

People are listening to your podcast from a mobile device or in their cars. They aren’t going to leave a review unless they are on a computer.

(And that’s why you want them finding your podcast on your website.)

You can also include a link to your podcast in your email signature line.

Ask people to review your podcast, and give them a reason. In life, always give people a reason for your ask. For example: ‘Please review the Mike Cernovich Podcast because it will help others find the podcast, thus growing our message.’

Show people how to leave a review. Most people have no idea how to leave a podcast review.

- Click on this link.
- Go to ratings and reviews.
- Click on 5 stars.

You can also write a longer review, though it’s not necessary.

Remind people of the link.

Click here to leave a rating.

Cernovich’s WordPress voo-doo.

When you upload an image via WordPress, a URL for that image is automatically generated. In the above image, this link is generated:


If a person clicks on the image, they go to that destination, which is stupid. I want you to go to my podcast page when you click on the image. Change the destination link by clicking on the chain link icon. Paste your podcast link into the URL box. Check the box “Open link in a new tab.”

Boom!

Now people have your webpage and podcast page open.

How to edit your podcast in Audacity.

I’ve edited podcasts for hours and had everything spliced together. It does not increase listens. I now spend 10 minutes editing podcasts to improve sound quality.

Noise Removal.

Don’t talk for the first five seconds of a podcast to create a noise profile. Select those 5 seconds. Get noise profile. Then remove noise. Be sure to cut out those first five seconds of your podcast.
From there, apply these simple fixes to improve your podcast audio quality in Audacity.

- Normalize | -1 Decibel
- Compression | Threshold -15 to -20
- Equalization: Do a treble boost, then do a bass boost.
- Normalize | -1 Decibel
- Hard Limit | -4 Decibel
- Normalize | -1 Decibel
- Export to mp3

You can find all those functions in Audacity. I’m not going to screen cap them all.

**What equipment do you need for a podcast?**

I use Audacity. It’s a free software program. For listening to music, I have a pair of V-MODA Crossfade M-100 Over-Ear Noise-Isolating Metal Headphone. You can buy a mic to go along with the V-MODA. [This microphone works great](#). Others use the Blue Snowball or Yeti. Both are fine microphones. They key is to put the microphone within a few inches to your mouth. Remember to put a sock on top of it to act a pop filter.

**Let’s say your podcast is great. What now?**

**What’s the call to action or next step?**

Imagine someone hears your podcast for the first time and loves it. Now what? You always want to close your show with a call to action. It could be something simple like, “Be sure to subscribe to my podcast on iTunes.” Or you might ask for them to leave podcast reviews. I always end my podcast by reminding people to go to DangerAndPlay.com for the show notes. Also many people first learn about me from my podcast. I want those people especially go head to Danger & Play.

**How can you make money doing a podcast?**

Some people sell ads, although I don’t. My podcast sells books, including audiobooks. If people like your podcast, they’ll like your audiobook.

**What if your voice is [whatever].**

Some people will like how you talk and others won’t. That’s life. I’m not going to give a pep talk about this stuff. Who cares if most people hate your voice? You don’t need millions of listeners or readers. You need around 10,000. There are billions of people online. [You’ll find your audience](#).

**There’s your free $1,995 Podcasting Course.**

There are a lot of Internet marketers charging $2,000 for the information I gave away. The gurus haven’t even built up big podcasts themselves. My own podcast has 375 ratings in the U.S. along and hundreds of others in the UK, Australia, Canada, and other countries. Most of those get-rich-online guys pay for reviews. People say I’m crazy to deliver this much value to the world, but to be honest, this article only took me an hour to draft. When you walk the walk, writing is quick and easy. The hard part is learning this stuff from experience. If you liked this article, go leave me a podcast review.

[You can do so here](#).
Charles C. Johnson, founder and editor-in-chief of Gotnews.com, regularly makes the list of most hated men on the Internet. I was able to set up an interview with him for my upcoming documentary on free speech – Silenced. Johnson also hung out at my house and a group of us had dinner. When one meets Johnson, it’s impossible to see why people hate him. He’s friendly, outgoing, and open.

Talking to Chuck Johnson for Silenced. pic.twitter.com/hVxljc6xGk — Mike Cernovich (@Cernovich) March 26, 2016

Johnson is hated because he speaks the truth.

Remember the Rolling Stone rape hoax? Johnson identified the rape hoaxer. For that he was raged at even by “conservatives” and may have been suspended from Twitter. No one stopped to ask whether rape hoaxes should be identified. While we understand that legitimate victims of rape want privacy, those who commit rape hoaxes are criminal. There is no reason to give them anonymity. Rather than debate the issues, the Internet raged at Johnson. Johnson was finally banned from Twitter after he became too powerful. He had the most most viewed profile on Twitter.

Chuck Johnson on the future of news.

“Page views don’t pay the bills,” Johnson explained, as even the largest websites like BuzzFeed and Gawker aren’t able to meet their financial projections. Ad revenue pays poorly, and Johnson views the future of news as being supported by readers. Rather than go work for a website like BuzzFeed, or a dishonest newspaper like the Washington Post, visionary journalists will become their own trusted media brands.

Note: become your own media brand!

News will be crowdfunded by readers who support the journalist rather than by page views gained through clickbait. Johnson’s ideas on journalism are similar to mine for authors. Rather than working for a gate keeper like the Washington Post, journalists must break their own stories and build their own audiences. Journalists must learn to self-publish the news. Those who do will be rewarded with loyal readers who are tired of media lies.

Chuck Johnson’s on how to build an audience.


Meeting with Johnson and other like-minded fellows is a welcome relief from modern life.

Most people bore me to death because they don’t say anything original or edgy. Everyone repeats what their media masters say to them, and people become deeply offended when you say something off-script. With Johnson and others like him, you can say anything. If Chuck disagrees with you, trust me, he’ll push back. For example, Johnson is convinced the Cruz sex scandal is bogus. We made our respective points and no one got angry. Open-ended civil discussion is something most people have never experienced.

Don’t believe the media.

The mainstream media has lied about Johnson and will continue to do so. MSNBC recently did a hit piece on Johnson. Johnson may appear “off” to some only because nothing of off-limits or taboo to him. When your mind is open to all possibilities, you’re going to say “inappropriate” comments. Is Johnson “off,” or are we so afraid of the truth that we need to vent at someone who questions our assumptions about the world? I’m happy to know Johnson and look forward to what he has planned for the future. I even learned a few tips from him that have helped me become a better journalist and writer. You can learn more about Chuck at GotNews.com.
2.4.2016 – Los Angeles Father Kills Son for Being Gay (Media Hoax?)

A Los Angeles father, Shehadeh Khalil Issa, has been accused of murdering his son Amir Issa for being gay. The narrative is being created in real time. Is the narrative true? Judging by the headlines, this is a hate crime. Every headline is the same. It’s almost as if no journalist does their own reporting.

LA Father Accused Of Murdering Son Because He Was Gay

When you research deeper into the story, you find some troubling details have been omitted from the narrative:

A 69-year-old man has been booked on suspicion of murder after allegedly shooting and killing his son Tuesday at their North Hills home, where the man’s wife was found stabbed to death, police said Wednesday. Shehadeh Khalil Issa claims he killed his son Amir after being chased with a knife.

Did Amir kill his own mother? We have found Amir Issa’s Facebook account. I have archived the page here. Consider this post from Amir Issa’s Facebook account. He was clearly unhinged.

Every day I wake up feeling like my sister or brother or mother or father is literally controlling me in my sleep. I have no free will. The moment I lose consciousness it feels like they tell people to rape and molest me and make it seem like I enjoy that. I was earning over $100k by age 26 and this has negatively impacted my life. I live in pain and become unemployed. If there is a devil or evil spirit, I truly believe it manifests itself in my family. My name is Prince Christ. Amir Issa. Does it make you feel better about yourself to call me names and control me? I dont want to be related to any of these people…nor their relatives watching and advocating this inhumane treatment. They have literally robbed my bank account, lied to courts and doctor to try and label me as mentally ill and failed in their attempts to have me falsely imprisoned and evicted. My doctors certified that I have no mental illness and the courts have cleared my good name and I do not have a criminal record. I successfully passed a background check. If there are any good people on this earth, please help free me from this inhumane slavery. I want to open my eyes lord. I want to see Jesus. Please help rid this world of the demons that attack me. I have changed all of my life insurance and work retirement investments to go to the church I was born in, the Seventh day adventist church of glendale. I dont believe one religion is better or more true than another but would like to have a family that attends church regularly and doesnt punish my thoughts or actions if I am a good person…which I know I am. I am paying it forward to the church…tithing over hundreds of thousands of dollars to them for this life and the next. In Christ’s name. AMEN.

Amir Issa referred to himself as “Prince Christ” on Facebook.

Having a god delusion is common among the severely mentally ill.

Contrary view: “Just wanted to offer that the name Issa – is actually Arabic for Christ. Or Jesus. Something of that nature. Amir is a reference to the title Emir – the commander/prince. I don’t know if he had a god delusion – but it’s probably just him translating his name for those…you know…internet points.”

Maybe the father is guilty of killing his son for being gay. Maybe he isn’t. Maybe the son, Amir, who is clearly unwell, murdered his own mother.
Amir would bait his family and taunt them. He was unstable.

I can’t believe I’m related to these people...what kind of parents tell their kids that they tried anal sex a couple times... am I in the right country...with the right people? both my mom and sister got diagnosed w/ hepatitis after having kids and my other sister is disabled w/ fibromyalgia...what does that mean? I mean...gimme a break...do they want a medal for effort? does diabetes and hepatitis count as effort in being a good parent?... can I please be adopted by normal healthy people that aren’t ruining their kids lives... if u are supposed to lead by example... they we are all screwed.... btw.. if anyone reading this knows me then u should have at least 2 cents comment on what my family thinks they are allowed to do to me.... I’m being manipulated daily to serve their purpose... which is apparently not helping anyone... can children banish other family members from their family tree?

In Facebook comments, Issa expressed his hatred of his family.

Amir Issa Rita wrote: “That’s disturbing please take that off Facebook if your reaching out this video is not the answer it’s 1-disrespect to your parents who brought you I to this world you still have to respect at least that to show this personal attack on your family to everyone to see is simply wrong ..
First of all who the heck asks there parents such a question ? If they chose to expire ament for what ever reason right or wrong we should not be judging that is for god .. Please take this off Facebook it’s so degrading to our entire family that it’s out there for your friends friends friends strangers to you and even me please call us YPUR familymemberescoisins brothers sisters your BFFs and talk to us I would never turn down a conversation with you I would be happy to help you figure out things , I may not have all the answers but I have the expierance .. And lam street smart to boot ,been on my own since I was 16teen .. Cousin stop this posting of your family your pare... Ami Issa claimed his parents raped him as a child.

Amir Issa: I already sent one to jail when i was young for physical abuse... mom and I were bleeding in our face... only went away for one day... guess no one cared...what are u supposed to do when its psychological and u can’t even remember the next day....

Amir Issa: These people are disgusting and raped and molested me as a child.

Amir Issa: I was only 4years old

In 2015 Issa uploaded this image to his Facebook without a caption. Is this simply a pic he took of a cute guy, or did he feel he was being followed? Again, this may be a legitimate hate crime. But we always question the narrative, as there is more to the story than is being reported.

If you like this story, which is the first to break the news of the Facebook page, you can buy my book or make a direct contribution here.
**3.4.2016 – Free Speech and Free Markets: Why the Media Supports Censorship**

Through the power of free speech and social media, I forced the entire media establishment to back away from a hoax. Yesterday you’ll remember that a hot story had surfaced. There was a hate crime!

**LA Father Accused Of Murdering Son Because He Was Gay**

Every “journalist” used that headline, and SJW groups were already waiting to rush to the media to talk about this latest bias crime. After I went through the son’s social media, I reported there was more to the story. The son was a drug user, unstable, and perhaps even killed his own mother before being shot dead by his father.

**Compare yesterday’s coverage with today’s.**

**Yesterday:**

*Advocates in the LGBT community described the incident as “gut wrenching” and a reminder that “the LGBT community face not only abandonment but also abuse for being open about our sexual orientation or gender identity,” said Jim Key, spokesman for the Los Angeles LGBT Center.*

**Today:**

*There were a number of signs that Amir Issa’s killing was not a simple story of a father acting out of murderous rage that his son was gay.*

Read more: [Cernovich Helps Expose False Media “Hate Crime” Narrative Concerning Amir Issa](#).

**The media supports censorship because we destroy their hoaxes.**

“Journalists” are fascists are heart. They want a state-controlled media with themselves acting as the government-approved journalists. When I come along and destroy a hoax, I receive readers that “journalists” want. Through the power of the free market (readers decide for themselves who to trust) and free speech (my blog and powerful Twitter account), we are able to stop media hoaxes before they gain traction. Now you understand why “journalists” talk about the need to close comments and censor “hate speech.” We are forcing them to conduct honest reporting rather than spread hoaxes, and this must be stopped. Other hoaxes I’ve busted:

- **Clock Boy**
- **Michelle Fields**
- **Shaun King**

The media will continue to lie about us as we pose a great threat to them, which is why we must fight for free speech.

**P.S. Dear “journalists”:**

Keep copying my stories without credit. Yes that is plagiarism, an academic and journalistic sin, but you are revolting people. Let’s not pretend you have morals. I care less about credit and more about revealing the truth.

You should [read Gorilla Mindset to better understand how to do real journalism](#).
This is not another boring advice on how to write more. If writing 10,000 words a day were as simple as turning off the television and cell phone, writer’s block wouldn’t exist. We are going to go deep into your mind to improve your creativity. You will write more words per day and create better ideas after reading this article.

Eliminate shame.

Writer’s block occurs due to a lack of creativity, and do you know what kills creativity? Shame. Feeling you’re not good enough is shame. Feeling like what you wrote is terrible is shame. Feeling like you have nothing to say is shame. (Maybe what you wrote is terrible. That’s a decision you make when editing, not when writing.)

How can you eliminate shame? Simple. Check yourself. How do you know what successful writing is? Did you climb a mountain one day, converse with God, and receive The Answers?

No.

Shame results from your imagination.

You feel a certain way based on what you imagine others would say.

I used my writing as a laboratory. What I thought was great performed poorly, and stuff I didn’t think was very good would land hard. Some people hate on my writing style. Yet you can read my writing from years ago. It was more literary, and also performed poorly. Readers today are the busiest they’ve ever been. No one wants long flowery sentences. People want short, punchy sentences. In other words, I had no idea what good writing was! I let readers decide what was good. The voices inside your head are imaginary. When you stop listening to those voices, you’ll stop feeling shame.

Do 30 minutes a day of cardio.

There is no mind-body separation. Your mind exists inside your brain, and your brain exists inside your body. Performing rigorous cardio increases blood flow to your brain, making you smarter and also increasing your mind-body connection. You should also begin writing articles in your head while doing cardio. Most of my best articles happen during long walks or cardio sessions on the spin bike.

Take epsom salt baths.

Magnesium is the most important mineral you can take, and most people suffer from magnesium deficiency. Magnesium is a cofactor in more than 300 enzyme systems that regulate diverse biochemical reactions in the body, including protein synthesis, muscle and nerve function, blood glucose control, and blood pressure regulation. When you have proper blood flow from doing cardio and taking magnesium (your skin absorbs magnesium from the salt), you’ll have a stronger brain. You’ll be more creative and able to write more.

Try nootropics.

I wrote about Modafinil years ago. Read my modafinil article here. I haven’t used Modafinil in several months or maybe even over a year. I stick to OTC nootropics, primarily because they work well.
My current nootropic stack contains:

- Huperzine A, 200mcg (Amzn)
- Vinpocetine, 10 mgs (Amzn)
- Alpha GPC, 300 mgs (Amzn)
- N-acetyl-L-cysteine/N-A-C, 1,200 mgs (Amzn)

I am also working on my own nootropic called Gorilla Mind. Our original formulation was banned. I’ll only bring Gorilla Mind to market when it’s the best nootropic you can buy legally.

**Focus your intent on your fingers.**

We’ve all heard about the mind-muscle connection, and if you haven’t, go hit the gym. When you lift weights, you contract muscle tissue. You focus your intent on the movement. This is true of all athletics. Guess what. Your writing occurs from physical action. Your brain has thoughts and those thoughts become words through physical action. I say to myself, as a mantra when writing, “I focus my intent on my fingers.” Once my intent is directed towards my fingers, your fingers begin moving, and words appear magically.

**Take the Wim Hof Breathing course.**

How can a course on deep breathing improve your writing? Seems crazy. Think back to the last time you felt ashamed or anxious, which are feelings that distract from your creative energy. How can you eliminate those negative feelings? Change your focus to your breathing.

Can you feel shame if you’re doing deep breathing exercises? Of course not. Your FOUCS is directed elsewhere – to your BREATHING. — Mike Cernovich (@Cernovich) April 1, 2016

The Wim Hof breathing course is the best “information product” I’ve ever purchased. You can read my full review here.

**Does this advice work?**

When I first started writing over a decade ago, 500 words was a good day. I would often go weeks with writer’s block. Now I write at least 5,000 words a day and when stuck on an airplane for an international flight will hit 10,000 words per day. Look at my twitter, blogs, and books. I write more than almost anyone out there, and my writing continues to hit hard. My biggest problem is having too many words to write. I could hire someone to follow me around to take down bullet points for articles that appear almost magically. Granted, I’m a full-time writer. Many of you only have 30 minutes a day to write, and that’s cool.

**Life isn’t always about how much time you have as much as it’s about what you with that time.**

Make the most of your time by:

- Eliminating shame
- Hitting the cardio hard
- Using magnesium
- Exploring nootropics
- Doing Wim Hof breathing

You can click on any of the above links to explore those topics in more detail. Yes, that’s a lot of reading material for you. This article is merely a summary of those issues. As you can see, I’m not some random Internet person giving away “life hacks.” I actually do write 10,000 words a day.

Now you can, too.
Tucker Carlson was the victim of a false rape accusation.

Tucker Carlson should have some understanding of the damage hoaxes cause, as he was the victim of a hoax:

In his forthcoming biography Politicians, Partisans and Parasites: My Adventures in Cable News (search), Crossfire co-host Tucker Carlson (search) discusses another motive that underlies some false accusations. In 2001, a woman he had never met alleged he had raped her in Louisville, a city he had never visited. After $14,000 in defensive legal bills, Carlson discovered that the woman had a chronic mental disorder. He decided not to sue for redress since it would further link his name with the word “rape.”

Even though Carlson was completely innocent of the crime – he never met the woman who accused him – he had a five-figure legal bill and significant stress in his life. Carlson knew that suing for defamation would cause him more stress and drama. When a woman falsely accuses a man of a crime, it’s a total loss for the man. All you can do is move on with less money in your pocket and more scars on your soul. Meanwhile Carlson has not said anything about the Michelle Fields hoax, even though his senior editor is spreading it.

Daily Caller senior editor Jamie Weinstein started the Michelle Fields hoax.

What started the Michelle Fields hoax? By now you’ve seen the videos and read the articles. The hoax began Twitter. Fields’ boyfriend and sugar daddy (Weinstein is supported by his parents, and they all support Michelle as well) posted this on Twitter.

Trump always surrounds himself w thugs. Tonight thug Corey Lewandowski tried to pull my gf @MichelleFields to ground when she asked tough q — Jamie Weinstein (@Jamie_Weinstein) March 9, 2016

That is the Tweet that set off the Michelle Fields scandal, leading to massive amounts of drama for an innocent man. Fields, by the way, never asked a “tough question.” She instead attended a press conference without any proper press credentials, stalked Trump near his family and friends, and then asked him about affirmative action – a softball question at best. Fields was surrounded by Secret Service agents as she stalked Trump without proper press credentials. Lewandowski did not try to pull Fields to the ground.

Later reporting from Charles Johnson, formerly of the Daily Caller, reveals that Weinstein’s family used their influence to have Corey Lewandowski charged with battery.

Michelle Fields has also falsely accused at least two other men of crimes.
Read: Hoaxer Michelle Fields Falsely Accused 3 Men of Crimes

The battery case against Lewandowski may be dropped soon.
After my investigative reporting, which made the top headline of the Drudge Report, revealed that the prosecutor in charge of the Lewandowski case was a pro-Clinton operative, the prosecutor began walking back the battery case against Lewandowski.

Read: Clinton Operative Files Bogus Criminal Charges Against Corey Lewandowski

Today a prosecutor who I exposed for corruption was forced to start walking back the bogus Corey Lewandowski charge. pic.twitter.com/zjECenK00G — Mike Cernovich (@Cernovich) March 30, 2016

The prosecutor Dave Aronberg is in a no-win situation. If he continues with this case, he will lose. If he drops the case, the media will say he hates women. If I had to bet, I’d put the odds on his dropping the case. This is a bogus case that can’t be won at trial. The prosecutor will be a laughing stock. As the prosecutor is also a pro-Clinton shill, he will also be exposed to corruption charges and may even face a recall election.

If Tucker Carlson wants to be taken seriously as a journalist, he must address the Michelle Fields hoax.

Carlson has said that any journalist at the Daily Caller who criticizes FoxNews will be fired. Carlson’s noisy (and controversial) aspiration to build an institution on an equal journalistic footing as The New York Times would appear to be abandoned. Put another way, what kind of holy hell would The Daily Caller subject The New York Times to if one of the paper’s star columnists was censured for criticizing MSNBC?

Indeed famed journalist and commentator Mickey Kaus was forced to quit his job at the Daily Caller after criticizing FoxNews for being globalist shills:

I wrote a piece attacking Fox for not being the opposition on immigration and amnesty — for filling up the airwaves with reports on ISIS and terrorism, and not fulfilling their responsibility of being the opposition on amnesty and immigration.... I posted it at 6:30 in the morning. When I got up, Tucker had taken it down. He said, ‘We can’t trash Fox on the site. I work there.’ Carlson, who co-founded The Daily Caller in 2010, is a conservative contributor to Fox News and the host of its weekend edition of “Fox & Friends.” Kaus says when he told Carlson he needed to be able to write about Fox, Carlson told him it was a hard-and-fast rule, and non-negotiable. “He said it was a rule, and he wouldn’t be able to change that rule. So I told him I quit.”

According to Carlson, journalists – dare we say “journalists”? – at Daily Caller cannot tell the truth about an entire news network. Now we learn that Carlson will also allow his Senior Editor to spread hoaxes about girlfriends in order to generate hype. Carlson’s reputation is being destroyed by the Michelle Fields hoax, and he doesn’t act soon, the stain from this will harm him far more than a false rape accusation.

Do the right thing, Tucker.

Tell your editor Jamie Weinstein to stop spreading hoaxes.

It harms the Daily Caller’s brand and calls your own personal integrity into question.
5.4.2016 – How to End Anti-Semitism in America

There is, according to people who claim to know, a problem with anti-Semitism in America, and especially with the alt-right. As someone who is falsely accused of hating Jews (and women, and gays, and whoever else it’s wrong to hate), I’ll help you solve the anti-Semitism problem today. In fact this article was inspired by a conversation with my director of Silenced – militant Zionist Loren Feldman.

The identity politics Shapiro and other cucks use is straight out of the SJW playbook.

“No one hates Ben Shapiro because he’s a Jew,” Loren explained. “They hate him because he’s a weasel who hides behind being a Jew.” Loren is right. People also dislike Shapiro because he takes shots at whites and white identity while himself being a proponent of Jewish identity. Shapiro, who is ostensibly American, believes that he can attack whites for being whites, but that his own identity is off limits. Consider this Tweet I posted. Shapiro was triggered. Yet all I did was apply his SJW line of thinking to Jews.

Real supremacism is believing that Jews who want Big Army to save Israel are superior to whites on welfare.

https://t.co/9vcSeOkbLi — Mike Cernovich (@Cernovich) April 5, 2016

I have no hate in my heart for any group of people.

If Israel partnered with Russia and took over the Middle East, not a single person the alt-right would care.

Let Israel partner with Russia and China. Give Russia Turkey. Let Israel take whatever else it wants. Did you know that many Jews in Israel believe that America is holding them back, and that, yes, they would rather have us get out of their way? No one hates Jews in America. Many do hate neocons and others who put the interest of Israel ahead of the interest of the United States.

If German Americans put the interest of Germany ahead of America, we’d dislike those people – not for being German, but for being traitorous assholes. Get the U.S. out of Israel, which in fact is what many in Israel want. Let Israel and Russia take over the Middle East.

Now some may say this is an unworkable policy strategy, which is an entirely different question. But if you think anyone in America hates Jews, watch what happens when American soldiers stop fighting proxy wars in the Middle East.

Why does Shapiro and other weasels want the U.S. involved in Israel?

If it’s not Israelis who want the U.S. involved in Israel (ask around, Jews believe we are holding them back), why does Shapiro want us in Israel? Ben Shapiro is a puppet not for Israel, but for billionaires who profit from American wars. Shapiro supports Cruz because Cruz will continue enriching arms dealers and chicken hawk contracting companies. Shapiro actually doesn’t care about Israel at all. He wraps himself around the Israel flag to allow himself to cry anti-Semite when he’s exposed as a fraud. Shapiro is not a Zionist with any loyalty to Israel or other Jews. He’s a puppet for American billionaires. He plays the SJW identity politics game to serve his masters.

Hey @PizzaPartyBen have you seen the @benshapiro puppet yet? pic.twitter.com/pcl4ZWorY6 — Mike Cernovich (@Cernovich) April 5, 2016

“If he truly had faith, he wouldn’t believed in the United States. He’d believe in his G-d protecting us.” – Loren Feldman

“I read the same books Shapiro does,” Loren told me, “and the United States is not mentioned once. G-d is.” Those are harsh words and yet it’s impossible to deny Loren speaks truth.

A person of faith would believe in God. Shapiro believes only in his paymasters.
Scott Adams of Dilbert fame is the most interesting man on the Internet. His insight into Donald Trump’s rise caught the world by surprise, and his thoughts on life will inspire you to challenge your own ways of thinking.

Adams and I recently had a chance to talk about everything from persuasion and business to success to why marriage is the worst human institution ever.

The full podcast is available by pressing play on SoundCloud or heading over to iTunes. I highly recommend that you watch the video as well for the insights into body language and mirroring people.

Be sure to read Scott Adams’ blog.

Follow him on Twitter here.

We also discussed Adams’s great book: How to Fail at Almost Everything and Still Win Big: Kind of the Story of My Life

Part 1 of the video interview with Scott Adams is here.

Part 2 of the video interview is here:

P.S. This is the best book I read in 2015. Be sure to read How to Fail at Almost Everything and Still Win Big: Kind of the Story of My Life.
I had a launch planned for the Gorilla Mindset video course, but I’m too busy to sell it. I hate the idea of doing nothing with the course (especially since it cost me a lot of money to pay a film maker to video and edit it), so I’m going to release the audio version of the course today. You can decide if you want to pay for the audio course or not.

You can pay for the course here.

The audio version of the course (we stripped out the MP3 from the videos) is available for listening here.

Isn’t giving away the course crazy? Sure, maybe, but I trust you. I don’t go through life paranoid of scammers. I’ve never sent a DMCA to any of the thousands of sites torrenting Gorilla Mindset. People are going to steal, sure, but why focus on thieves?

Life is always about focus. I know people who obsess over catching thieves and saving a penny. I’d rather spend my time dreaming up new ideas. As this post shows, I have too many ways to make money. I don’t even have time to launch a course that I paid to have produced.

Moreover, you can steal the course anyway. I wasn’t born yesterday. I know that you know how to pirate content.

Thieves by nature have a scarcity mindset.

I’d rather someone steal my work than buy it and then cry.

Gorilla Mindset’s message is lost on them.

I focus on those who want to add value to their lives. Like-minded people want to give back.

Is the Gorilla Mindset course a repeat of Gorilla Mindset?

Don’t ask me. Decide for yourself. Try before you buy.

If you listen to the audio course and think it’s a repeat of Gorilla Mindset, don’t pay anything. If you think the audio course is cool, then pay what you think it’s worth.

You can PayPal me directly here.

But listen to the course before you pay.
8.4.2016 – How to Get Trump to 1,237 Delegates

There are only five people in the world who can get Trump to 1,237 delegates, and none of them are on Trump’s payroll. Trump’s biggest problem is that he does not have anyone on his team other than himself who can launch nuclear rhetorical bombs. If Trump wants to win, he has to bring the heat. Here is how he can blow his enemies out.

Trump on racism

When Trump is next asked about racism or accused of being racist, he should say:

*You are right. Racism is a big problem in America. Have you heard about the knockout game? Black teens are punching old women for no reason. We need to find out what is going on and why they are doing this.*

Trump would suck the entire wind out of the room and dominate a news cycle. He’d be called racist, even though what he said would be true. Whites are not going out in groups of people to knock out blacks. There is no World Star Hip Hop where you can find those videos, although there are thousands of videos of whites being attacked by black teens.

Incidentally, Trump has already spoken this truth.

**Donald J. Trump:** ‘Weak newscasters are asking ‘is there a racial component to knockout attacks?’ Of course there is and weakness will only make it worse!’

- It reframes the debate and steals a concept that already exists.
- ‘Racism’ has a specific meaning in the U.S. It means whites are bad.
- Rather than fight against the concept, use the built-in energy to turn it against your enemies.

*This is known as Cerno’s law of emotional redirection.*

**Mike Cernovich:** ‘You can’t create love out of apathy. You can turn anger and hate into love through the power of emotional redirection. Emotion equals movement, movement equals momentum and momentum can be redirected. This is the Law of Emotional Redirection.’

Trump on sexism.

When Trump is called sexist, he should say:

*Why haven’t you and your dishonest media friends gone into the Trump organization to talk to the many women who are executives and deal makers? Stop asking me about this. I’ll let the many powerful and successful women who make deals every day speak for themselves.*

*Why this works.*

- We all hate the media, and this is another way to attack the media. People will wonder, “Why hasn’t the media done this story?” The media will thus be forced to write free articles on Trump.
- Trump has the strongest record of any candidate when it comes to actually employing and promoting women.
- Saying, “Let women speak for themselves,” puts the person asking you the question on the defensive by making it seems like they are the real sexists.
Trump on anti-Semitism.

Trump is a Nazi, the media says, even though Trump’s own grandchildren are Jewish. When asked about his views on Jews, he should say:

*There are entire neighborhoods in Europe where Jews can’t go. Jews are leaving Paris in record numbers and are afraid to live there. They are being driven back to Israel. Who is driving Jews out of Europe? It sure isn’t me. Well who is it?*

Why this works.

- It forces the media to address radical and moderate Islam, which they are terrified of doing.
- It’s true. Jews are leaving Paris in record numbers (CNN). I myself look a little Jewish when my hairs grow out, and many Arabs gave me dirty looks.

Trump understands and applies the law of emotional redirection better than almost anyone else. His only weakness is that he’s not a policy wonk and doesn’t understand the issues as well as I do. Trump needs to put the media on the defensive by forcing them to discuss issues that are true, and that we all know are true, and that we are all afraid of saying out loud are true.

- Black-on-black crime is at new highs.
- Black-on-white crime is 10x the rate of white-on-black crime.
- Racist black youths are targeting whites in the terrible Knockout Game – that is real racism.
- Arabs, not whites, are the ones who hate Jews.
- (Actually everyone hates everyone, but the way the game is played, only some groups are called out for their hate.)

If Trump starts launching these nuclear bombs, he’ll reach 1,237 delegates. If he doesn’t, enjoy the Republican National Convention in Cleveland.

See you there!
How to Write a Viral Tweet

There are thousands of people out there giving advice on how to win at social media, and unlike me, they do not have an actual social media following. In the latest edition of Social Media Saturdays, I teach you how to create viral tweets.

Viral tweets are tweets that spread. To spread a tweet, you must write compelling sentences that people enjoy enough to share. What do people like to share? That depends on the culture, although in America people love edgy tweets.

**Mike Cernovich**: “Build the wall!” - Mark Zuckerberg, to his construction crew, in between giving interviews call Trump a fascist.

Americans hate double standards more than anything. We have a sense of fairness and equality burned deep into our brains. We also distrust large establishments – political and media.

**The media double standard Tweet.**

As an added bonus, point out a double standard that exists in the mainstream media involving a hot cultural topic. Today the hottest topics are Trump, free speech, Black Lives Matter, feminism, and censorship.

**Mike Cernovich**: ‘This will go viral. I’ll tell you why next. pic.twitter.com/hzZ1bVRTRo’

**Mike Cernovich**: ‘Americans have strong sense of fair play and hate double standards. A punchy tweet that points out media-sponsored hypocrisy will land hard.’

**Mike Cernovich**: ‘Free speech, Trump, and media lies are also hot topics. Hitting media for lying and giving pass to leftist violence is solid Twitter game.’

**The Oracle of Delphi Tweet.**

The oracles of Delphi were priestesses who spoke on behalf of the Greek god Apollo. The oracles of Delphi would predict the future in a surprising way. They would give a vague pronouncement, which the listener would then impose his own meaning on.

It’s a can’t-lose strategy.

As an example, consider this Tweet.

**Scott Adams**: “When one person doesn’t understand economics, we call it ignorance. When millions don’t, we call it a political movement.”

**Mike Cernovich**: ‘Some will see “Sanders is a socialist!” and others will see, “Trump supports tariffs!” Well played @ScottAdamsSays’

Adams’ Tweet went viral because everyone could retweet it. It was an oracle of Delphi tweet. Was Adams talking about Bernie Sanders supporters and his millions of clueless socialist supporters? Yes! Was Adams talking about Trump supporters and populists, who clearly don’t understand that “free trade” is our god. Yes! There isn’t a single person following this election who wouldn’t read Adams’ Tweet and say, “Yeah, he’s totally right. I’m RT’ing this.”
To make a Tweet go viral, say enough but not too much. You want others to impose their own meaning on what you say.

The capitalism/iPhone Tweet.

This next move is what I consider low-hanging fruit. There is no edge to it. This Tweet is beneath me, but I wrote it anyway to use as a case study. When there’s an anti-capitalism hashtag, mention that everyone is Tweeting to it using an iPhone.

Mike Cernovich: '#ResistCapitalism Posted from my iPhone, made by Chinese wage slaves. You are the global 1%.'

As an artist, that Tweet disgusted me. It was selling out, as it’s pop art. This tweet was more fun to write.

Mike Cernovich: ‘You can’t even resist cupcakes. #ResistCapitalism’

The Cernovich Tweets – High conflict, high heat.

My Tweeting style is unique because it’d edgy. No one else Tweets like I do, because it requires great personal and professional risk. Do not try this at home. You could call a lot of my Tweets the ist of the day – racist, sexist, Islamophobic. For example, this Tweet received over 100,000 views.

Mike Cernovich: ‘Imagine if liberals fought as hard against radical Islam as they do against Trump.’

Tweets where you call people out or start a fight with them also perform well. This received 120,000 views.

Mike Cernovich: ‘Oh shit! @greggutfeld got cucked hard by @piersmorgan! https://twitter.com/piersmorgan/status/717505362472075265 ...’

Tweets offering a reward for some scandalous material are popular (105,000 views).

Mike Cernovich: ‘I’m offering a $10,000 cash bounty for video of #TheThing. #CruzSexScandal’

People love conflict and drama. This was a fan favorite.

Mike Cernovich: ‘Thank you SJWs. I love you. I really do. via @GrrrGraphics.’

This Tweet was a bit on the mean side, but again, that’s sort of what I do.

Mike Cernovich: ‘Dear Dads: This is what happens when you don’t serve as a strong role model to your daughters → Stephanie Marie: ‘Trump supporters are literally insane. Kill em’ all.’

Here I combine a call-out style Tweet while pointing out a double standard.

Mike Cernovich: ‘We got an edgelord in the house. Such edge. I’m bleeding. Draw a picture of Mohamad. Pussy. @rickygervais pic.twitter.com/kqSyDPZvQi’
What is the best way to write a viral Tweet?

Start off safe and recognize that my Twitter account is at the borderlands of what is acceptable. I could never receive a job at a Fortune 500 company due to my Twitter account, and my Tweets have even been discussed on national news and in articles.

If you Tweet like I do, you will never have a “legitimate” job ever again. Until you have a business model built around your writing, stay safe by talking about double standards in a civil tone.

There are a lot of double standards involving race, gender, and religion. For example you can attack Christians for not baking a gay wedding cake but not Muslims for blowing stuff up. Tweets pointing out that contradiction perform well.

Example: According to the mainstream media, Christians who won’t bake a cake for gays are more dangerous that Muslims who hang them.

You can tighten that concept up, or even add an image of a gay person being tossed off a wall for maximum effect.

Gender double standards also perform well, although the people you attract are tame and boring.

Example: Male privilege means being 4 times more likely to commit suicide.

As an artist, I enjoy playing with racial concepts. Be careful, though, as it’s easy to cross socially acceptable lines.

Example: Racism in America is a real problem. Blacks raped over 20,000 white women last year.

Find double standards, point them out, Tweet often, and you’ll build a big Twitter account.

UPDATE: After writing this post, I took a concept and Tweeted it out. Did it perform well? Go click to see for yourself.

Mike Cernovich: ‘According to the mainstream media, Christians who won’t bake a cake for gays are more homophobic than Muslims who hang them.’

By the way, if you like my Tweets then you’ll love my books.
To free your mindset, you must free yourself from social conditioning and hoaxes. While you cannot always know what is real or fake, ask yourself some questions about what you see in the world. Perform this thought experiment on BlackLivesMatter.

What if your goal was to create chaos among the people so that you could rob and loot the society. What might you do? You would create an organization devoted to hatred of whites. Attack anyone who did not accept the goals of your organization as racists. Dox, marginalize, and attempt to have your opponents fired. Shut down lawful political rallies. Appoint clowns as leaders. Use media functionaries to promote the weak leaders and to spread hoaxes.

There are many blacks with a strong, powerful message. Yet strong blacks will not be given large platforms, as that might actually offer a benefit to the black community. The puppet masters do not want blacks to improve. They want blacks angry at whites, and they want whites angry at blacks.

These are the leaders of BlackLivesMatter.

Deray, who is running for mayor of Baltimore, has 1% of the black vote. Even his own people do not respect him. When I posted this picture of another leader of BlackLivesMatter with this caption, “This is your leader,” the Internet exploded with rage – an unconscious recognition that they despise their anointed one. BlackLivesMatter regularly attacks people who simply want to attend a speaking event. BlackLivesMatter shut down entire streets to prevent Trump from holding a political rally. The media applauded this act of violence while at the same time complaining about Trump “bullying” people with mean Tweets.

Has BlackLivesMatter been successful?

Define success. If you care about race relations or even issues in the black community, BlackLivesMatter has been a failure. Redefine success. What if your goal was to make whites and blacks hate and distrust each other?

Mike Cernovich: ‘Sometimes I wonder if #BlackLivesMatter is a secret recruiting drive by white nationalists. BLM has done more for them than any pamphlet.’

Race relations are at the worst they've been in my entire lifetime, and a recent Gallup Poll shows that others agree.

How can you conclude that BlackLivesMatter is anything other than a puppet organization?

George Soros is funding Deray – who has no charisma. Proof that he has no leadership is that he is running for mayor and is polling at 1% of the vote. Deray has been rejected in an open, free market. Deray can only be propped up as a leader through monetary contributions and media appearances, which the media puppets give him.

Mckesson, for his part, has seen piles of money pour in from executives of companies including Twitter and Netflix, according to campaign filings. Mckesson has also been boosted by a barrage of positive press. In recent weeks, the 30-year-old Baltimore native has had interviews published by major news outlets including The Huffington Post, NBC News, and Newsweek. BlackLivesMatter is but one of many sham movements designed to enslave your mind and divide the people.
How can you break free?

Blacks are being conditioned to hate whites and whites are being conditioned to hate blacks. This is by design, as it distracts the people. Remember that you can only focus on one subject at a time. Who is really looting the country? Blacks? Whites? Or is it this man, George Soros? Soros fears me, as he had his Media Matters website write an attack article on me recently.

Open your eyes to the goal of Soros and other mind slavers.

Consider your own thought experiment. How would you loot a country like the United States and enslave its people? Destroy the nuclear family by teaching the genders to hate and distrust one another. Men are now rightfully worried about false rape accusations and women are brainwashed into believing the pay gap is real.

Destroy the working class by driving down wages. Now you understand why open borders are essential. More workers means lower wages, which means more U.S. citizens will depend upon government benefits to survive. Rig elections, ensuring that insiders who are bought and paid for Ted Cruz and Hillary Clinton – are elected.

Mike Cernovich: ‘Politico: Anti-Trump billionaires are funding ground operations in increasing number of states. This is the headline, but you know how to read behind the headline. Why would billionaires be anti-Trump? Exactly.’

Fund media companies to push a false narrative and to spread hoaxes, promoting distrust among the people. When you start to understand what leaders really want for America, everything makes sense, doesn’t it? Of course some will dismiss this as a “conspiracy theory,” because why would people who stand to make trillions of dollars by looting a country? The real enemy is the random man or woman on the street.

Isn’t it funny…You’ll distrust regular common people more than those who are looting the country? And the distrust comes from a media that dismisses any controversial thinking as a “conspiracy theory,” even though we’ve proven that the media spreads hoaxes willfully.

How can you free your own mind?

Have you noticed that I never promote the millionaire’s lifestyle? My own personal brand is instead based on living a nice life of freedom. That is by design. If I promoted private jets, big houses, fancy cars, and expensive watches, then I’d become part of the very system I oppose. Why do you think the media props up Tony Robbins? Look at the message he promotes – hyper-consumption. Gorilla Mindset has an entire section about the corruptive nature of money, and I explain how we often purchase consumer goods as ways to buy status. Who created our status system? Who wants to shame you? By now everything is coming together.

To free your mind, understand status and shame.

If you stop seeking to purchase social status, you’ll have more money. You won’t need money saving tips. You’ll simply have more money at the end of the month because you won’t waste it. If you want to go deeper, check out these articles:

- The System is Status
- Mindset is Status: How to Free Yourself From Status Slavery
- Driving on the Wrong Side of the Road (Shame)

Once your own mindset is free from slavery, and yes the quest starts within you, then the rest of the world will make complete sense, though you may not like what you see. The world is corrupt and it always will be, and I am not the one to change it. Revolutions are led by the youngest in society. One of your might.

But if you free your own mind from slavery, you’ll be on your way.
12.4.2016 – The Magic Mirror in Action

Once you learn that people project their own deepest fears and insecurities upon you, your happiness increases. People who rage at you are usually not mad at you for what you did. They are outraged that your behavior revealed something about themselves. This concept is known as the magic mirror. I performed an experiment with the magic mirror. Read: Why I Don’t Play Defense or Explain Myself.

A reader and all around fun guy performed his own version of the experiment, proving yet again that the magic mirror is not some made-up concept. Here was the Tweet that started it all.

Notice that nothing was said about the man in this picture. Uncle Ruckus didn’t insult him or even throw any shade on him. One might say Uncle Ruckus did the opposite. The man from Black Man 2016 posted those pictures online and was proud of them. Ruckus shared those pictures. What do you suppose happened? You guessed it. Uncle Ruckus was called mad, homophobic, and hateful.

Turoboye: ‘Lmao chill https://twitter.com/handymayhem/status/719980195512496132 …’

Alia Lovich: ‘Stop hating and let people live https://twitter.com/handymayhem/status/719980195512496132 …’

‘yet, you’re a "straight" male posting pictures of gay dude. congratulations. https://t.co/VY1jZj3uXW’ — daddy greg (@n9viv) April 13, 2016

J: ‘You’re a straight man worried about what a few black KINGS expressing themselves, hurt. https://twitter.com/handymayhem/status/719980195512496132 …’

Waridi Nyt’a: ‘Shut yo dumbass up. https://twitter.com/handymayhem/status/719980195512496132 …’

There were many more outraged responses, though you get the idea (you can read more here.) Sure, sometimes people are angry at you because you’ve harmed them, though that’s usually not the case. People are mad at me for being an “alpha male,” but anyone who has read me knows I don’t consider myself an alpha male. I even wrote an article entitled, Why I’m Not an Alpha Male.

People get angry at me for reflecting something about themselves back at them. They see in me a calm, confident man. This triggers them, as they are neither calm nor confident. Isn’t it interesting how people call me angry, even though anyone who has met me or listened to a podcast or watched my YouTube will tell you I’m an introverted man. They are angry.

A lot of you wonder how I deal when the sheer volume of hate. I have people who stalk every move I make and do nothing but bad-mouth me. I pity my many haters and stalkers. They do not despise me for anything I do. They despise me for reminding them of what utter failures their own lives are.

Be aware of your own reflection. When is the last time you were angry? Instead of directing that rage outward, ask yourself: Did a situation or person reveal your own deepest fears and vulnerabilities? Show me an angry person, and I’ll show you someone afraid to work on himself.

Feel those emotions. Embrace them. Instead of directing the anger outward, reflect inward.

Then you will fully understand the power of the magic mirror.
13.4.2016 – How to Turn Haters Into Marketers (The Truth About Cernovich’s Alimony)

Haters are only useful when they talk about you, as that is how your name and message is spread. To turn haters into your marketers, remember this rule: **Give them something to talk about.**

The something you give people to talk about varies, although in general you want to give people drama. Think reality TV. After people became obsessed with my divorce, even contacting my ex-wife, I decided to play with them. They thought they had me good. According to the rumors, I was living off of my ex-wife. Clearly, according to the logic, I am not a real man. They wanted to use an identity-based attack on me.

What did I do? Did I explain myself or talk about my divorce? That’d be playing defense. Instead I did this.

**Mike Cernovich:** 'And she sends me $50,000 a month in alimony. I buy hookers and blow. What’s to be sad about? [https://twitter.com/swearyanthony/status/680748177994063872 ...]'

**The Internet believes I earn $50,000 a month in alimony.**

Every day on Twitter you’ll hear people talking about my divorce payout. There are blog posts about my divorce with hundreds of comments out there, and people are obsessed.

I got them talking about me, which was my goal. Now any lawyer would laugh at that number. There is no way in the world a man would ever receive that alimony award. Truth doesn’t matter to haters. Give them something to talk about. In my case, the $50,000 alimony award has multiple uses.

99% of men have been screwed over in a divorce. If I received even $1 in alimony, most men think that’s great. Due to mirror neurons, alimony for me feels like vicarious revenge for 100s of millions of men. $50,000 a month is a large number, and it gets me attention. People talk and they wonder. Great. Haters are great, but they aren’t useful unless they are spreading your message. Find ways to get people talking, and you’ll laugh your way to greater influence, or in my case, you’ll be able to spread a positive message to millions of more people.

P.S. What’s the real story about my divorce? That’s a little gossipy. I don’t talk about my ex-wife as she never signed up for Internet fame. But as the haters have named her, she’s not anonymous anymore. I’ll tell the full story (which is pretty awesome and involves being pre-IPO in one of the biggest IPOs in world history) one of these days.

In the meantime, know Gorilla Mindset’s principles were discovered during those days.

Yes, Gorilla Mindset can make you rich.

**Note:** give people something to talk about!
Kobe’s last game reminded me of something profound Larry King said in a recent interview. Pro athletes leave the game when the rest of us are in our peaks. Think about that. Kobe is 37. That is young, though those of you in your 20s will disagree!

Most men don’t hit peak income earning years until 40 or 50 or 60. I didn’t figure out life until I was 35. At 38, my life arc is heading up. The best is still ahead for most people. Yet athletes like Kobe have been the best. They have to completely redefine their identity.

Some will say Kobe can go into business, and that’s true. It also shows a misunderstanding of obsession. Kobe was one with his art. I wouldn’t stop writing if you offered me a check for $100 million dollars. What the hell would I do with all of that money if I lost my ability to express myself and process the world through writing?

Your life is a subjective perspective.

You might envy a pro athlete, because what a life. Going up is a great high. That’s the high you see when you watch TV. Once the lights go out, there’s another arc. Going down is depressing even if your low point is still higher than most will ever know. Our experience with reality and our feelings of happiness are always subjective, and will always be judged by where we – rather than someone else – started.

Tomorrow Kobe Bryant will be a bigger deal than 99.999% of the world will ever be. And tomorrow, or maybe the next or week, he’ll become deeply depressed. Tomorrow will be Kobe’s first day as a mortal man.

Kobe is going to struggle with the same existential questions as you do.

I have no idea if he has the mental fortitude to keep pushing forward in life, recognizing that he’s in a new state of life and can still be great, and I don’t watch sports or care about him. But during his final game it’s worth reflecting on meaning, and especially the connection between identity and aging.

Life really is what you make of it, at any age.

You can define your identity based on what you’ve lost.

We hear people do this often. People lose a childhood they deserved, and thus talk about their parents well into adulthood or even int their own 50s or 60s.

People lose relationships, and remain bitter about divorces for decades. Businesses fail, and that is how people define their lives – based on what was lost. People lose their innocence, and become traumatized or jaded.

You can define your identity based on what you have to gain.

The great news is that you can define your life however you like. Your identity is a choice. You can define your life based on what you lost, allowing your past to control your future, or you can define your life based on what you have left and what you might gain.

Kobe is 37 and will never be a pro athlete. That is a huge loss. He has 50 more years left on this earth, a huge amount of time to make a difference. The same is true of you.

Mike Cernovich: ‘Anthony Bourdain is 59. Still killing the game. Trump is 70. They aren’t even running TRT/HGH. “Old” has a new meaning these days.’

You have lost, but there’s still time to change.

The choice, as always, is yours.
13.4.2016 — No Charges to be Filed in Corey Lewandowski Case

Michelle Fields with the help of the media started to hoax the world. She hoaxed the police. Thanks to all of you, she was unable to hoax a prosecutor. We prevented this prosecution by exposing Fields’ hoax and bringing attention to the political connections had between the prosecutor and Hillary Clinton. Although the dismissal of criminal charges against Lewandowski is good news, we saw firsthand how deep the corruption of the media goes. Nearly every mainstream person – even CH Sommers – bought into this hoax.

As you can see in the video, just released today, Michelle Fields violated orders of Secret Service agents sworn to protest Trump by running past they press area.

**Brief timeline of events of the Michelle Fields Hoax.**

Fields’ boyfriend and sugar daddy posted the following on Twitter: “Corey Lewandowski tried to pull my girlfriend Michelle Fields to the ground.”

According to an article by Fields, entitled, “Michelle Fields: In Her Own Words,” This happened:

‘Trump acknowledged the question, but before he could answer I was jolted backwards. Someone had grabbed me tightly by the arm and yanked me down. I almost fell to the ground, but was able to maintain my balance. Nonetheless, I was shaken.’

Her friend Ben Terris, who helped Fields with the hoax, wrote this in his article at the Washington Post:

‘I’m just a little spooked, [Fields] said, a tear streaming down her face. ‘No one has grabbed me like that before.’

**The police charged Lewandowski with simple battery.**

Michelle Fields recorded a conversation she had with Ben Terris after Lewandowski brushed her. The transcript was compelling, and also false.

We know that Fields recorded the conversation, as the police report said so:

“Fields also played me the audio from her interaction with Trump when she asked him a question. During the audio portion immediately after the incident, Fields is heard saying, ‘Holy shit, I can’t believe he just did that... that was so hard.’

We exposed the prosecutor’s connection to the Clinton campaign.

In an article that made the center page of the Drudge Report, we revealed that the prosecutor in charge of the Lewandowski prosecution was a Hillary Clinton operative:

*In case there was any doubt about Hillary Clinton’s overwhelming Democratic establishment support, her campaign this morning rolled out a 150-member “Florida Leadership Council” that includes most of the state’s big Democratic names — but is a little thin on Palm Beach County support, Palm Beach County State Attorney Dave Aronberg and Tax Collector Anne Gannon are also part of Clinton’s Florida team.*
After these political connections we revealed, the prosecutor immediately began walking back the charges. He issued a press release in response to our reporting, noting:

*Law enforcement charges on a probable cause standard. The State has to proceed on a legally higher standard of proof, which is beyond a reasonable doubt as well as whether there is a likelihood of conviction.*

This, I reported two weeks ago, was lawyer speak for, “Hell no.”

**Mike Cernovich:** ‘Today a prosecutor who I exposed for corruption was forced to start walking back the bogus Corey Lewandowski charge.’

The pro-Clinton prosecutor feels the heat.

After our expose, the prosecutor went into damage control mode. He did an interview with left-wing Politico where he promised to not turn the Lewandowski prosecution into a political revenge case.

**Mike Cernovich:** ‘The prosecutor who is going after @CLewandowski is part of Hillary’s inner circle. http://www.dangerandplay.com/2016/03/29/corey-lewandowski-battery-michelle-fields/…pic.twitter.com/ito2Wvl4V1’

**Mike Cernovich:** ‘My articles thanks to your social media efforts force corrupt prosecutors to feel the heat! http://www.politico.com/story/2016/04/corey-lawandowski-prosecutor-david-aronberg-interview-221706 …’

**Trump aide’s court case rivets Florida’s political class** --> prosecutor David Aronberg, a Clinton backer, insists that politics won’t affect his decision to prosecute Corey Lewandowski.

The prosecutor will not file charges against Lewandowski.

The latest news, according to Politico, is that no charges will be filed against Lewandowski.

[View image on Twitter](#)

**Mike Cernovich:** ‘No charges! We exposed this hoax and saved an innocent man. Be proud. http://www.dangerandplay.com/2016/03/29/corey-lewandowski-battery-michelle-fields/ …’

Michelle Fields is mad, crying, and threatening to file lawsuits.

Michelle Fields is crying a lot.

**Mike Cernovich:** ‘You lost two jobs with this hoax. Now you’re gonna cry more? Take some time off, read a few books, then grow up. [https://twitter.com/MichelleFields/status/720404257405538304 ...’

I have asked that Michelle Fields sue me in any defamation lawsuit she brings.

**Mike Cernovich:** ‘LOLOLOL! Please add me to that “defamation lawsuit," @MichelleFields! I’ll even waive service of process. [https://twitter.com/davidgoodmanFBN/status/720410611692089345 ...’
Michelle Fields also lost two jobs – one at Breitbart and one with FoxNews. She is crying about that, too.

Mike Cernovich: ‘Cryyyyyyyyyyy more. Fields got exposed as a hoaxer. Another scalp by me. #Cernoscalps https://twitter.com/andrewkirell/status/710584512858685441 …’

The media is corrupt and identity politics have reached the cucked right.

While it’s great news that all of us, through the power of social media, were able to stop an unjust prosecution, consider what we fought against.

- The Washington Post was in on the hoax.
- Ben Shapiro was in on the hoax.
- The Daily Beast made up quotes to push the hoax.
- Tucker Carlson supported the hoax.
- 16 “female journalists” pushed the hoax.
- The entire mainstream media spread the hoax.
- Michelle Fields has a history of media hoaxes.

Imagine how many hoaxes the media spreads each day, and that we aren’t able to catch. There is simply no other alternative than to not believe the mainstream media. Assume everything you read from an “journalist” is an outright fabrication.

Right now, as I type this, the media is spreading another hoax.

Mike Cernovich: ‘“Pierre Loury was only 16!” Gotta love how social media busts these media hoaxes in seconds.’

Be careful out there. Think for yourselves. Focus less on “the world,” as your understanding of the world is largely based on lies they tell you. Concentrate on yourself and your own mindset. The rest is out of our control, though there is no other choice than to keep fighting.

By the way, there were some other honest journalists writing about this story.

Hat tips go out to Jerome Corsi and Charles C. Johnson.
There’s a new media model forming – long tails, crowds, e-celebs, and anti-fragile business models.

“Tech journalists” love to throw around terms like the long tail and anti-fragile, yet no one in journalism understands what is happening. They aren’t that smart, though, so we can’t blame them. Because the media is narrative-driven, truth speakers are not offered jobs at “prestigious” publications. Journalism is also a poor-paying profession.

To make it as a writer, you must market to the a niche – the so-called long tail.

The theory of the Long Tail is that our culture and economy is increasingly shifting away from a focus on a relatively small number of “hits” (mainstream products and markets) at the head of the demand curve and toward a huge number of niches in the tail.

Most people think of ways to make it in the mainstream, which is why they fail. Far better is to create your own niche. There are millions of people eager for a specific type of product or service – including news and books.

I don’t do “general news” or “general success” stuff. There are boring websites like Inc doing that. As one writer, I can’t compete with CNN or MSNBC. I can, however, carve out a niche of news and become the trusted authority on a few subjects.

You’ll notice that nearly every journalists hate me. Some even develop paranoid delusions about me, with a guy named Dave Weigel claiming I had added him to a hate list.

People I have never heard of blocked me, and they never respond to my tweets. This is because while I am not more influential or widely-read than the websites they work for, my own personal brand now eclipses all but those who have been at this game for far longer than I have been.

I focus on a niche – mindset for dominant men (even a lot of women find their way here). People who focus on mindset do not want a general news site, but niche subjects interest you – hoaxes are fascinating, as intelligent people who want to expand their own minds are fascinated by media lies.

Since D&P is written with men in mind, false accusations are also of interest. For the best writing on hoaxes, especially hoaxing involving false accusations against me, you come to Danger & Play.

Wisdom of crowds.

Why do I follow over 500 people on Twitter and leave my DMs open? Simple. I get a lot of nonsense there, but there is wisdom in the crowds. When several people send me the same story or piece of information, I pay attention. I know everything going on, as you are everywhere.

The Wisdom of Crowds: Why the Many Are Smarter Than the Few and How Collective Wisdom Shapes Business, Economies, Societies and Nations, published in 2004, is a book written by James Surowiecki about the aggregation of information in groups, resulting in decisions that, he argues, are often better than could have been made by any single member of the group. The book presents numerous case studies and anecdotes to illustrate its argument, and touches on several fields, primarily economics and psychology.
Antifragile business models.

Although Nassi Taleb’s fragile ego forced him to block me on Twitter, his book Antifragile is required reading:

_Some things benefit from shocks; they thrive and grow when exposed to volatility, randomness, disorder, and stressors and love adventure, risk, and uncertainty. Yet, in spite of the ubiquity of the phenomenon, there is no word for the exact opposite of fragile. Let us call it antifragile. Antifragility is beyond resilience or robustness. The resilient resists shocks and stays the same; the antifragile gets better._

My business model is anti-fragile. The more people attack me, the more people learn about me. The more people learn about me, the bigger my profile grows. Contract that to “journalists.” They collect paychecks from media companies owned by George Soros and other billionaires. If they truly caused trouble or questioned the narrative, they’d be fired. Traditional journalists have a fragile business model.

By developing an anti-fragile business model, I’m able to call out hoaxes where as others are afraid to as they’d lose their jobs.

E-celebrity.

A lot of people accuse me of self-promotion, and yeah so what? We live in a celebrity culture. The bigger my profile becomes, the more truth we are able to spread to the world. Of course there are some celebrities who use their power for evil. The media promotes Kardashian because she teaches negative thought patterns and bad behavior to others.

But celebrity is neither good nor evil. Celebrity, like rhetoric, is a method of persuasion.

Read the sentence again. _Celebrity is persuasion_. You can call argue against it or wish human nature were different, but it’s true. Oprah is believed because she is a celebrity.

The more of an e-celeb I can become, _the more good work that we can do for the world._

Mike had been blogging a lot for several years, but his explosive growth has occurred in the last 9 months when he saw the Trump phenomena taking off. He created media divisions for his business that created unique content for each of the platforms he was active on, which in turn allowed him to cultivate a celebrity persona appropriate to each audience.

How these concepts are creating new media.

As the clickbait bubble collapses, you’re going to see more “journalists” become journalists.

Re: Buzzfeed’s implosion. Compare with Vice’s traffic collapse. Looking increasingly like a bubble popping. [https://t.co/6tB1W8Wn47](https://t.co/6tB1W8Wn47) — David Auerbach (@AuerbachKeller) April 12, 2016

They’ll begin developing their own niches and source networks. Rather than cry about trolls and close comments, they’ll remain in contact with everyone – even their haters and stalkers. They’ll start their own news sites, with their own name as their brand. When this happens, we’ll begin a golden age of truth in the media, with individuals competing with one another by telling the truth rather than spreading hoaxes.
What will happen? The biggest independent stars will be offered outrageously large contracts by the power elite, although that’s a long way off.

We’re in a new era of journalism. Honest reporting will not become the norm, as the largest media sites – which are owned by the same 3 companies – will continue pushing an anti-American narrative. You will, however, soon have that guy or gal whose writing on a single subject you can trust.

You can see the new media model applied to the Michelle Fields hoax against Corey Lewandowski.

Michelle Fields falsely accused a man, Trump campaign manager Corey Lewandowski, of a crime. The media supported her. Everyone ran with the hoax.

I and a few others fought against the mob, and with the help of millions on social media, we won. The world became a more honest place, at least for today.
15.4.2016 – Trump Supporter has Tire Slashed, Car Vandalized by BernieBro (Police Report)

A Trump supporter has his car vandalized by a Bernie Sanders supporter, a police report reveals.

Bernie Sanders supporter didn’t like my Trump bumper sticker, so he vandalized my personal property. Cool. pic.twitter.com/QghClfl2ak — nathan (@pulsarVision) April 10, 2016

The police report reads:

‘I on the 11th day of the 4th month of 2016 did maliciously attack a hate symbol protected by free speech. After disturbing the vehicle and dumping rotten food into the interior I feel I have improved the community and supported our nations values by stopping a promoter of hate speech. I do not wish to have ignorant bigots in my town and in a just world the person deserved what was received. The situation is made whole. As America is far from just, I expect the bigot will want to be made whole. With this I declare he is owed nothing. But as the situation is what it is, I intent to make individual whole provided he cease to promote ignorance and hate. I do not expect the law to recognize damage to tools of hate or racism, such things need to be destroyed so good people may remain and become free.’

You can see the damage to the car in the pictures.

I’ll post updates as this story develops.

I’ve obtained the full police report and am in the process of redacting out the address of the vandal, who we can now report is named Riley M. Silva of Gig Harbor, Washington.
I recently gave a live Gorilla Mindset seminar, which people loved. The seminar ties together all of the concepts contained in Gorilla Mindset and gives you an entire mental model of your inner world.

I had the full seminar recorded and professional edited.

**How much is it going to cost?**

- $999
- $449
- $0

People have asked why I’m not selling the seminar, and my answer is simple: Gorilla Mindset still sells wildly and you pitched in $75,000 for my free speech documentary, Silenced.

I’m not going to become one of those guys always selling something. I hate that hustle when others do it to me, so that’s not going to happen here.

Plus, that sort of short-term greed is why people burn out on the Internet.

*Note: greed is short-term and causes burnout. Benevolence is long-term and causes prosperity.*

The seminar will be going out to newsletter subscribers this Sunday at 9 a.m.

If you’re a newsletter subscriber already, you don’t need to do anything other than ensure my emails go to your inbox.

If you’re not a subscriber, you can join the list here.

You can also listen to the full seminar below and download it here.
17.4.2016 – Taboos, Human Sexuality, and Identity Politics

Today’s Mike Cernovich Podcast is a bit different from the norm. In this episode I talk to Greg Stevens, who’s an amazing guy. Greg has a Ph.D., worked as a scientist and writer, and also edited Gorilla Mindset. He’s also super fit, and for those who check boxes, is a gay man.

We started the discussion with something diabolical going on. The media is attempting to normalize pedophilia by lying about the science of human sexuality. From there we covered political correctness, identity politics, my Twitter marketing tactics, and a lot more.

You can listen to the podcast here and go rate it on iTunes.

You can learn more about Greg Stevens here:

- Greg’s website.
- Greg’s Twitter.
It was bound to happen. My marketing finally went too far. I was outrageous even by my standards. I was caught sending a horrific letter taunting rape victims. I wanted to warn women about the dangers of alcohol. I am deeply sorry for sending this:

I would like to congratulate you on your acceptance into Harvard. We know you will make lifelong friends and memories here on campus.

We’re sorry that one of your memories will include being raped by someone you thought you could trust. You’ll fear him the night he presses you up against a wall and every day after that. The claims you will make against your rapist will be ignored, much like your right to feel safe at school.

You can’t expect us to expel someone on the basis of a story that begins with ‘I had been drinking.’ Alcohol has a way of making you stretch the truth, and we don’t respond to liars.

Of course I would never send that letter, as I’m not a sociopath.
But that letter was sent to young girls.
Who sent it?

Feminists did.

Ad agency Goodby Silverstein & Partners teamed up with Prettybird, a production company whose credits include Beyoncé’s “Formation” video, for the campaign, which includes the print ad, a website, a series of videos... GS&P creative director Margaret Johnson said the ads are directed at incoming first-year students before they even set foot on campus because the first six weeks of college are when they’re most likely to experience a sexual assault. Imagine if your daughter has been raped, and she received that letter. How would she feel?

And of course the letter is a lie.

If 1-in-5 women were raped in college, Harvard would be as dangerous as the Congo and more dangerous than prison.

On a common sense level, everyone knows 1-in-5 women aren’t raped in college. If you believed those numbers to be true, you wouldn’t send your children to college just as you wouldn’t let your daughter visit Somalia or Rwanda.

But your sons are at risk for a false rape accusation. The college rape culture hysteria is getting louder, and not a single man will stand up against it. Not a single member of a Republican-controlled Congress spoke out in favor of due process during a hearing discussing the college campus rape “crisis.” Not Senator Marco Rubio. Not Senator Rand Paul. Not Senator Ted Cruz.

College men are about to see their rights curtailed. If you have a son who is about to attend college, learn the issues.

Read: Dear Dads

If you’re a man in college or even a sexually-active man, save texts messages from women. The world is losing its damned mind. As I’m fond of saying, “I don’t make these people up.”
I don't need to lie or make up hoaxes. What the new left does it unbelievable enough on its own. — Mike Cernovich (@Cernovich) April 13, 2016

That letter you read is from a major international ad agency and is not the product of some random internet trolls. Don’t be paranoid. Do be smart.

Being paranoid vs insecure are not the same at all. Paranoid is a great quality. Unsuccessful people can’t see the difference. — Wall Street Playboys (@WallStPlayboys) April 17, 2016

And of course educate yourself by reading Danger & Play: Essays on Masculinity.
18.4.2016 – The Case of the Gay Pastor Cake Hoax

**UPDATE:** Whole Foods released a video proving the story was a hoax. They are going to [sue the gay pastor for fraud](https://t.co/aiE0WVBokV pic.twitter.com/MbLU6jJsSJ — Mike Cernovich (@Cernovich) April 19, 2016).

Whole Foods on Tuesday said it has investigated and said the man, Jordan Brown, made fraudulent claims and that the company would [take legal action](https://t.co/aiE0WVBokV pic.twitter.com/MbLU6jJsSJ — Mike Cernovich (@Cernovich) April 19, 2016).

"After a deeper investigation of Mr. Brown’s claim, we believe his accusations are fraudulent and we intend to take legal action against both Mr. Brown and his attorney," the company said in the statement.

The retailer went on to say Brown admitted that he was in sole possession and control of the cake until he posted his video, which showed the UPC label on the bottom and side of the box.

"After reviewing their security footage of Mr. Brown, it’s clear that the UPC label was in fact on top of the cake box, not on the side of the package," Whole Foods said. "This is evident as the cashier scans the UPC code on top of the box, which you can view here."

Look at the labels in these images from the security tape. In the image from the gay pastor’s video, the label is on the bottom of the box. As you can see in the images from the security tape, the UPC label was on top of the box.

You can read my original reporting below.

The media is reporting on yet another hoax.

“A gay Austin preacher says he ordered a cake with ‘Love Wins’ from Whole Foods. He says he got ‘Love wins, Fag.’"

Although anything in possible in this crazy world, this story has all of the telltale signs of a hoax:

- It fits a narrative. (Everyone hates gays.)
- The “victim” hired a lawyer within hours.
- The “victim” took his story to a friendly journalist.
- The “victim” destroyed evidence.
- The letters don’t match.

Add to the story some real life facts. Austin, Texas is the most liberal city outside of San Francisco, and Whole Foods is as left-wing as it gets. Do you really believe that an employee at a Whole Foods in a liberal city wrote Fag on a cake?

**Now let’s look at the evidence of the gay pastor cake hoax.**

The gay pastor claims the box was sealed when he purchased the cake. This would be damning evidence. But in his video, you’ll nothing something. The images are blurred, making it impossible to determine if the box had been opened and then re-sealed.
The gay pastor opened the box, destroying evidence. Why open the box before sending an image to the media? Keep that box sealed to preserve evidence!

@mirriam71 @JenniL_KVUE Yet in picture it’s open. A lawyer (YT video was law firm) would had told him to keep it sealed, preserve evidence. — Mike Cernovich (@Cernovich) April 18, 2016

As the pastor hired a law firm within an hour or two, there is no reason to have opened the box. The law firm’s first YouTube video was the, ”Whole Foods anti-gay slur” video.

There are also several unanswered questions.

Why don’t the letters on the cake piping match?

@Cernovich @mirriam71 @JenniL_KVUE Clearly not same icing tip used to create F-A-G as rest of letters. Much finer. Had to do double pass. — Hillary for Prison (@HRC4Prison) April 18, 2016

The pastor claimed he could see the slur through the top of the box. He didn’t notice that when picking up the cake, paying for it, or sitting it down on his car seat? All of us who have ordered a cake know that you must situate it carefully in your car to avoid it being ruined.

Criminal defense lawyer Mirriam Seddiq also finds the case of the gay cake peculiar.

@DrSammyD @Cernovich I wonder why he didn’t take a photo of it in the car when he looked down at it. I would have gone right back in. — Mirriam Seddiq (@mirriam71) April 18, 2016

Expect this story to go nationwide, as it fits the narrative.

It’s a perfect story, isn’t it? According to the media, cake decorators in liberal Austin Texas at Whole Foods hate gays. Imagine what the rest of America thinks!

Are these media hoaxes beneath me?

This story is in some ways beneath me, as Gorilla Mindset is a high level project that few could write. But these hoax cases keep our minds sharp. Look at how lawyers like me and Mirriam Seddiq analyze cases and evaluate evidence.

Being skeptical of what you read and asking question is how you become a more critical thinker. This allows you to improve your own mindset, as you demand to ask yourself how you formed conclusions about the world.

You should also learn to distrust what the media says. They do not perform basic fact checking, and “journalists” are not critical thinkers.

Right. It’s obvious hoax. I like it though, as it allows me to continue to discredit the mainstream media. https://t.co/SPBnom3IGQ — Mike Cernovich (@Cernovich) April 18, 2016

P.S. If you’re new here and want to learn how to improve your own thinking, check out my book Gorilla Mindset.
19.4.2016 – Trump Doesn’t Understand… the Economy, Trade, or Foreign Policy

Unlike foreign policy professors at Harvard and economists, Trump doesn’t understand much. Trump knows far less than the experts on the economy, trade, and foreign policy. Listen to the experts.

Trump doesn’t understand the economy.

Ten years ago all of the leading economists said that American would not face a market meltdown resulting from subprime lending.

This is what Tyler Cowen, a leading voice in modern economics, had to say about subprime lending.

'... the problems in the subprime mortgage market are relatively small. Currently, losses are estimated to be at most $35 billion – equivalent to a stock market decline of about 0.2%. (Last week the value of stocks traded in US markets were down a not terribly unusual 1.5%, or 7 times the total expected decline in the value of these mortgages).'

Another expert (Alex Tabarrok) from a think tank had this to say about subprime lending:

'[S]ubprime mortgage lending is a natural and positive outgrowth of financial innovation. Although some problems have occurred they are being self-corrected and do not threaten the financial system.'

Ben Bernanke, who was chairman of the Federal Reserve, knew more about economics than anyone. In 2005 he said the U.S. was not in a housing bubble.

INTERVIEWER: Ben, there’s been a lot of talk about a housing bubble, particularly, you know [inaudible] from all sorts of places. Can you give us your view as to whether or not there is a housing bubble out there?

BERNANKE: Well, unquestionably, housing prices are up quite a bit; I think it’s important to note that fundamentals are also very strong. We’ve got a growing economy, jobs, incomes. We’ve got very low mortgage rates. We’ve got demographics supporting housing growth. We’ve got restricted supply in some places. So it’s certainly understandable that prices would go up some. I don’t know whether prices are exactly where they should be, but I think it’s fair to say that much of what’s happened is supported by the strength of the economy.

The experts were right. The U.S. did not ever have a housing bubble and subprime lending did not lead to the largest market meltdown since the great depression.

Donald Trump doesn’t understand foreign policy.

The experts understood that we had to invade Iraq after 19 Saudis committed a terrorist attack on American soil.

When Saddam Hussein, a secular dictator who was able to oppress ISIS leaders, was killed, ISIS did not spread to Syria.

ISIS is not a problem at all, and millions of people aren’t fleeing Syria because experts told us we had to kill Hussein.

We can thank the experts for getting us into Iraq, as that created a stable Middle East.
Trump doesn’t understand trade.

Experts said we had to enact NAFTA because it would create jobs in America and increase wages.

As with the housing bubble, market meltdown, and Iraq invasion, the experts were right.

Americans have more manufacturing jobs than ever before, and everyone has seen his paycheck rise.

You can thank the experts for that.

**Listen to the experts. Reject Trump.**

We need to listen to the experts.

They’ve been right about everything else, right?
19.4.2016 – Trump’s Fighting Spirit

What is it like waking up every day looking for a fight? That’s a question most people can’t relate to, as people are naturally conflict averse. Some will even say that enjoying conflict is the sign of a mental problem, as we have lost our connection with the way of the warrior.

Trump has the fighting spirit. Few understand or can recognize this fighting spirit. Consider the following thought experiment:

I want you to enter a 17 person contest. You must compete against all 17 of these people. You must also fight against the people judging the contest as well as the people holding the contest. Every expert would tell you this is insanity.

Mike Cernovich: ‘Hillary simply does not have the energy or health or stamina to fight Trump one on one. If you can’t see this, you are truly blind by hate.’

Mike Cernovich: ‘Trump has fought 17 candidates, the entire media, and the GOP. People would say such multi-front wars are impossible to win. Yet here we are.’

He took on Low energy Jeb Bush, Little Marco Rubio, Lyin’ Ted, and Crooked Hillary Clinton. He refused to attend a debate due to a feud with news anchor Megyn Kelly. When the GOP tried forcing Trump into a later debate, he decided not to show up, and the GOP was forced to call off the debate.

Mike Cernovich: ‘By canceling the debate, the GOPe admits that NO ONE wants to see Cruz and Kasich. Only Trump matters.’

The media has called Trump’s tweets cyberviolence. Alexander Burns of the New York Times, who blocked me as my Tweets triggered him, wrote an article noting that Trump’s tweets – yes tweets – instill fear. “To Fight Critics, Donald Trump Aims to Instill Fear in 140-Character Doses.” Cheri Jacobus, who markets herself as an expert at communication, sued Trump over two of his mean tweets.

Mike Cernovich: ‘Reading the defamation lawsuit against Trump. Totally unstable woman sued over mean tweets. pic.twitter.com/pyRGHZqYvJ’

Mike Cernovich: ‘She sued over two mean tweets, including this one. Wow. She needs help! pic.twitter.com/M2Ve8h5YM4’

Megyn Kelly, who earned a $5 million book advance, has a social media account with 1.66 million twitter followers, and the second-biggest show on TV (earning her $15 million a year) cried over Trump’s tweets.

Mike Cernovich: ‘Multi-millionaire with her own news show cries about the cyberbullies. These people are weak! http://www.breitbart.com/2016-presidential-race/2016/04/01/megyn-kelly-bill-oreilly-cnn-done/…’

Megyn Kelly: Bill O'Reilly, CNN Should Have Done More for Me - Breitbart
Trump has exposed the media as a bunch of pathetic bullies.

Ted Cruz steals elections, the media insults voters, and Megyn Kelly lies about Trump every day. When a journalist lies about a person, or spreads hoaxes, they harm people without platforms. That is the textbook definition of a bully.

When anyone punches them back, they cry.

**Mike Cernovich:** "Trump is a bully!" Why? "He posts mean Tweets about us." Quit journalism. While you’re at it, quit the Internet.’

**Now you understand Trump’s obsession with energy.**

Trump lives to fight, and to fighters need energy. This is why Trump is obsessed with energy, using “low energy” on an attack on Jeb Bush, and attacking Hillary’s stamina.

**Mike Cernovich:** ‘Enthusiasm, energy, and pushing big themes of #Trump.’

**Donald J. Trump:** ‘Joan Rivers had great talent, but also truly amazing stamina and drive - she would never give up or quit. That is why she became a champion!’

**Donald J. Trump:** ‘Sometimes we do things to build up experience and stamina to prepare, but it’s to prepare us for something bigger.’

**Donald J. Trump:** “You have to be positive every single day. Positive stamina is a necessary ingredient for success.” – Think Like a Champion’

Scott Adams, who saw Trump’s rise, also mentions energy in his writing and on his website.

**Mike Cernovich:** "Energy beats reason when it comes to negotiating." - @ScottAdamsSays http://blog.dilbert.com/post/135003568861/master-persuader-update-part-of-my-trump-series ...

**Read more:** Donald Trump’s Mindset – Energy + Momentum.

I am also obsessed with energy, and have written articles on how to increase it.

**Mike Cernovich:** ‘People would ask me why I didn’t sue so-and-so for lying about me. Those lies have been very good for business. Wish they’d tell more lies.’

**Mike Cernovich:** ‘My biggest problem is they can’t keep up, no energy to fight me. That’s due to poor diet, negative self-talk. They need Gorilla Mindset.’

**Mike Cernovich:** ‘10 Ways to Have More Energy in the Morning** http://www.dangerandplay.com/2015/08/20/10-ways-to-have-more-energy-in-the-morning/ ... ’
How do we win? We keep fighting.

Look at how Trump has made the entire media and political establishment afraid of him. The unwillingness to fight is a modern trait recognized in Fight Club:

By this time next week, each guy on the Assault Committee has to pick a fight where he won’t come out a hero. And not in fight club. This is harder than it sounds. A man on the street will do anything not to fight.

The idea is to take some Joe on the street who’s never been in a fight and recruit him. Let him experience winning for the first time in his life. Get him to explode...“What we have to do, people,” Tyler told the committee, “is remind these guys what kind of power they still have.”

I take the fight to these cucks and media frauds day on Twitter, and they all fear me.

They are weak. We are strong.

Keep hitting them hard.
21.4.2016 – How to Get Started

The hardest part about getting started is worrying about finishing.

You’ll never been finished, which is why you must get started.

Does that make sense?

Good

Listen to the latest Mike Cernovich Podcast for the full explanation.

Be sure to leave a rating or review on iTunes.
You should remain anonymous on Twitter unless you make a living online. That’s my answer when people call others anonymous cowards. Writing and speaking under your real name are best left to the professionals online because there are no-takebacks and people will read a lot into what you write.

There are three types of people online, and sometimes one person is all three types. People want to learn, be entertained, and be outraged.

When I started Twitter off, I have a few followers and we’d crack some locker room jokes. Everyone wanted to laugh.

As I grew in profile, those tweets were dug up after hours of research by my haters and shared with the outrage crowd and of course taken out of context.

Since I earn a living online, this is great. I wish more people would dig up offensive tweets and share them widely.

But a locker room joke you make with friends can ruin your career.

Why risk it?

There are plenty of ways to support free speech. Hell, tweeting anonymous outrages a lot of people already. If you’re making people mad online without, say, by making fun of their kids (have some standards), then you’re winning.

You can fund Kickstarters, which you all did to the tune of $76,000.

There are plenty of ways to fight against PC culture without risking your career or livelihood.

Some call that cowardly, and who cares?

Is it cowardly to not invest all of your money in high-risk stocks?

YOU COWARD!

HOW DARE YOU DIVERSIFY YOUR PORTFOLIO?!

Your life needs to stay diversified. You have your job and businesses and hobbies, and Twitter is a hobby for most of you. In what world does it make sense to let your hobby effect your career?

Writing is my profession. It’s how I earn my living. If you’re not earning a living as a writer, stay anonymous.

Or don’t. I’m not the boss of you.

But if anyone calls you a coward for writing online, tell them the most feared man on Twitter says they’re wrong.

On another note, I do not talk about “game” or “pick-up,” because it attracts a negative crowd.
Enjoy this departure from my usual rule.

**Mike Cernovich:** 'Girls with boyfriends aren't at gym on a Friday night without head phones. (Head phones = don't talk to me.)  [https://twitter.com/jamesspivey/status/723676829517647872 ...]

**Mike Cernovich:** 'Friday night at gym is best ROI for meeting girls. If she had boyfriend she'd be getting ready. No head phones means go talk to her!'

**Mike Cernovich:** 'Listening to a bro trying to gym pick up. She had no head phones so she's single. Never talk about your job. No one cares. Boring!'

**Mike Cernovich:** 'The bro is 8/10 too. Should be easy. Man. Men are boring these days. Fuck your stupid job. No one else cares.'

**Mike Cernovich:** 'Women want a relief from boredom. Your job is boring. Man. No wonder people aren't getting laid these days.'

**Women want a relief from boredom.**

They want Danger and Play.

Speaking of writing online, isn’t it funny how someone will say, “BUT MEN DO TOO!”

As if we can’t just talk about man issues from time to time without being super inclusive?

To punctuate my points about people seeking outrage, yes you will make people mad by saying, “Women want a relief from boredom,” even though it’s a true statement.

They won’t disagree with your words.

They’ll read stuff into it and get mad that you “singled out women,” or some such.

Remember that 50% of people are on the Internet because they want to get angry about something.

The other 20% are drunk or mentally ill.

That leaves 30% of sane people, at most.

Yet another reason it’s best to stay anonymous online.

P.S. For more insight like you just read, [go buy Gorilla Mindset.](https://gorillamindset.com)
23.4.2016 – Yes, I Know the Front Page is Broken

UPDATE: For a cleaner, sharper look, go to this Danger & Play front page.

To fix the front page of Danger & Play, I’ll have to take the site offline for 48 hours to clear all of the CDNs and other caches. Right now the traffic I’m losing because people can’t scroll to the next page is nothing compared to the momentum going on right now. Last month I did 1.25 million page views, for example, and every other metric is increasing.

You can find a full list of every article I publish on the Archives page.

Go the the Archives

I also made some podcast playlists for you.

You can find all of the playlists here.

Thanks for reading and listening!
When you run an operation like mine, you get to meet people from around the world. It's a gift. I hear from people who say I changed their lives. Every day, actually, and about 10% of my time is spent thanking people for sharing their gratitude to me. Others hate me, and some say I changed their lives and they decide to start disliking me. And that’s all totally cool.

Your mindset is your focus, and your focus is a choice.

Here’s a case study from this morning.

I posted a drama article, which some said made them angry at me. It’s Saturday morning when traffic is low, so it was more of a fun article. I knew some wouldn’t like it. (I usually take down the drama articles after a few days unless they go viral/hit big in SEO.) You know what else I did? A couple of weeks ago I rented out a conference room to give a seminar, I filmed it, and had the seminar professionally edited. All in, it cost me around $5,000. I gave away the seminar to newsletter subscribers.

The same people who complain the most thank you the least.

Consider that mindset for a minute. You have a choice to make in the moment.

- “I don’t like this article at all. I am mad at Mike for writing it.”
- “I don’t like this article at all. I’m going to watch the free seminar and be grateful for that.”

Both of those are true realities. You can hate a current article. You can focus on why you hate it. Or you can change your focus. Look at and think about something else.

How you feel in the moment is your choice.

I am not ever mad about critical comments or even angry ones. Those are a gift, as they are a sign of relevancy. I could focus on my ego being attacked by others.

- “That comment made me angry. I am going to rage!”
- “That comment made me angry. It’s awesome that complete strangers around the world read my writing. I do this from a laptop. How is life even real?”

Both of those realities are true.

The next time you’re angry, change your focus.

I see and hear things that make me angry. Sometimes people I care about make me angry. I can continue focusing on what’s making me angry. I can change my posture to eliminate feelings of anger within 5 seconds.

Remember, as you learned in the free seminar I gave out, that anger is a forward-moving emotion.

Watch: How to Let Go of Anger

If you want to be less angry, physically move your body in the opposite direction.

It’s not possible to be angry while performing the abundance posture pose, as your body begins feeling overwhelmed with opportunity and gratitude.

This non-verbal communication signals to your body that you are no longer angry.

That’s Gorilla Mindset.
23.4.2016 – How to Spot a Media Hoax

Media hoaxes are simple to spot once you reject the narrative and start thinking for yourself. The narrative is that Americans are hateful bigots. We hate gays, blacks, Jews, Mexicans, Muslims, women, and ... well pretty much Americans hate everyone except white Christian men.

(How many white Christian men are even left in America?)

This guide will help you avoid hoaxes while becoming a more critical thinker.

Step 1. Reject the narrative.
Step 2. Examine the process.
Step 3. Fact-check (if possible).

Step 1. Reject the narrative.

If hate crimes are common in America, why are there so many hate crime hoaxes?

BlackLivesMatter is sending death threats to itself and other students.

Activist admits to sending racially threatening tweets at Kean University

Elizabeth – A self-proclaimed activist has admitted to posting a series of racially threatening Twitter messages targeting students at Kean University last fall. Kayla McKelvey, 25, of Union Township, pleaded guilty to a charge of creating a false public alarm.

College professors are claiming they are victims of racist policing.

Dashcam video released showing arrest of Princeton professor who claimed on social media her ‘blackness is not incidental to this matter’

Dashcam video was released Thursday showing the cordial arrest of a black Princeton professor during a traffic stop, about which the academic took to social media to say that race was a factor in how she was treated by arresting officers.

Muslims are burning down their own mosques.

Houston Muslim Charged With Lighting His Own Mosque On Fire

Using surveillance video from other area businesses to identify the arsonist, Gary Nathaniel Moore, 37, was arrested and charged with starting the Christmas Day fire that devastated a Houston, Texas mosque. Moore is a devout Muslim who attended this same mosque for years, praying up to five times a day every day of the week.
Candid media pictures are actually being staged by activist groups and coordinated with the mainstream media.

Spontaneous-looking moment with girl, Pope Francis was stage-managed by advocacy group

WASHINGTON – Sophie Cruz’s brief encounter with Pope Francis during his parade in Washington this week appeared to be the kind of spontaneous moment that is so endearing about this pope: an initially hesitant young child wrapping an arm around his neck as he offers a kiss and a blessing. But for 5-year-old Sophie, the moment unfolded as perfectly as it was scripted by members of a coalition of Los Angeles-based immigration rights groups.

UPDATE: Less than an hour later, this media hoax appears. This is a clear case of a media coordinating with someone to feed Obama “feel good stories.”

Speaking of how to spot a hoax....

https://t.co/JFU2NYgppc pic.twitter.com/39wGurzVSU
— Mike Cernovich (@Cernovich) April 24, 2016

> young British Pakistani
> came out as non-binary
> To Obama
> while asking about North Carolina’s bathroom bill
> Totally NOT a media plant.
— Mike Cernovich (@Cernovich) April 24, 2016

Feminists who lose debates claim they are receiving rape threats online.

Why Do Feminists Cook Up Stories About ‘Misogyny’ When They Lose Debates?

Of the 567 tweets we examined, many were supportive. Many, of course, challenge her and discuss her debate performance. We found no instances of outright misogyny, though there were of course plenty of boisterous comments and lots of criticism of Grossman’s arguments. There were a few obliging comments about her looks, as there were about mine, but I presume Grossman is mature and sensible enough to take compliments as intended.

Video game activists falsely accuse prosecutors not investigating death threats against them.

Ohio Attorney: Brianna Wu ‘Wasted Time and Resources’ over #GamerGate

The office of Ron O’Brien, prosecuting attorney for Columbus, Ohio, was deluged with emails and phone calls that “wasted time and resources” following an online campaign whipped up by Brianna Wu, a controversial video game developer. The same activist claimed to have a video of a GamerGate supporter showing up at one of her talks. Where is the video?

Does anyone have a link to this video of a “furious #GamerGate supporter,” or is this another hoax...

pic.twitter.com/BmjfjnY31V — Mike Cernovich (@Cernovich) May 21, 2015

And there is of course mattress girl, Duke lacrosse, and the Rolling Stone/University of Virginia rape hoax.
Want more hoaxes?

- The Biggest, Dumbest Race Hoaxes And Fake Hate Crimes On Campus In 2015
- Eleven Hate-Crime Hoaxes.
- Clock Boy was a hoax.
- Michelle Fields was a hoaxer.
- The Case of the Whole Foods Gay Cake.

If the narrative were true, we'd have enough real hate crime victims out there. People wouldn't have to create hoaxes.

**Step 2. Examine the process. Ask: How could this have happened?**

Imagine you read an article that says, “This gay couple had a bigoted slur written on a receipt by their waiter.”

Examine what you know about human beings.

When is the last time a waiter said anything rude to you or anyone else? People are terrified of losing their jobs.

If the waiter wrote that message on the receipt, she'd be fired. Do people risk their jobs to insult someone?

Writing a slur on a person’s receipt (or on their Whole Foods cake) is a bit confrontational, isn’t it. What would happen if the person saw that hateful message? Do people – especially people who need to work a job as a waiter or server – want to start a fight at work?

Always look at the process behind what happens and you’ll see that the hate crime hoaxes make no sense.

Examine the process behind the gay whole Foods cake hoax.

- You’re at your job making $12 an hour at Whole Foods, in Austin, Texas, which has one of the highest gay populations in the U.S.
- In one of the gayest cities in the world, at one of the most gay-friendly stores in the world, you write, “Love wins, FAG.”

Are people ready to be fired from their jobs for starting a fight with a customer by calling them a slur? Where are these people?

**Step 3. Fact check (if possible).**

The next step is to fact check. People will say, “Oh man, Trump supporters have been calling me nasty names on Twitter!” Run a search of their notifications on Twitter user the term they say others are using with to:username. For example, wannabe news maker Montel Williams accused Donald Trump’s supporters of dropping n-bombs left and right. I ran a search. Hoax.

I ran multiple searches. Why lie Montel? You're a fraud! @Montel_Williams  @realDonaldTrump @DanScavino  pic.twitter.com/npS5WLce3K — Mike Cernovich (@Cernovich) December 23, 2015
**Bonus: Check your confirmation bias.**

How badly do you want the story to be true?

If a story proves that your view of the world is righteous and true, step back for a second. Demand even more evidence that you might otherwise want to see.

Some Trump supporters fell for this hoax: “BREAKING: Black Trump supporter shot and killed by Chicago protesters.”

While no one wants a black Trump supporter to die, isn’t that story a bit much?

People want Trump to have black supporters, because that counters the media narrative that Trump is racist.

And while you don’t want anyone to die, boy it sure felt good to say, “LOOK! These are actually the bad guys.”

**Mindset is critical thinking.**

Spotting hoaxes is the product of my analytical mind

Start living life more consciously. Examine your biases about the world. Question the news, and even more, question yourself.

That’s Gorilla Mindset.
24.4.2016 – Meet Howard Bloom

Sunday is a day of learning and relaxation. Today I suggest you spend some time listening to Howard Bloom, one of the biggest publicists ever. He managed Prince, but his genius goes well beyond publicity. He understands human nature. I’ll be inviting Bloom onto my podcast soon.

Even though Bloom talks a lot about politics, he does so as I do – in broad general themes. For example, his video discussing Trump and Sanders is not about Trump and Sanders at all. He is instead talking about champions of subcultures and what makes a star a star.

“Superstars are champions who represent a subculture’s ache for identity.”

What made Prince Prince?

Sanders & Trump – What Strange Beast

The Bloom diet – “Diet is a matter of infrastructure of habit.”

How to Stop Depression

Bloom has also written several books. I’m currently reading The Lucifer Principle and Global Brain: The Evolution of Mass Mind from the Big Bang to the 21st Century.
I was hanging out at a friend’s house after the holidays goofing off when I said, “Hey, want to do a podcast?” He said sure, we sat down at his kitchen table with no idea what we were doing, and started talking to a microphone.

At first a few people listened. You loved the content but noted the sound quality was terrible. I learned how to talk to a microphone and then later how to edit a podcast. Eventually I got the podcast on iTunes, and now we have a real podcast.

That was it. That was how I started. I didn’t read “podcasts on fire!” to learn a bunch of worthless details about podcasting. I didn’t sweat monetizing the podcast. I didn’t spend hours focus grouping a personal brand or designing a logo. I didn’t even know how to get my podcast on iTunes.

Whatever. I’d figure that stuff out as I went.

What matters most?

Get started.

My podcast recently hit over one million podcast listens. (It’s closer to two million as I didn’t count iTunes listens until recently.) Growth is strong and the podcast continues to grow thanks to you.

In my one-million podcast listens special, I talk about getting started, building a project, the sacrifices you’ll have to make in order to “make it,” and why I don’t want to be like the other mainstream “gurus” and “life hackers.”

People always giving me advice about “cleaning up my image.” Why? To get mainstream people to like me? That sounds like slavery actually. — Mike Cernovich (@Cernovich) April 24, 2016

Podcast benefits:
* People who might say no to coffee will talk to you
* Sells audio books
* Makes you “background music” of a person’s life
— Mike Cernovich (@Cernovich) April 25, 2016

You can listen to the latest Mike Cernovich Podcast at SoundCloud or iTunes.

These are the top 5 episodes of the Mike Cernovich Podcast.

1. Uncensored Interview with a Fitness Model
2. Jordan Belfort’s Straight Line Sales Seminar Review
3. The Truth About Steroids and Gay for Pay in Bodybuilding
4. Social Skills for Introverts
5. Man Up, Grow Up, Cut the Cord!

Thanks for listening! One millions (or two) is nice, but 100 million is better.

I can’t think of any reason my podcast won’t hit 100 million listens. Can you?

You can subscribe via SoundCloud here.
You can subscribe via iTunes here.
As always, I appreciate it when you leave a rating or review on iTunes. Your ratings and reviews help get our message out.

You can leave a rating here. (It takes 5 seconds.)
26.4.2016 – How to Build Your Online Brand

In this podcast you’ll learn how to create an online brand – to go from an online nobody to an online somebody. This is the type of marketing information I wish someone had told me years ago.

Listen in at SoundCloud or iTunes.
Once upon a time I wanted to buy investment properties. As we all know, real estate is the sure path to wealth. I did my research, talked to other investors, and was about to buy my first investment property. Before I signed the paperwork, something weird happened.

I built out a site for a hobby called Fit-Juice. I was doing reviews of juicers and blenders. Laugh all you want, but that site pulls in more profit a month (passively) than the million-dollar rental property I was going to buy.

Since then, well, I’ve had a book launch, Kickstarter, and some other successes. In the latest Mike Cernovich Podcast, I show you how to build your own online business.

Eat your own cooking.

Don’t write about mindset if you’re a nervous wreck or suffer from anger. Don’t write about six-pack abs if you don’t have them unless you’ve trained over 100 people. When you write about what you live, your writing will be credible. You’ll have a connection with your audience. You’ll build reader trust. You also won’t ever have writer’s block.

Create a product you could sell, then give it away.

Use it to build your email list and to build goodwill. How can you create a product to give away? Go to Upwork to find a good graphics guy to edit a nice book. Or record yourself giving a seminar. Give it away to people in exchange for joining your e-mail list. It will also build your goodwill.

Watch: Gorilla Mindset seminar.

Build a lifetime business.

There are a lot of gurus who will tell you how to make money online. Their advice is short-term and involve hustling people and being an annoying spammer. Ask yourself if you’d like to be subjected to the type of marketing you’re applying to other people.

Taking the long view will also help you chill out. Who cares if you don’t make any money right away? Learn and build as you go. With the web, you generally go from making $0 for a year or two to suddenly making a lot more. Growth and cash come quickly and suddenly.

Write book reviews.

Writing book reviews help you retain information from books you read. Book reviews are also a great way to meet people you like. Write a book review, author’s Google alert goes off, author reads your post, author might consider you someone he’d like to get to known. That’s how I met Scott Adams. I liked his book, wrote a review, and we realized it’d be cool to talk on a podcast.

Read: How to Fail at Almost Everything and Still Win Big
Listen: Scott Adams on Trump, Persuasion, and Life.

The same is true of blog reviews. If you like a site, review it. That’s how I met Victor Pride and Chris/Good Looking Loser – two of my closet friends and business associates.

Read: Good Looking Loser Review.
Leave big names or even medium names alone.

If you want someone to notice you, write a book review. Don’t email them asking to receive something for nothing. That makes you a parasite.

Develop multiple sources of traffic.

How many people learned about me from Vox Day, Bold & Determined, Good Looking Loser, and countless other larger and smaller blogs and social media accounts? You’re not going to have one huge source of web traffic (yourself), at least at first. You’re going to have streams of traffic flowing in.

Now review what I wrote above. What is more likely to bring you web traffic – emails asking to parasite off of someone, or having that person discover your website after you wrote about him?

Watch Jeff Walker talk about multiple sources of traffic.

Build your email list and social media from the beginning.

Since you’re not selling anything yet because you’re giving away a product, get people on your email list. Link to your social media account at the bottom of a post. That is how you create multiple streams of web traffic.

Sell an affiliate product before launching your own.

To make real money online, you’ll need your own product. Creating a product that will add value to your readers lives takes months or years. In the meantime, sign up for an affiliate product or two. Learn how to review and sell a product that you personally use and enjoy.

Read: Wim Hof Breathing Course Review.

I have some more tips, but that’s more than enough to get you started.

And remember... What matters most? Getting started.
Charlie Munger is the greatest American thinker since Benjamin Franklin, a multi-billionaire investor, Warren Buffett’s business partner, and one of the biggest intellectual influences. Munger’s advice to those who want to succeed is to develop a mental model of the world. Find one that works.

Note: follow Charlie Munger’s advice → develop a Mental Model of the World that Works! That will work most per unit of energy (remember Scott Adams) used!

I think it is undeniably true that the human brain must work in models. The trick is to have your brain work better than the other person’s brain because it understands the most fundamental models: ones that will do most work per unit.

If you get into the mental habit of relating what you’re reading to the basic structure of the underlying ideas being demonstrated, you gradually accumulate some wisdom.

You’ve got models in your head. And you’ve got to array your experience - both vicarious and direct - on this latticework of models. You may have noticed students who just try to remember and pound back what is remembered. Well, they fail in school and in life. You’ve got to hang experience on a latticework of models in your head.

I have my own mental model of the world, which is why I’m able to see what others can’t.

My model of the world is based on years of experience studying human behavior. I see evidence of hoaxes where as the rest of the world sees a true story. I see Trump’s rise where as the rest of the world sees a “sexist pig.” To put it frankly, I understand how the world works because I understand people. I have a mental model of how to deal with people.

The main guiding principle of my life is what economists call revealed preferences.

Revealed preference theory, pioneered by American economist Paul Samuelson, is a method of analyzing choices made by individuals, mostly used for comparing the influence of policies on consumer behavior. These models assume that the preferences of consumers can be revealed by their purchasing habits.

My mental model of the world leads me to understand a few things about life:

I. You have major blind spots in life and fatal flaws. Imagine you want to destroy your own life. Put yourself into the place of an enemy. Where would you attack you?

II. Women admire strong men and are repulsed by weak men. Women will say the opposite is true. Hence why I know Trump will capture the women’s vote, despite what “pundits” and “experts” claim.

III. Don’t tell me you’re tired of reading about Trump. I see the page views and podcast listens. Your preferences are revealed.

IV. Male feminists are sexual predators who get in with an “in group” of women (Mean Girls) in order to terrorize and attack other women. You’d be wiser to trust a womanizer around your children than you would a male feminist.
V. People are afraid of standing out. From this you can understand why most people do not want to succeed and teaching “success,” while lucrative, is largely a waste of time.

VI. Wine and children speak the truth. If a kid tells you you’re fat, ugly, or smell bad... Get working on that.

VII. In a group of people, the one children and animals are drawn to is the most charismatic.

VIII. Fame seekers do not want fame to share a message. They want approval, usually because they did not get this approval from mom or dad. You can crush the ego of a famous person far easier than you can a normal person’s. Thus, Cuck Rogen.

Fragile and boring comedian @amyschumer cried because a teenage boy called her a mean name. Sensitive. Easy to see why she has no edge! — Mike Cernovich (@Cernovich) January 18, 2016

IX. Journalists are not paid by their readers. They are owned by billionaires. Trusting what pundits say makes you a patsy.

X. Most science is not science. Science is made up of flawed people like yourself. These people will fabricate data and commit fraud in order to increase their personal and professional prestige.

XI. Going to the hospital is the most dangerous decision you can make, as flawed medical decisions are one of the top three leading causes of death.

XII. Most people will do anything to avoid a fight and simply want to avoid drama. Make it easy to be your friend and hard to be your enemy.

XIII. If people tell you that an insult is childish, it’s because the hit landed.

The #cuckservative meme is demoralizing the enemy. Keep the attacks coming. http://t.co/UVqsjGul pic.twitter.com/Yhx3rN7olg — Mike Cernovich (@Cernovich) August 10, 2015

XIV. You must understand how the world works or else you won’t know what is reliable. You won’t recognize when you are being manipulated.

Mental models and talent stacks bros. The rest is easy. – Mike Cernovich (@Cernovich) April 27, 2016
These are the skills you need to make it in 2016 and beyond. What they don’t teach in college.

- Game/how to meet women
- Wall Street scams/why you should only invest in index funds
- Cognitive biases
- Media hoax spotting
- Basic personal finances
- Public speaking
- Energy management and creation
- Physical exercise and nutrition
- A blue belt level of BJJ self-defense techniques
- How to spot the sociopath next door
- Overcoming anxiety/nervousness
- Meditation
- Copy writing
- Marketing/brand building
- Imposing your will on reality
- Brain washing yourself
- How to develop an anti-fragile business model
- Data analysis and A/B testing
- How to take a proper profile picture
- How to take a picture of landscapes/products/movements
- Art of story telling
- Influence: Psychology of Persuasion
- Punchy writing style/business writing
- Trolling
- SEO
- Run a social media account and/or email list

If you’ve read Scott Adams’ books, you’ll now that he’d say that list resembles something of a talent stack. Everything I do is build around my business. My skills are cumulative. I can use my skills to sell books, supplements, seminars, real estate, and even a political candidate. Many of you have noticed that my memes on Twitter end up in political campaigns. In fact, selling books is the hardest business there is. My skills used in selling books could be transferred to any area where humans gather to buy and sell goods or simply to hang out.

Of course there are other talent stacks. Here is Trump’s.

Raw intelligence – opinions vary, but smart enough.
Business skills – plenty of failures, but better at business than most of us.
Public speaking skills – he’s no Martin Luther King, but very good.
Vocabulary and speaking – 4th-grade vocabulary but still effective.
Ability to withstand criticism – think-skinned at time, but very good.
Sense of humor – good, but not Seinfeld.
Negotiating technique – great, but lots of people are great negotiators.
Strategy – great lately, but not always great in the past.

Yes, that’s a lot to learn. But what the hell else are you going to do – watch TV and post on Internet message boards?

Until I write a complete Book of Life, check out my other books.
**28.4.2016 – From Trump Rally to Riot – I Was There**

Donald Trump held a rally to a huge standing-room only crowd in Costa Mesa, California. Mid-way through his rally, there was massive riots outside. Representing Danger & Play Media, I was the first media outlet on the scene when the riots broke out. I also faced down several hundred violent protesters.

I’ll be updating this story more formally. In the meantime, here are my live tweets and videos as they appeared on my Twitter page.

**The #TrumpOC Rally**

The crowd at the Trump rally was massive. The media never shows videos like this, even though they wrote often about the crowds Obama attracted.

This is what the media won’t show you about the PEACEFUL #TrumpOC rally tonight. Great Americans. Packed house! [link](https://twitter.com/UFSikt3sej) — Mike Cernovich (@Cernovich) *April 29, 2016*

It was a huge crowd.

This is what the media won’t show you. Huge rally, happy smiling people, energy, enthusiasm! [link](https://twitter.com/3FxoVZjpEt) — Mike Cernovich (@Cernovich) *April 29, 2016*

It was a fun crowd. “Hillary for Prison” t-shirts were popular.

Another Hillary for Prison! (With John G from Riverside.) [link](https://twitter.com/VD2TwDhVln) — Mike Cernovich (@Cernovich) *April 29, 2016*

Gays support Trump.

[link](https://twitter.com/597aTyPeJZ) — Mike Cernovich (@Cernovich) *April 29, 2016*

As do Chinese Americans.

[link](https://twitter.com/HrGSeGaUm6) — Mike Cernovich (@Cernovich) *April 29, 2016*

Before the rally there were some protesters, including the nipple patrol.

Daddy issues! [link](https://twitter.com/TAdzbFfKTX) — Mike Cernovich (@Cernovich) *April 29, 2016*

The nipple patrol! #Trump [link](https://twitter.com/sU8nrEuSW) — Mike Cernovich (@Cernovich) *April 29, 2016*
The #TrumpOC Riots

Outside trouble was brewing.

I’m in stadium. Is the media reporting on the fires that protesters started in the parking lot? Many people leaving due to asthma. #TrumpOC — Mike Cernovich (@Cernovich) April 29, 2016

I ran to see what was happening, and got these videos of the riots.

The beginning of protests tonight at #TrumpOC pic.twitter.com/M47AW6tvCk — Mike Cernovich (@Cernovich) April 29, 2016

They closed down the streets.

#TrumpOC pic.twitter.com/6zshOGRrtI — Mike Cernovich (@Cernovich) April 29, 2016

The rioters were Bernie Sanders supporters. Will the media demand that he disavow them?


Rioters threatened a man and ran him off.

Rioters threaten a man. #TrumpOC pic.twitter.com/2OR7hmWgX4 — Mike Cernovich (@Cernovich) April 29, 2016

Police came out in riot gear, as the Sanders supporters threw bottles at police officers.

Rioters were throwing bottles earlier. #TrumpOC pic.twitter.com/MDnibEFRwB — Mike Cernovich (@Cernovich) April 29, 2016

Your support of Silenced was put to good work.

I got some great footage for Silenced, the documentary you funded.

Talking free speech with a @Nero fan at #TrumpOC pic.twitter.com/BQGNddt6oe — Mike Cernovich (@Cernovich) April 29, 2016

I talked to several hundred unruly protesters about Trump. No one else stood out there to talk to them. Too afraid of the peaceful protesters.

This is actually pretty sick, @Cernovich takes a rowdy crowd, deescalates them and gets them to talk. Watch: https://t.co/ZyeNCvPIUL — Brett MacDonald (@TweetBrettMac) April 29, 2016

It was a great night, despite the drama.

What a night! Huge peaceful crowd outside, good vibes, high energy. Thugs outside. #TrumpOC pic.twitter.com/wIHDoSatlB — Mike Cernovich (@Cernovich) April 29, 2016

We Trump supporters are happy warriors to the end.

With my man @MikeRotondo86 #MAGA He’s single, ladies! pic.twitter.com/F5EOiRLSpu — Mike Cernovich (@Cernovich) April 29, 2016
I’ll be at the RNC filming for silenced. That’s going to be exciting!

If you like my reporting, buy Gorilla Mindset. I live the book. It will change your life.

Danger & Play media is giving live reports of protests at #TrumpOC. Scroll my timeline for exclusive videos! pic.twitter.com/j8ZQNSS4HO — Mike Cernovich (@Cernovich) April 29, 2016

You can also leave a donation. I don’t take a salary for my journalism. I even gave away the rights to my videos and pictures.

All media outlets may use my footage with credit to me. #TrumpOC — Mike Cernovich (@Cernovich) April 29, 2016

I do need to hire people from time to time. Donate here.
The mainstream media claims that the violence at Trump rallies is his fault? Is that true?

Watch this video to find out.

I told you I was going to start a media outlet.

"We don't need the media, we are the media." One tweet gets more views than most "journalists" get all week. pic.twitter.com/YqyYFITnaW — Mike Cernovich (@Cernovich) April 29, 2016

No guts no glory. pic.twitter.com/DuTk29pDpA — Mike Cernovich (@Cernovich) April 29, 2016

How do you get started in life?

You get started.

Yes, it's this simple.

People hate on me all day, and here I am, doing what others are afraid to do.

How do you change your life?

You get started.

Do I talk a lot of shit? Hell yes I do.

I see trouble, and run to it.

I wanted to start a media outlet, so I started one.

No one has to give me permission and no one has to give you permission.

I live my book Gorilla Mindset.

Now is the time to read it.
30.4.2016 – Gorilla Mindset Seminar (Full Video)

The Gorilla Mindset video seminar was supposed to be sent exclusively to newsletter subscribers. I’ve heard that a lot of you have been having trouble with Vimeo. I’ve thus uploaded the full seminar to YouTube.

[Watch it here.]

I’ll work on something cool to send out to newsletter subscribers soon.

The Gorilla Mindset seminar is stand-alone from the book. It ties all of the concepts together and shows how self-talk, framing, focus, mood, and even body language connect into a unified model of the mind.

My seminar ties everything together and my mindset work is a cohesive whole. Between Gorilla Mindset and the seminar, you have everything you need to live life however you want to live it.

I’ll be having my last seminar of the year in [New York on June 4th].

I could go on the seminar speaking route and build up that side of my business, although my passion now is [applying all of my mindset skills to journalism].

Danger & Play will continue to be the best source of information on mindset and other “life” topics, and yes I’ll continue covering the news.

[You can buy Gorilla Mindset in audio, paperback, and Kindle versions here.]

You can [watch all of my other mindset videos here].
3.5.2016 – Profile of a Trump Supporter

According to the media, Trump supporters are uneducated and unsuccessful. This is a lie, as proven by actual data. Trump supporters are more successful than average. I have one of the largest “pro-Trump” accounts on Twitter. Although I write about mindset and other high-level topics, over 80% of my 43,000 Twitter followers are voting for Trump.

Mike Cernovich: ‘Which candidate do you support this election? 80% Trump, 6% Cruz, 12% Bernie and 2% Hillary. 7,644 votes – final results.

Who reads my Twitter page? You can go into your Twitter Analytics to find your reader demographics. Here are mine.

I have 50% more millionaires reading me than the typical Twitter account. More high income earners read me. My readers are news junkies, with 50% having an interest in entrepreneurship, compared to the Twitter average of 9%.

I do not judge people based on their net worth. I grew up poor and had a great family. I’m simply telling the truth. The media is lying about the “typical” Trump supporter.

And of course many Trump supporters are working class people. I call those people my family.

I also do not value “higher education.”

Mike Cernovich: ‘College is a brain washing factory. There’s no shame in lacking formal education. Read books instead!’

That’s not sour grapes, as I have fancy credentials.

Mike Cernovich: ‘I’m a lawyer, published legal scholar, and author - and a Trump supporter. The “low education” meme is lie.’

You can’t trust the media about anything these days.

By the way, Ted Cruz said he wanted to debate a Trump supporter. I put up $100,000 for a debate.

Cruz said he wanted to debate a Trump supporter Will he accept? Will the media cover this huge story?

Mike Cernovich: ‘Hi @SenTedCruz you said you want to debate a Trump supporter. I accept the challenge. I also offer $100,000 for charity to make this happen.’

Read about it at Breitbart.
3.5.2016 – Details on the $100,000 Ted Cruz Charity Debate #CernovCruz

Ted Cruz has begun challenging Trump supporters to a debate, and I accept his debate.

I have offered to donate $100,000 to charity if he will debate me.

Here are some details.

Cruz can pick the charity, though I’d prefer it go to the Make-a-Wish Foundation.

He has 12 hours to accept my offer.

Ted Cruz refused to accept my offer and dropped out of the race.

Cruz does not have to put up any money. I will put up the full $100,000. All he has to do is show up. He can choose the debate moderator. It can even be someone hostile to me, like Megyn Kelly.

Mike Cernovich: ‘OK. @megynkelly will moderate my $100,000 charity debate with @tedcruz. #CernovCruz https://twitter.com/TFinn82/status/727554294560509955 …’

The debate will last one hour. The debate can be in person or on camera. We will live stream the debate online for any interested networks. Do I have the money? Yes. I put my money where my mouth is. Hundreds of other people have also offered to add additional donations. We will raise a lot of money!

Am I qualified to debate Ted Cruz? I’m a lawyer (Dean’s List in law school, multiple awards for highest class grades) and published constitutional law scholar. My legal scholarship has been cited in federal court opinions. I was even the chapter president of the Federalist Society during law school. I could have gone the establishment route, as Cruz chose to do.

I’m also an author and have given seminars worldwide. You can watch a seminar I gave here. My public speaking skills are great, thanks.

Yes, I am serious. Yes I will beat Ted Cruz in a debate.

Unless Ted Cruz is afraid of debating a Trump supporter, he has no reason to refuse this challenge. The money will go to charity. If Cruz thinks this is an easy win, he can raise over $100,000 for charity while humiliating a Trump supporter.

Here I am Ted. Make your move.

P.S. If you want to see this happen, Tweet about it at the Twitter hashtag: #CernovCruz

3.5.2016 – The Jesse Lee Peterson Radio Show Appearance

I’ll be on The Jesse Lee Peterson Radio Show at 6 a.m. PST.
Have you noticed that Hillary coughs a lot and her throat sounds scratchy, as if she has a serious health problem? One might say she’s a cougher.

Cough sounds like coffin, which presents an image of weakness and fragility. This is a vivid image.

Coughin’ Hillary got a haircut.

**Trump is using Crooked Hillary instead. Why is that?**

You’ll notice a while ago I started mentioning that the election was rigged against Sanders.

**Mike Cernovich:** ‘I’m not pro-Sanders, I am pro-honesty. System is rigged for Rubio and Clinton. Proof of Clinton rigging: [http://www.c-span.org/video/?c4578575/clinton-voter-fraud-polk-county-iowa-caucus ...]’

Trump and I think alike.

**Donald J. Trump:** ‘What a great evening we had. So interesting that Sanders beat Crooked Hillary. The dysfunctional system is totally rigged against him!’

**We are creating The Enthusiasm Gap.**

Remember that phrase. You’re going to hear it a lot. Trump supporters are enthusiastic. Coughin’ Hillary’s are not. Trump will bring out a record number of voters. Obama’s voters are going to stay home. Sanders voters were cheated by Crooked Hillary. They are going to sit this one out. All of those data models and polls others cite are worthless due to The Enthusiasm Gap.

**Mike Cernovich:** ‘Get used to reading this - the Enthusiasm Gap. It's huge. No one is excited for Hillary!’

**Mike Cernovich:** ‘This is what the media won’t show you. Huge rally, happy smiling people, energy, enthusiasm!’

**Mike Cernovich:** ‘The best way to change minds is to have fun. We live in a humorless age. Those with joy and enthusiasm for life are in short supply.’

**Develop a new mental model of the world.**

If you said Trump had no shot at winning the primary, examine your priors.

Read: [Mental Models](#).

**Mike Cernovich:** ‘No shame in not seeing Trump's rise BEFORE it happened. Now adjust your mental model of the world. That's called personal growth.’

It’s not a coincidence that the most widely read mindset writer in the U.S. was among the few who predicted Trump’s rise.

Read [Gorilla Mindset](#) to adjust your mental model.
4.5.2016 – Illma Gore: Hate Crime Hoax as Performance Art

In the latest episode of Hoax Busters with Mike Cernovich, we discuss Illma Gore’s claim that she was violently assaulted by Trump supporters for no reason at all. I label this “hate crime” a hoax for several reasons.

Before analyzing this hoax, read my guide to spotting hate crime hoaxes.

- Does the reported hate crime fit a media narrative?
- What had to have happened for the crime to have happened?
- Fact check (read police reports, where available).

“Today I was punched in the face by a man who got out of his car and yelled, ‘Trump 2016!’”

Isn’t that convenient? This artist was not the victim of a random crime. She was instead a victim of those violent Trump supporters. That’s too perfect, isn’t it? She’s also a social justice warrior with an anti-Trump bias, as her post from February 10th shows.

OFFENDED TRUMP SUPPORTERS: Maybe u wouldn’t feel so intimidated by penis size if masculinity wasn’t rooted in oppressing women & femininity. — Illma Gore (@illmagore) February 10, 2016

Illma Gore used the hate crime hoax as a viral marketing campaign.

Gore is going to make millions of dollars due to this hoax. Illma Gore is an “artist,” and because of this publicity, a crude painting she drew has been appraised as being worth $1.87 million.

Illma Gore did not give a detailed description of her alleged attackers.

Thanks for everyone’s support. If anyone saw anything on La Cienega on Friday, please let the local authorities know. Black Honda Civic with a group of people in the car.

- Were they white, black, or Latino?
- Tall, short, skinny, muscular, or fat?
- How many men were there?
- Were they any women in the car?

There are no concrete details backing her claim.

Illma Gore’s black eye is inconsistent with a sucker punch.

Here is a picture of me 10 minutes after being sucker punched outside of a bar (on the left) and then the next day (on the right).

In those photos I was 6’1” and 190 pounds. As you can see, there is blood everywhere. The next day your eye swells up. That’s how your eye heals. There’s short-term inflammation, due to an immune response. Your eye swells and then the swelling goes away.

Gore’s picture from two days after the alleged assault. Gore is tiny. Yet a man sucker punched her without tearing her eye open. There is no cut. Her eye was not swollen shut.
Illma Gore did not mention being knocked unconscious.

If a full-grown man or even a teenage boy sucker punched Gore, she’d have been knocked unconscious. Her story does not indicate that she was knocked out or even knocked down. A petite woman punched by a full-sized man would have been knocked out.

Illma Gore did not post the police report online, making fact-checking impossible.

According to one mainstream media outlet, Gore filed a police report. The police report is not posted, and the report is described thusly:

Gore filed a police report, which she sent to the Daily News. The report says the attacker fled in a car right after the punch, and that Gore was not seriously injured. Gore told the News the aggressor was with “a group of guys in the car.”

Police would have asked for a detailed description of her alleged attackers. Why wasn’t this provided in the article?

I declare Illma Gore a hate crime hoax artist.

Sometimes the truth is stranger than fiction, although I’d be shocked if this crime was legitimate.

By the way, to develop a sharper mindset, making you impossible to hoax, read Gorilla Mindset.
4.5.2016 – Imagination Creates Reality

You’ve noticed my writing is loaded with imagine. I used imagine 34 times in Gorilla Mindset.

What is the power of imagination?

Donald Trump lives Gorilla Mindset.

Donald Trump imagined himself as President. He began campaigning against Coughin’ Hillary before he even won the primary. He even began making deals with Mexico. “We are going to build a wall and Mexico will pay for it!”

Mike Cernovich: ‘This is how you make deals. Push hard. We in US have the power. Time to use it. https://www.washingtonpost.com/politics/trump-would-seek-to-block-money-transfers-to-force-mexico-to-fund-border-wall/2016/04/05/c0196314-fa7c-11e5-80e4-c381214de1a3_story.html ... 7:33 PM - 5 Apr 2016’

Trump reveals how he would force Mexico to pay for border wall

He hasn’t been elected President yet, and already Mexico’s former President is asking to negotiate with him.

Mike Cernovich: ‘This is how you make deals. Push hard. We in the US have the power. Time to use it. Today Mexico agrees! http://www.breitbart.com/2016-presidential-race/2016/05/04/president-fox-apologizes-invites-trump-mexico/ …

Exclusive: President Fox Apologizes, Invites Trump to Mexico - Breitbart

Trump imagined himself as President, and now everyone else imagines him as President.

Mike Cernovich: ‘Foreign leaders are already asking to negotiate with Trump. He’s already President in their minds. http://www.breitbart.com/2016-presidential-race/2016/05/04/president-fox-apologizes-invites-trump-mexico/ …’

Mike Cernovich: ‘When has a former head of state asked to negotiate with a *candidate* for President? It’s over. Trump by a landslide.’

Your imagination is your reality.

I don’t have time to hold hands.

I’m going to be going more esoteric. If you need “explanations” or “logic,” I don’t care.

I’ve proven myself to the world and more importantly to myself.


Mike Cernovich: ‘Heard/felt the "static" interference again today. Soon I will be able to access the multi-verse.’
Years ago I saw a guy on YouTube and thought, “He’s cool. I’m going to meet that guy one day.”

Now Nic Gabriel is among my closest friends.

I imagined myself living off of a laptop. I didn’t know how it would happen. Last year I saw 14 or so countries. I lost count. I did ayahuasca on a farm in South Africa and swam in the Dead Sea.

I never wrote a book. I imagined myself becoming an author. Gorilla Mindset has now sold so many copies that people accuse me of lying about it, as first-time independent authors never have my level of success.

I imagined myself becoming the hottest journalist breaking the biggest stories. Then I went to Hungary to expose the media lies about “refugees.” I busted hoaxes, and then I faced down an angry mob of hundreds of people.

I imagined myself changing the culture through the power of my mind. Now I’m making films and my Twitter receives over 30 million views a month, and multiple stories have gone viral.

How do you imagine me?

You imagine me as I imagine myself.

My imagination manifests itself as will, which imposes itself on reality.

If you haven’t read Gorilla Mindset and watched my seminar, then I can’t help you anymore. All of the answers are there.

The answers are inside you, if only you’d learn how to imagine them.
5.5.2016 – Ben Sasse and #NeverTrump’s Pedophile Problem

Ben Sasse and the rest of the GOP elite claim Trump is a menace who must be stopped “on principle.” Sasse and others have criticized Trump for not disavowing racists quickly enough (even though Trump disavowed racists repeatedly).

Sasse has a bigger problem – he supported a pedophile.
Some suspect he used his position of authority to enable abuse.
Ben Sasse was in charge of supervising underage boys, who were later abused by members of Congress.

Ben Sasse was a tutor in the Congressional page program from 1996 to 1998. The Congressional page program brings underage boys to Congress to run errands for Congressmen. These young boys would run errands for Congressmen, and often sexual relationships would develop between the underage boys and members of Congress.

Read: Pedophilia enabling follows around GOP candidate for the U.S. Senate Ben Sasse, NE

The Congressional page program was shut down in 2011 after numerous sex scandals occurred, including the Mark Foley sex scandal.

Pedophiles like Dennis Hastert fought earlier efforts to close down the page program:

On October 2, 2006, Representative Ray LaHood (R-IL) called for the page program to be temporarily suspended. He stated that “this is a flawed program. The fact that a member of Congress is sending e-mails to a page and that he can get away with it [shows that] obviously there are problems.” Two more Representatives, Jon Porter (R-NV) and Kay Granger (R-TX) also supported LaHood’s recommendation to suspend the page program until an outside team could evaluate its security protocol. Dennis Hastert announced on October 5, 2006 that he was launching an investigation to evaluate and make improvements to the page program.

Many suspected that the page program served as nothing more than a sex trafficking ring bringing pedophiles like Dennis Hastert naive young targets year after year.

Republican House leader Dennis Hastert was a lifelong pedophile.

Republican insider Dennis Hastert served in Congress from 1987 to 2007. Before being elected to Congress, Hastert was a high school teacher and wrestling coach. He used his position of authority over young boys to molest them, and was later convicted to money laundering offenses related to his crime.

Hastert had too many victims to track, as most remained silent due to Hastert’s GOP power and influence:

Hastert also ran an Explorers group of which Steve Reinboldt was a member, and led the group on a diving trip to the Bahamas. In the interview, Burdge stated that in 1979 (eight years after Steve’s high school graduation in 1971), her brother had told her that he had been sexually abused by Hastert throughout his four years of high school. Burdge said that she was “stunned” by this news and that her brother said that he had never told anyone before, because he did not think he would be believed. Jolene said that Hastert “damaged Steve I think more than any of us will ever know.”
Sasse has never disavowed Hastert, despite claiming that refusing to disavow is an admission of support.

Sasse has played the game for years, and is as much of an Washington insider as you’ll find. Sasse claims to oppose Trump because Trump did now disavow the KKK quickly enough. That’s a lie, as I explained here.

To this day, Sasse, who would have had contact with Hastert during his time running the Congressional page program, has not disavowed Hastert.

Mike Cernovich: ‘Not a word from @BenSasse about Republican pedophile Dennis Hastert. Sassy ran Congressional page program when Hasteert was in office!’

Mike Cernovich: ‘@BenSasse’s friend Tom Delay wrote a letter supporting GOP insider and pedophile Dennis Hastert. What's up with that?!’

Mike Cernovich: ‘Hey @BenSasse your #NeverTrump friend Tom Delay said pedophile Denny Hastert is a good man. Do you disavow? pic.twitter.com/yDlwtYQVEp’

Tom Delay of #NeverTrump supports Dennis Hastert.

One of Sasse’s supporters, Tom Delay, recently defended Hastert in court. Writing a letter to the judge asking for leniency, Delay wrote, “Hastert doesn’t deserve what he is going through.”

Tom Delay, who again is part of Sasse’s base of support, wrote a letter to a judge saying an admitted pedophile “doesn’t deserve what he is going through.”

Mike Cernovich: ‘Tom Delay is #NeverTrump. Today he wrote a letter asking to keep a child molester out of prison.’

Criminal defense lawyer Mirriam Seddiq was shocked, asking, “What sort of lawyer lets a letter like that get through.”

Mirriam Seddiq: ‘@Jon911Jones @Cernovich @BenSasse What sort of lawyer allows a letter like that to reach the judge? It's awful. He should have hired me.’

Speaker of the House Paul Ryan took hush money from pedophile Hastert for years.

Paul Ryan, who holds Hastert’s old job as Speaker of the House, is another active voice in #NeverTrump. A Sasse supporter, Ryan received hush money from pedophile Hastert for years.

Ryan is not giving the money back.

New House Speaker Paul Ryan was quick to remove the portrait of disgraced lawmaker Dennis Hastert from the speaker's lobby outside the U.S. House of Representatives floor. But Ryan won’t be unloading nine donations he received from Hastert over the years. From 1998 to 2012, Hastert gave $25,500 to Ryan’s campaign fund through his leadership fund, Keep Our Majority PAC, records show.

Ben Sasse and #NeverTrump has a pedophile problem.
All evidence and experience shows that pedophiles do not stop. Hastert has confessed to molesting multiple boys as a high school teacher. He was and is a child molester, and no doubt abuse congressional pages under Sasse’s watch.

Some may call that harsh, to which I reply: Where are the disavowals?

Sasse has refused to say a harsh word about pedophile Dennis Hastert. Meanwhile Tom Delay of #NeverTrump has said, “Dennis Hastert does not deserve what he is going through,” and Speaker Paul Ryan took hush money from Hastert for years.

If Sasse and the rest of #NeverTrump are going to demand that Trump disavow what his claimed supporters do, then it’s time to take a stand.

Disavow Hastert!

One might wonder if there’s a reason Sasse is being careful.

He did work among underage boys himself.

He ran the page program under Hastert’s watchful eye.

What did Sasse know and when did he know it?
5.5.2016 – How to Hypnotize People on Twitter

Hillary is hypnotizing her supporters into giving Trump the election.

Imagine Trump as President.

This is powerful persuasion.

Read more: Imagination Creates Reality.

Mike Cernovich: “Imagine Trump as President!” Hillary is hypnotizing her supporters to back Trump. (She doesn't know why tho...)

Trump has trolled the media into spreading his message of love for Latinos. He posted this Tweet. The media is outraged, but people are laughing. Note what it says, “I love Hispanics!”

Read more: Two Games.

Donald J. Trump: ‘Happy #CincoDeMayo! The best taco bowls are made in Trump Tower Grill. I love Hispanics! https://www.facebook.com/DonaldTrump/posts/10157008375200725:0 ...

Mike Cernovich: ‘Trump trolled the entire media to share his message to the world, "I love Hispanics!"

If you want to understand those concepts more fully, read my books.

Or watch my video interview with Scott Adams, who understands this stuff at the highest levels.

You can also listen to and download my full interview with Scott Adams discussing Trump, marketing, persuasion, and hypnosis.
6.6.2016 – The Self-Sabotage Tell (Coughin’ Hillary is Broken)

When people are weak or afraid, they self-sabotage. This is often an unconscious process. We now know Hillary does not believe she can win the election.

Hillary has associated her personal brand with the Bush family. I simply cannot comprehend anyone sending out an email like this. I didn’t believe it was real, as it’s utterly self-destructive. Then Hillary made a video “attacking” Trump by showing the world that Republican insiders hate him.

Republicans agree: Donald Trump is reckless, dangerous, and divisive. https://t.co/fUkISvxMmc
— Hillary Clinton (@HillaryClinton) May 5, 2016

Today Hillary reached out to Bush donors.

NEW YORK — Hillary Clinton’s supporters in recent days have been making a furious round of calls to top Bush family donors to try to convince them that she represents their values better than Donald Trump, multiple sources in both parties told POLITICO. The moves come as Clinton and the Democratic Party try to take advantage of deep unease among establishment Republicans on Wall Street and elsewhere with Trump’s emergence as the presumptive Republican nominee.

Coughin’ Hillary knows she can’t beat Trump.

The fear of an indictment along with wondering what Trump will do next (the Sword of Damocles effect) has broken her.

If you think I’m wrong, explain in what world it makes sense for Coughin’ Hillary to tie her personal brand to the Bush family, especially since Sanders supporters have already said they will not support her.

If you want to avoid self-sabotage, read Gorilla Mindset.
7.5.2016 – Twitter as Talk Radio

There are many ways to use social media, and I use Twitter as talk radio. I used a mental model (read this article on mental models) to guide my social media efforts.

Twitter is uncensored talk radio. – conversation for adults. That's always been my mental model in running my acct. https://t.co/q7tYvR2i5U — Mike Cernovich (@Cernovich) October 9, 2015

Under traditional rules of media, you never let a hater mock you on air. That's bad for your brand. People who enjoy talk radio – and my Twitter show – love my interactions with haters. Talk radio is unique in all of media in that you're give a “pass” to promote yourself, because the show is build around your personal brand. This is why talk radio show hosts outsell every other author, and why I outsell 99% of news anchors and “journalists.” Frequent RTs are reader calls. Comments from listeners and readers are valuable. It astounds me that websites are closing comments and that media people block followers for simply disagreeing with them.

Thus my Twitter is a combination of news links, original commentary, my own reporting, and reader calls and shit talk.

Can everyone run Twitter like I do? That’s not the point. THINK: Mental models.

My Twitter is a sensation and is unlike anything else on the Internet.

Naval Ravikant is as much as a tech/Vc insider as you’ll find, and he’s understanding the future of Twitter.

Imagining a world with #Twitter10k and @periscopeco, with journalists but without newspapers, with anchors but without networks. — Naval Ravikant (@naval) May 7, 2016

Yet I didn’t create my Twitter out of thin air. I used my understanding of other aspects of the world (talk radio, gender dynamics, free speech) to create a new platform.

Exactly this. Twitter is the new talk radio, and I dominate it. https://t.co/riddi5wG4c — Mike Cernovich (@Cernovich) October 25, 2015

In life, find what works and use that model in a new way.

Run A/B tests rather than guess. People called my social media strategy crazy, and it’s all data-tested. Long story short: Man + doing cool man thing (cigar, shooting guns, DJ’ing) or man + hot chick = social media crack. — Mike Cernovich (@Cernovich) September 24, 2015

What you’ll hear when you start something new.

“You’re crazy.”

I got that when my Twitter had 45 followers, and then 4,000 followers... and now I don’t hear that as much.

Visionaries see farther than others see. You’ll always seem crazy to the blind.

In the world of the blind, a man with one eye is called insane. — Mike Cernovich (@Cernovich) May 6, 2016
Now of course it’s possible your new idea sucks, and there’s a relevant saying from finance, “The market can stay irrational longer than you can stay solvent.”

Maybe your idea is so great that it’s 10 years ahead of the game, and you can only afford to run the idea for 5 years before going broke.

Who knows?

When you start a new venture it’s probably a good sign to hear people call you crazy.

You can read my other insights into social media here:

- Social Media and the New News Cycle
- Why the Power Elite Want to Censor Social Media
- Link-O-Nomics
- Free Speech and Free Markets: Why the Media Supports Censorship
- The Media Battle No One Saw Coming

To change your mental model on life, read Gorilla Mindset.
8.5.2016 – How We are Changing the Culture and Destroying SJWs

For almost a decade people have called me insane.

I have always had a plan.

Now I’ll share it with you.

First you must understand your own mind.

Social status rules our lives.

We humans are insecure about our social status, and we find ways to signal to other humans that we are high status. A logo is a symbol of social status. You want people to see that you can afford a $5,000 bag or $10,000 watch. The NY Times is also a logo. You want people to know you’re smart by writing for them.

To beat a person, you lower his or her social status. Logic is pointless.

To destroy an institution, you lower its social status.

My attack on the system has been on two fronts.

While my work with you is freeing you from status slavery. Do you ever see me wearing name-brand clothing?

I have also showed you how to eliminate shame.

Freeing yourself from status slavery is the highest levels of consciousness, but not everyone wants or is ready for mind freedom.

I have also attacked and discredited social status systems.

The left has had the cultural high ground for decades, because they created prestige brands like the NY Times. Writing for the NY Times is a huge deal, as a writer could status signal his prestige to the world vis-a-vis the Times.

I have been working to destroy and discredit the mainstream media, as this is an attack on its prestige and thus social status. I mock them as clowns and frauds and hoax artists. This destroys the brand’s value.

The mainstream right was desperate to gain the approval of the left. I have been working to destroy the mainstream right, as they have been status slaves to the left. The left also had celebrity outreach, which gave liberalism the cool or “it” factor.

Why did I cuck Seth Rogen? Because directly attacking his masculinity in front of the world lowered his brand value. Since I cucked Seth Rogen, he has stopped posting any political Tweets. His social status was lowered to that of a nothing.
Create new prestige brands on the right.

Danger & Play and Gorilla Mindset are now worldwide brands. I built these brands up through my confrontational writing style. While attacking every other news network, I have also been promoting Breitbart actively.

Which is why you see Breitbart making moves. They are becoming the alternative to conservative media. You'll see new upstarts soon. — Mike Cernovich (@Cernovich) September 7, 2015

Create new mainstream heroes on the right.

Why have I been a huge supporter of Milo Yiannopoulos? Because he’s the new fresh face of the right.

Why did I back Trump? Because he is making his own waves by attacking SJW outrage culture. Trump is also the first candidate to directly call out feminism’s lies.

Trump is the first candidate to actually appeal to male voters. This is historical. https://t.co/4DtaHw5sDG — Mike Cernovich (@Cernovich) May 7, 2016

Remember when @ScottAdamsSays said Trump might be first candidate to call Hillary anti-male... pic.twitter.com/KnEb2y16D4 — Mike Cernovich (@Cernovich) May 7, 2016

You won’t change culture without creating your own institutions and your own celebrities.

I thus run my career largely as a celebrity would. Even though I’m an author, my Instagram is largely a “behind-the-scenes” look at my life and is usually entirely unrelated to my core work.

This is the first effective attack that the left has faced in several decades. Cheers! @PizzaPartyBen @bakedalaska @Nero @1938loren @MikeRotondo86 @vandives @realDonaldTrump #MAGA pic.twitter.com/WYTERO1Ur2 — Mike Cernovich (@Cernovich) May 4, 2016

Yes, it was by design.

Yes, I have much more planned.

Yes, we will win.

P.S. If you think I sound crazy, check out Gorilla Mindset.
10.5.2016 – Should Trump Apologize to Women?

As a rule a man should never apologize to a woman.

Apologies are seen as weak, and it’s better for women to think you’re too strong than to think you’re too weak.

Yet Trump presents a lot of exceptions you don’t see often.

Redemption is a third act solution in novels. A bad boy can go good after some revelation or realization. In novels and other stories people are waiting for the lovable bad boy to become good, or at least not-bad.

An “apology” (Trump would not say, “I’m sorry” directly or beg for forgiveness) allows him to smuggle in a rhetorical point.

Note: apologize and pivot.

Scott Adams said this yesterday, leading to a healthy disagreement online:

Trump: I apologize to women for all the offensive things I’ve said in the past. I’m an equal-opportunity offender, but I understand the sensitivity when it crosses gender, and I apologize to women for that. No one respects women more than Donald Trump.

(Sincere apologies are persuasive.)

Trump: And I call on Hillary Clinton to do the same, and apologize for her mistreatment of the women her husband abused.

Trump wouldn’t be asking for forgiveness, which is what makes an apology status-losing proposition. When you apologize, you put yourself at the mercy of another person to accept it. Men who apologize to women are viewed as weak, leading to women to view them with contempt.

People who demand apologies almost never do so in good faith. They are like sharks seeing blood in the water. It’s always better to error on the side of not apologizing, especially to liberals. However, Trump would be making an apology to direct focus towards Hillary’s abominable treatment of women.

Trump wins this apology game because Trump has posted some mean Tweets where as Hillary has destroyed the lives of women.

That said, I don’t think Trump apologizes. Nor does he need to.

This would be far more effective

Imagine this: Trump is on stage. He brings out Juanita Broaddrick to tell how Hillary covered up Bill’s rapes. It’s over. — Mike Cernovich (@Cernovich) April 28, 2016

Trump has already begun bringing out moms on stage at his rallies. These moms lost their children to crimes committed by illegal immigrants. Moms are women, and moms actually vote.

Trump brought moms on stage during his OC rally. I was there. This was a prelude to his outreach to women. You’ll see more of this. — Mike Cernovich (@Cernovich) May 4, 2016

If you think my philosophy of not apologizing makes me a terrible person, don’t read my book as you’ll become more like me.
What’s Next for Cernovich and Danger & Play?

The #1 question that people have been asking is, “What’s next for Cernovich and Danger & Play?”

I'll tell you what's next as well as explain the process YOU should follow for your own life.

I have always wanted to create my own media network. When you have a grand vision, you need to study what it takes to create that vision – the difference between a life vision and a daydream.

Note: the difference between a vision and a daydream is the amount of work you are willing to put in for it to come to fruition.

A news network needs a strong writer, a strong video editor, and strong visual personalities.

It also needs funding.

I’m as strong a writer as anyone out there. I never had a video editor, as most people lie about what they can do. I found that editor in the director of Silenced, Loren Feldman. I need some strong visual people. My skin still flares up a bit. Today I am looking great, but my skin has to be totally better. I can’t afford Milo, though if the big bucks came in I’d pay him whatever it took.

Have some self-awareness. Know your strengths and vulnerabilities. Find talent and pay that talent.

Funding sources traditionally come from venture capitalists. VCs are cucks, however, and I have no interest taking a meeting with VCs. Advertising is another source of revenue, and relying on advertisers makes your business fragile. If the mob wants to destroy your network, they leave on advertisers.

This is a basic SWOT Analysis (strengths, weaknesses, opportunities, and threats). There is a huge opportunity for a counter-narrative news outlet that also calls out cuckservatives. I am strong on writing, weak on video when my skin flares, and a huge threat to my business is attacks on advertisers.

I’ve been able to self-fund the news via book sales. Each copy of Gorilla Mindset sold brings me a $6 royalty. Gorilla Mindset will sell 100,000 copies over the next couple of years. Today’s total: 25,632 copies sold. I can now sell 25,000 to 100,000 lifetime copies of any book I launch. At one book a year I can fund my life and non-talent related costs of a news network.

The problem with book sales is that it’s not recurring. I spent $40 a month on nootropics. That’s a recurring sale, and far more valuable than books. I’d self-fund my online news network through nootropic sales. You’ll thus see why I’m working harder on building my Twitter platforms and pushed back the release day of my War on Men book. My social media is where I can launch my news network.

Mike Cernovich: ‘That's an average of 17,769 impressions per Tweet. Who needs “the media”? We are the media.’

Moreover, 66% of the $76,060 from Silenced came via Twitter. My Twitter keeps growing, and self-funding a news network would be possible, although that might not be sustainable. I could raise at least $100,000 via Kickstarter to fund the Cernovich News Network (name to be determined). Crowd funding is not off the table.

Dreams, Visions, and SWOT.

Although many people consider what I do random, there’s a lot of thinking behind the scenes. SWOT is a useful way to understand your business and the world.

SWOT analysis (alternatively SWOT matrix) is an acronym for strengths, weaknesses, opportunities, and threats—and is a structured planning method that evaluates those four elements of a project or business venture. A SWOT analysis can be carried out for a company, product, place, industry, or person.
**Strengths.** I’m a powerful and mostly fearless writer with strong legal and public relations knowledge. Suing me for defamation would be folly. I’m also one of the most charismatic people you’ll ever meet.

**Weaknesses.** I’m a poor manager and my logistical skills are below average. I only recently filed my 2012 taxes and used to be hit with late fees despite having plenty of money to pay my bills. Organizational skills are a “C-” at best. I also don’t trust people and am impatient, which makes it hard to work with me.

**Opportunities.** Counter-narrative media and hoax busting are in high demand, as the media keeps spreading hoaxes. There is a huge divide between what people want to read and what writers are writing.

**Threats.** I could be sued for defamation or killed. Funding a news site is expensive and most news sites do not make a profit. If I relied on advertisers, any boycott could gut me.

**90% of businesses fail because most people are day dreamers rather than visionaries.**

Visionaries are able to see what others can’t see. But you still need to have high levels of self-awareness. Most people simply have no self-awareness. They are heroes in their own minds, even when they have no reality-based evidence of their greatness. Yet even a hero has a fatal flaw. If you can’t identify your own flaws, you’ll never go all the way in life.

I will give you some blind items of people from my own life who have insane talent but have never worked on these flaws. This is not about any of you reading this now, of course.

- Brilliant, extraverted and high energy, but comes off as a mooch and cheap skate.
- Thinks he knows marketing but is actually clueless and uses spammer techniques.
- Greedy and always trying to chisel people down, even though he has a lot of money. This repels talented people and leaves him surrounded by lackeys and losers.
- A talented writer, but lets perfectionism (which doesn’t exist) prevent him from fully expressing himself.
- Too focused on “brand management,” believing that you can create a perfect persona in a social media world.

We all have weaknesses, though we need not define our identities by them.

We have all hit low points. That is not a choice. Whether you define yourself by your lowest moment, however, is a choice. Choose wisely. — Mike Cernovich (@Cernovich) November 7, 2014

I define myself as a powerful, charismatic man. I am also a poor organizer, impatient, and hard to work with. Thus my game is always about playing to my strengths. I’m a one-man shop. Yet playing to my strengths will prevent me from taking my game to the next level. You can only go so far on your own.

In the meantime I’m working with Loren, who has some “issues” of his own, but one of my strengths is having a large tolerance for other people’s issues. See how this works? Part of the fun of the work we do is watching it in real-time.

I started off with 45 Twitter followers and a crappy WordPress blog. That was four years ago. And today I’m a best-selling author with two documentaries in the works. There’s no magic to this.

Well, there is some magic to it. I didn’t allow myself to be defined by my weaknesses. Instead... I focused on my strengths and got started. That’s the only magic my friends. Today is not five years from now.

Today is today.

Isn’t it time to get started?
10.5.2016 – How to Troll People Using NLP

Why am I so effective where as others fail? It’s NLP. The key feature of my writing and rhetoric are pattern disrupts. A pattern disrupt, as the name suggests, disrupts a person’s normal mode of thinking.

You’ll notice for example that some (lesser) rhetoricians say I too often surrender the frame to my adversaries. They want you to debate the first premises of arguments, which is a fail.

Here’s an example: some people say you should never accept that there is racism is America. To do so is to play into another person’s frame. Nonsense.

Here’s what I do:

- Racism is a problem is America. Those black thugs who play the knockout game on white people should be prosecuted as hate criminals. Try that line on a liberal friend. They will literally stop. You have disrupted their thinking.
- Walls are for racists. Only racists in Israel put up borders around their countries.

Or:

- We want a wall, just like Israel.

You are accepting a premise that others claim is true. For example in America racism is a problem. Also, Israel is our most powerful ally. Rather than claim racism doesn’t exist or that Israel isn’t great, accept those premises as true. What can the other person say other than, “Wait! Wait! Wait!”

A strong pattern disrupt triggers cognitive dissonance.

Ready for some more?

- Trump is pro-women. He stands up for moms, who recognize that their sons are more likely to be falsely accused of rape than their daughters are to be raped.

They want to say, No! Trump is not pro-women! You have redefined women to mean moms rather than herpes-infested feminists. You have also showed that Hillary, by being anti-man, is anti-mom. Moms have sons. Now isn’t that far more effective that the, “We matter too!” argument MRAs make? Fair or not, in the West moms matter more. You can fight that premise, or you can ride it like a wave. Become pro-man by being pro-mom.

Note: accept an argument, pivot, break it down and build it back up with their core identity as the core of your argument and throw it back. Watch and enjoy.

My vision is to expand how you think.

Many of you have criticized my means of persuasion without having any clue what I’m doing. There was almost a mutiny over my Cuck Rogen article. Even my most dedicated readers questioned by judgment and some were outright meant to me.

Well... What has Seth Rogen had to say since that article? I raised my position while crushing him. I was right. Many people claim Trump is random and has no idea what he is doing. I know what I’m doing, and so does Trump. More broadly: Just because you don’t understand something doesn’t mean the other guy doesn’t.
Do you see what Scott Adams is doing?

Scott Adams hypnotizes readers in ways they don’t see. In an article about short v. tall people, Adams writes:

What is the name we give to tall ambitious people? Answer: Leaders I’m not complaining. Compared to the tall, my knees are fabulous, my grocery bills are low, and my life expectancy is awesome. When I fly coach, it’s roomy and cheap. And I rarely bump my head. When I need a service that only a tall guy can perform, I rent one on the internet and order him to do that work while I go to the gym with my perfectly functioning knees.

Do you see that he mentioned knees twice?

His post got tall people thinking about our knees. Maybe our knees hurt. He changed the focus from, “I’m a smaller guy,” to, “Your knees hurt.”

He used boring language to talk about tall. “Leader” is a concept. When he talked about being short, he used imagery to create a scene (flying coach). Images are more powerful than vague concepts.

Note: when you are talking to people use words which invoke images within their minds. That is why you must constantly read books in order to get a better vocabulary!

He also lowered the status of tall people by saying, “I rent one on the Internet.” Adams does this all of the time. I’m not going to show too much of his game, as he seems to enjoy keeping the joke to himself.

I will say this. Adams is one of the five most persuasive public personalities alive. Tony Robbins is on my top five list, as is Trump. You’ll have to guess at the others, though Frank Kern would make my top 10 list.

By the way, I talked to Greg Stevens (my editor for Gorilla Mindset), about how I use trolling to score rhetorical points.

Watch it here.
11.5.2016 – How to Create a Compelling Brand for Your Books

Your book title should thus have a hot – and ideally also timeless – keyword.

Mindset is a hot keyword, which you can see for yourself at Google trends. Amazon is the third largest search engine in the world behind Google and YouTube. If people are searching Google for a keyword, then are searching Amazon for **mindset** for as long as there are people.

When you think about mindset, you imagine a cover with a person thinking hard or something. You might even think of a blue cover, as blue is a relaxing color. Mindset… calm mind… soothing blue cover with a brain on it.

Blue calming book covers blend in. [Here is how to not stand out.](#)

A pattern interrupt disrupts your current mode of thinking. A pattern interrupt gets attention. The average person on Amazon spends 3 seconds looking at a book cover.

**Red stands out. Red is also an alert or “awake” color.**

Gorillas are associated with stupid animals, although that’s a myth. Combining Gorilla with Mindset is a pattern disrupt. You don’t expect it, which means you stop what you are doing to pay attention. Haters like to call me a “stupid gorilla” because I’m a big guy. Naming my book Gorilla Mindset would ensure that my haters would “mock” me by mentioning my book by name.

**Mike Cernovich:** ’I’ve trolled my haters into using the title of my book when hating on me.’

The A/B tests.

**Dominant mindset v. Gorilla Mindset?** Dominant mindset had too much of a BDSM vibe to it.

**Third eye or nah?** Original cover concepts had a “third eye” on it. You either associated the third eye with the occult or the Federal Reserve. I ditched it.

**My face on the cover or not?** At the time Gorilla Mindset launched, Danger & Play was a bigger brand than my name. Thus no. Today my name is my biggest brand. Maybe my next big book will have my face on it. We’ll see.

**Mike Cernovich:** ’Building brands is what I do.’

**How did I figure all of this stuff out?**

I wrote, learned how to read analytics, A/B tested, studied Google trends, and took a class from the Great Courses on the cognitive science of colors. I would spent hours walking through book stores to see which covers stood out. I looked at thousands of book covers. I spent several hours talking to Victor Pride about book titles and subtitles, and he threw out gorilla as we were talking. Are you seeing a pattern? It’s fun to self-promote and be full of yourself, but you’ll never reach a higher level on your own.

**Note: you can prepare yourself, on your own, to reach the next stage, but in order to truly make that step forward and upward – you need the help of others. Thus you must cherish your companions and never denigrate them. Humanity made progress through the sheer brilliance of individuals helped by the community. Remember that.**

I also don’t make stuff up. At first I take risks and experiment. Then as data comes in, I calibrate my message. If this all sounds like mental models and talent stacks, that’s because it is.

P.S. Thanks for your reviews. There are 300 reviews in the U.S. store alone, and hundreds more in the worldwide stores. Your reviews help spread the message, thank you for leaving one here.
11.5.2016 – Scalping Senator Ben Sasse: How I Ended a Presidential Campaign Before it Started

Senator Ben Sasse of Nebraska will not be running for President after his connection to pedophiles was revealed by Mike Cernovich of Danger & Play Media.

Read: Ben Sasse and #NeverTrump’s Pedophile Problem.

This entire election season Sasse has building up his personal brand by attacking Trump. Sasse had not taken a principled stand against anyone else on the right, and thus he’s engaging in showmanship marketing in an effort to run for president.

His campaign for president began gaining momentum, with establishment conservatives hailing him as a hero. He was primed to run, and then I scalped him.

Sasse claimed to be a political outsider, so I began digging. Far from being an everyman, Sasse was an insider’s insider, working at companies like McKinsey and Company in between stints in Washington, D.C. Yet what was not common knowledge was Sasse’s role as a tutor of underage boys.

Sasse tutored and was sworn to protect underage boys working as Congressional pages. Yet pages were constantly abused, and I suspected, were abused under his watch. When I raise those concerns to Sasse, he went radio silent.

Mike Cernovich: ‘Ben Sasse and #NeverTrump’s Pedophile Problem
http://www.dangerandplay.com/2016/05/05/ben-sasse-and-nevertrumps-pedophile-problem/ …’

Mike Cernovich: ‘Pedo Ben still hasn’t Tweeted. He has no response. http://www.dangerandplay.com/2016/05/05/ben-sasse-and-nevertrumps-pedophile-problem/ …pic.twitter.com/hbBvzpWo2

Mike Cernovich: ‘Ben Sasse and #NeverTrump’s Pedophile Problem
http://www.dangerandplay.com/2016/05/05/ben-sasse-and-nevertrumps-pedophile-problem/ …’

Mike Cernovich: ‘200,000! #PedoBen pic.twitter.com/2Jk78N8PdW’

My article was also moved to Page 1 of Google for Ben Sasse’s name.

Mike Cernovich: ‘Page 1 of Google, with stronger SEO than Politico. #PedoBen http://www.dangerandplay.com/2016/05/05/ben-sasse-and-nevertrumps-pedophile-problem/ …’

An active Tweeter, Sasse took a long social media absence. His notifications were full of people posting questions about his past to the hashtag #PedoBen. Upon returning to Twitter, Sasse began posting pictures of children, with one picture calling little kids “cherries.” This raised some eyebrows, with many people wondering if Sasse wasn’t overcompensating to appear normal.

AoverK: ‘In his effort to appear “normal” he has over played his normalcy which is what most people with something to hide do https://twitter.com/Cernovich/status/729730897709129729 …’

His overcompensation – “See how normal I am!” – reveals that my article hit him hard. Sasse is hiding something about his days living and working among underage boys. My own suspicion is that Sasse is not a pedophile, but instead looked the other way when underage boys in the Congressional page program were abused by convicted pedophile Dennis Hastert, among others.
To this day, Sasse refuses to disavow Hastert, even though he claimed refusing to disavow someone is evidence you support what the person has done.

**Mike Cernovich:** ‘@BenSasse’ s friend Tom Delay wrote a letter supporting GOP insider and pedophile Dennis Hastert. What’s up with that?!’

**Mike Cernovich:** ‘Hey @BenSasse your #NeverTrump friend Tom Delay said pedophile Denny Hastert is a good man. Do you disavow? pic.twitter.com/yDlwtYQVEp’

Sasse will not be running for president, and his scalp has been added to the collection.

**We are in the big leagues now.**

How many writers can claim they ended a United States Senator’s presidential run? I can.

I’m here to take scalps, and the establishment is on notice.

We aren’t friends.

I don’t want invited to your cocktail parties.

And I am only getting started.
14.5.2016 – How to Make a Hit Piece Fail

The NY Times has published a hit piece on Trump, which is boring.

What’s interesting is the image the Times used for their article.

Anyone who sees the image (90% of people never read past the headline) watch a strong Trump holding court before several young, beautiful women.

The white font from the headline merges into Trump’s dress shirt.

What is the article even about?

It looks like a pro-Trump advertisement.

Here’s the image I used when writing about Ben Sasse.

The cat does not want to be there, and it looks like a creepy Sasse is strangling the poor animal. Animal abuse is associated with sociopathy, and a sociopath would look the other way when children were harmed.

Images matter.

Note: importance of using the correct images while writing!

My book Gorilla Mindset might not make you write better exposes, but it will expand your mind.
14.5.2016 – The Quantum Physics of Mindset

Why do affirmations work? Why is your life better when you live as if you have free will, even though free will itself might be a myth? Why is the mind so powerful and why does imagination create reality? Why are people who use DMT and other spirit molecules overwhelmed with the feeling that everything is connected?

Fred Alan Wolf PhD in, Time, Space, Matter & Quantum Field Theory, explains the connection between quantum physics and mindset.

Some highlights:

• “We are the creations of mind, and the mind that is creating us is our own mind, but we only see it as we are the actor.”

• You have more power to change and transform yourself than you previously thought.”

• “The main realization is to recognize that your self is a projection. You’re an actor on the stage and you are the writer of the scenery and you are also director who is directing you as the actor in the performance you are presently having. We’re playing roles in a four-dimensional movie in which the film industry is just a two-dimensional representation of that.”

• “There is no separation between people. There is no actual difference between you and I… We’re really one mind in communication with each other and we are all projections of that one mind, like holograms.”

• “Whenever one of us create something positive, we also create the negative energy – the why you can’t do it. Creation means you also create at the same time, the negative of it. What you must do is put you mind on that you can do rather than you can’t do it.”

• “When Larry King asked me how to treat his depression, I told him: Ask yourself who is feeling depressed. Do not answer the question. The very fact that you can ask the question disrupts the feeling, and opens up the door for this other feeling to come in. After a while, you begin to identify with the person asking the question rather than the person feeling depression. Then the feeling dissipates.”

• “You can’t ask the question and have the answer to it at the same time.”

• “You can’t observe the momentum of an object and the position of the object the same time. If you’re observing momentum, you’re in the flow. If you’re observing the position, you’re no longer in the flow.”

• “A magician is somebody who knows there is no set answer to anything, and that there is no total cause and effect relationship between what is happening today and what has happened before, that the past is being created as much as the future. Once you get into the position of creating past, present, and future, you become a magician.”

An interview with Fred Alan.

I’ve never been able to explain why Gorilla Mindset works.

Maybe now we know – it’s the quantum physics of mindset.
Megan Twohey of the New York Times offers you a master class in how to spot a liar. Megan Twohey along with “journalist” Michael Barbaro recently published a hit on Donald Trump. In their article, Crossing the Line: How Donald Trump Behaved with Women in Public, Twohey and Barbaro accused Trump of conduct varying from sexual harassment to “debasing” of women.

**The problem? The story was a hoax!**

In her article, Twohey tells the story of Trump ex-girlfriend Rowanne Brewer Lane.

*But the 1990 episode at Mar-a-Lago that Ms. Brewer Lane described was different: a debasing face-to-face encounter between Mr. Trump and a young woman he hardly knew. This is the private treatment of some women by Mr. Trump, the up-close and more intimate encounters.*

Ms. Lane was outraged that Twohey lied about her, and told her own story.

> “Actually, it was very upsetting. I was not happy to read it at all. Well, because The New York Times told us several times that they would make sure that my story that I was telling came across. They promised several times that they would do it accurately. They told me several times and my manager several times that it would not be a hit piece and that my story would come across the way that I was telling it and honestly, and it absolutely was not.”

> “They spun it to where it appeared negative. I did not have a negative experience with Donald Trump, and I don’t appreciate them making it look like that I was saying that it was a negative experience because it was not.”

CNN did some real journalism, with an anchor actually confronting a media hoaxer live on air. Watch this video as it’s offers several tells for how to spot a liar, hoaxer, and con artist like Twohey.

**CNN: You did use the word debase in the piece. Is that a word that Rowanne used used or that the women you spoke to used?**

**Twohey:** So we heard a variety of...I mean....the...the...descriptions of Rowanee was one of many voices....We really value the fact that...and I think that one of the things you’ll see is that...

A liar will not answer an honest question with a direct or no answer.

In her story, Twohey wrote: “*But the 1990 episode at Mar-a-Lago that Ms. Brewer Lane described was different: a debasing face-to-face encounter between Mr. Trump.*”

Twohey was asked whether Ms. Lane used the word debase. Rather than answer yes or not, she trips over her words. Her brain and mouth can’t keep up, as a liar is thinking, “What will I say next?”

Pay attention to Twohey’s body language tells. She turns away from the questioner, which is a common response when a person is caught lying. Liars are afraid of making eye contact and turn away. It’s an unconscious show of shame. Twohey also closes her eyes repeatedly. Megan Twohey has the face of a liar.

You can also see her eyes move up. This is a tell that she is thinking of what to say next. **Word of caution:** sometimes a completely honest person pauses, considering what to say next. This is why you must study all tells before reaching a conclusion regarding a person’s honesty.
CNN: [Rowanne] very clearly uses the words, it was misleading, you took her words out of context, you did not fully quote her... As a journalist that’s concerning.

Barbaro: When I interviewed Rowanne, she used the word “taken aback” by that example. She went on to date him.

Barbaro’s response is non-responsive. Did Rowanne Brewer Lane describe her experience, as Twohey claimed, as “a debasing face-to-face encounter”? As a lawyer would say, a yes or no answer will suffice.

Moreover, a tape recording of the conversation surely exists. Why not release it?


Rupert Stiltskin 2: ‘@Cernovich Spot on. Why doesn’t the Times release the reporters tapes of the interviews?’

The attack article on Trump was another media hoax from the New York Times.

If you want to spot liars, learn how to improve your body language. Gorilla Mindset teaches you about posture and body language.

Incidentally, readers were not impressed will Twohey’s hoax. Dilbert creator and expert on persuasion Scott Adams said, “The New York Times gives up their legitimacy to attack Trump. It must be embarrassing to work there today.”


Several others saw through this clear media hoax, as they were able to identify Twohey’s many liarly tells.

Mike Cernovich: ‘Great video on how to spot body language of a liar. See her face move away from questioner. https://www.youtube.com/watch?v=wA1buBObqGI ...pic.twitter.com/6LO81hfM6y’

Lisa Ozio: ‘@Cernovich absolutely. Closing her eyes and stammering is also a tell that she is not being truthful.’

Chris: ‘@Cernovich Every ttime she turns toward the questioner, her eyes close.’

WTFook: ‘@Cernovich - And she didn’t answer the questioners. Instead, she rambled on about their ‘format’ and process. #Churnalism from hacks.’

Russell Ashbaugh: ‘@Cernovich Maybe after the fact bias on my part, but this body language reminds me exactly of: pic.twitter.com/1eKzhqPxWj’

NCAA Witch Hunt: ‘@Cernovich They are just like lying Michelle. It is sickening how they are lying and not making sense.’

Media hoaxes are becoming impossible to pull off in a social media world. Megan Twohey learned a valuable lesson in new media.

Frauds and hoaxers will be exposed, with Danger & Play Media leading the way.

By the way, if you like this article, you’ll love my books.
17.5.2016 – Pundits as Plagiarists: Stop Ripping Me Off, Cucks

My insights into Trump are being stolen by more pundits than I can track. They repackage my content (and Scott Adams' too) without giving any credit. This is stupid because my Twitter and website drives a lot of traffic. Giving me credit will give pundits more views.

Some will wonder how I know my ideas are being stolen? Simple. Look at all the media hoaxes I’ve uncovered. “Journalists” will outright lie, and thus stealing from me is tame by comparison. I’ve paid attention. Pundits went from calling Trump a buffoon or clown to talking about how he’s a marketer and hypnotist.

Mike Cernovich: ‘Pundits went from, “Trump’s a clown!” to calling him a hypnotist and master marketer, with no credit given. Totally dishonest plagiarists.’

Where did those pundits – who unlike me failed to predict Trump’s rise – get those insights? Exactly. Also I have one of the largest accounts that Tweets positively about Trump, and many “journalists” block me. No one covering this election closely has not heard of me.

Plus “journalists” have hated me for years, especially people from the Washington Post like Dave Weigel.

Anyhow, here are some of my Trump insights that are being stolen.

In 2014 I predicted that someone who followed my playbook would become President.

This was before I had ever paid any attention to Trump.

I’m a libertarian, so I don’t care much about elections. But I could put a Republican into the Oval Office thanks to the SJWs. — Mike Cernovich (@Cernovich) November 17, 2014

I disavow libertarianism, which has become cucked.

Thus when I began paying attention to elections (which I hadn’t done before as America seems finished), I knew Trump would win.

Mike Cernovich: ‘I said if a Republican acted like me and ran for office, it’d be a movement. Donald Trump has proven me right. People are tired of pussies.’

I ridiculed the pundit class as clueless.

Mike Cernovich: ‘Cuckservatives were anti-Ron Paul because "he’d never be elected." Then they ran some piece of cardboard. Lost. Same cucks are anti-Trump.’

Mike Cernovich: ‘Donald Trump can’t be elected President and nice guys get the girl. God you people are fucking retarded. #cuckservative

Trump as creating an American identity.

Mike Cernovich: ‘Trump treats Americans as if we are a people. "American" should not be a bad word. Nationalism. I am an American. https://twitter.com/lynn0p/status/624245939511799809 …’

Read: Real Talk on Trump and Real Americans.
Trump as trial lawyer/NLP expert/hypnotist.

Mike Cernovich: ‘Most aren’t smart enough to see how smart Trump is or to understand what he does. Trump might be better than Gerry Spence.’

Mike Cernovich:

‘We = connects w/voters.
Will = action, power
Make = creation
America = nationalism/identity
Great = aspiration
Again = assumes the sale’

Mike Cernovich: ‘Trump says we will make America great AGAIN as that unconsciously tells you, "It’s been done before, we can do it now."

Trump as marketing genius.

Mike Cernovich: ‘How is Donald Trump talentless? Like him or not, the man is a massive success and marketing genius. [link to a Twitter post]

Mike Cernovich: ‘Listening to pundits talking about Trump, funny, you got JOBS at legacy publications. What do you know about marketing and PR? Nothing!’

Mike Cernovich: ‘“Journalists” and "pundits" don’t understand this as they aren’t a brand. They work for a brand (NY Times, Buzzfeed, WaPo, NRO).’

Note: do not work for a brand or maybe work for one temporarily – but the goals is to become your own or create your own brand!

Mike Cernovich: ‘When you are your own personal brand, you see what Trump is doing. His campaign is best marketing you’ll ever see in your life.’

Mike Cernovich: ‘Put into marketing terms, Trump’s brand is aspirational, which is associated with excellence and attractiveness. [link to a Dilbert blog post]

Mike Cernovich: ‘People who haven’t studied persuasion say Trump is feeding into anger, but his message is optimistic. MAGA = aspirational.’

Trump as using the media as his marketing interns.

Mike Cernovich: ‘Deep down these people with English degrees from Princeton know they have joined Donald Trump’s marketing campaign. They despise him for it.’

Mike Cernovich: ‘Trump took away the media’s social status as "members of the Fourth Estate." To him, they are his marketing interns. Nothing more.’

Mike Cernovich: ‘Please keep spreading President Trump’s message. You are a great marketing intern @BuzzFeedAndrew! [link to a Twitter post]

Fortunately my book on Trump will be out soon. Then you’ll understand why Trump has been so successful. I don’t explain Trump after the fact. I predicted Trump before he even ran for office.

In the meantime, read Gorilla Mindset, which will improve your thinking and give you more focus and energy.'
Most people fail for the same reason. Their life vision and lifestyle habits and choices are out of alignment. This leads to low energy, poor focus, and frustration.

**Note: align your life vision and your lifestyle habits!**

Find out how to align your lifestyle and vision in the latest Mike Cernovich Podcast.

Listen in at [SoundCloud](https://soundcloud.com) or on [iTunes](https://itunes.apple.com).

Find out more in [Gorilla Mindset](https://gorillamindset.com).
**18.5.2016 – Ben Howe Shows the Destructiveness of the Cuck Mindset**

Ben Howe regularly appears on CNN and FoxNews as an expert on politics and policy. Yet the image he portrays on TV is false, which I suspected once he called Melania Trump (who speaks five languages) a whore. People like Howe are always hiding something.

Howe was left by his wife for not being a strong leader in their relationship. He was also sued over several unpaid debts. Shockingly, his wife announced their divorce in a Starbucks, prompting a casual observer to hand Howe $100. His wife also wrote about their divorce on the liberal Huffington Post.

Is making family drama public “true conservatism”? Rather than improve his life, Howe has begun castrating himself on Twitter, announcing to the world that he is a cuck.

While it may seem like I’m about to humiliate Howe, this is for the greater good. Gorilla Mindset can help him improve his life. But first we must be honest with the world about Howe.

**Ben Howe called Melania Trump a whore.**

Melania Trump has never thrust herself into the spotlight this election, and yet Howe called her a whore. Yes, Howe said this. [Here is the archive.](https://www.cnn.com/2016/11/07/politics/melania-trump-call-whore/index.html)

Mrs. Trump is a well-educated woman who speaks five languages. Why call her a whore? It’s not as if she began drawing attention to herself? Moreover, Ben Howe is often writing blog posts and Tweets where he calls Trump and Trump supporters sexist. Howe never apologized for this Tweet, which he deleted after being called out for it by several female conservatives who previously respected him.

Howe’s Twitter conduct, by the way, doesn’t bother me. The issue is Howe is a “cry bully.” He insults others and then cries when he is hit back.

@BenHowe @Cernovich no that’s what you get for calling a woman a whore. Don’t dish it out if you can’t take it cuck master Howe — Brayce (@Brally28)

@BenHowe You started the attacks on an innocent woman, you get what you give. @Cernovich @mattvol — OrdinaryAmericanGirl (@OAmericanGirl)

**Ben Howe was left for not being a strong man. His ex-wife humiliated him on Huffington Post.**

Ben Howe’s ex-wife made their personal drama public. Otherwise I’d never write about it. She wrote an article on the liberal Huffington Post about the divorce. Signs of her lack of respect showed early, with her Tweeting out that men should be dominant.

Anyone who understands relationships knows this was a cry for help. She was hinting to Howe that he needed to provide masculine leadership. He did not.

**Ben Howe was divorced in a Starbucks.**

What sort of man is divorced in public? Howe is that sort of man. His wife announced their divorce inside a Starbucks. A man overheard this and gave Howe $100 out of pity. Why is this drama being posted on Twitter? This is humiliating, and clearly Howe’s ex-wife wanted to ridicule him.
Ben Howe was sued for unpaid debt.

The financial crisis of 2008-2009 was devastating, and I don’t begrudge anyone who made a mistake due to a rigged banking system.

Yet Howe has criticized others for filing for bankruptcy, when he himself was sued for unpaid debts.

This makes him a hypocrite.

Ben Howe’s meltdown led him to cuck himself.

Rather than improve his life, Howe has become a Hillary Clinton supporter.

Ben Howe calls himself a cuck.

Ben Howe has threatened to sue me for defamation.

Everything you’ve seen here is publicly available. Howe’s own ex-wife humiliated him online. He has taken his rage out on me rather than improve himself.

Hahahahahahahahaha! Bring it cuck! @BenHowe @Alliteration84 pic.twitter.com/KYxemABKf3 — Mike Cernovich (@Cernovich) May 18, 2016

Why does Ben Howe blame me for his problems?

It was his own wife who shared their family drama with the world.

Can Gorilla Mindset save Ben Howe?

Yes, Ben Howe must take responsibility for his actions and stop acting like a professional victim.

He throws around insults and attacks others, and then cries when he is hit back.

Typical bully! He punches first and then cries because we punch harder! https://t.co/i1jmHKTjEF — Mike Cernovich (@Cernovich)

If Ben Howe reads and applies Gorilla Mindset, his life will improve 100%.

I suggest he and everyone else who wants to improve his or her life buy it now, before it’s too late.
21.5.2016 – Trump the Magnanimous

Trump is playing his remaining haters for fools, although they can’t see it as they are emasculated cucks with poor social skills.

According to Byron York, Trump reached out to some of his high profile critics:

“I don’t know if I’m making news here,” National Review’s Jonah Goldberg said on Fox News Wednesday. “[Trump] also reached out to ‘National Review,’ a magazine that’s been pretty critical of him, asking for judges.” On Friday morning, one of the most vocal #NeverTrumpers of all, Wisconsin conservative radio host Charlie Sykes, announced that Trump had sent him a handwritten, conciliatory note. The note was a copy of the New York Times with an article about formerly anti-Trump conservatives coming around to supporting Trump. Trump had written, “Charlie — I hope you can change your mind. Look forward to doing your show.” After the signature, Trump added, “I WILL WIN!”

Notice this important detail. Trump did not send this story to the media, his haters did.

Trump’s haters thought they would increase their social status by saying, “Look, Trump is reaching out to us. We are strong!”

Because they are not men of honor, they don’t realize they look petty and small minded.

Under the rules of being a man, when someone reaches out to you, he’s being the “bigger man.” If you act catty in response, you lose.

Yet again you see why National Review and other “true conservatives” are failing. They have no understanding of social dynamics or what it means to be a man.

They never read my book Danger & Play.

Don’t make the same mistake.
23.5.2016 – Hillary’s Branding Problem

What if you didn’t treat an election as an election and instead viewed it as a marketing campaign (which it is).

Which is a more effective branding strategy?

Babes for Trump.

Bros for Hillary.

Who would you rather identify with – attractive women or those “bros”?

Trump is winning and Hillary is losing because Trump’s brand is aspirational.

My understanding of marketing is why I called Trump’s rise.

Men want to be him (or have his lifestyle). Women want to be with him. Fucking ’A. Get in touch with your instincts. #Trump — Mike Cernovich (@Cernovich) July 30, 2015

If this post is too short, read my books, which are longer.
23.5.2016 – Chris Sacca and the Billionaire Baby Mindset

Chris Sacca is a billionaire venture capitalist who proves that money doesn’t buy happiness, meaning, or fulfillment. Sacca became famous after he used inherited wealth to make several bets on start-ups, eventually having 2 out of over 100 pay off. Rather than use his money to find meaning in his life, Sacca has moved on from one meltdown to the next.

Can Sacca be helped?

Chris Sacca is your typical SJW hypocrite who abuses working class people while telling others to check their “white privilege.”

When Sacca bought some fake tickets to Hamilton online, he was stopped at the door by working stiffs. Did Sacca check the privilege that comes with immense wealth?

“Do you know who I am?” Sacca thundered repeatedly, according to an eyewitness, a Broadway theater worker who requested anonymity. “He was getting really angry at the ticket scanner,” the tipster said, and speaking in “a really condescending way. “He said he was a ‘shark’ on ‘Shark Tank’ and warned it wouldn’t be good if they couldn’t get in.”

This is the typical behavior of people who talk about the need to check privilege. They are the worst people you’ll ever meet in the real world.

Chris Sacca doesn’t tip.

"I never tip." – Billionaire hero of that working man, Chris Sacca. pic.twitter.com/i1eUQCyyaf — Mike Cernovich (@Cernovich)

Sacca doesn’t care about black people or anyone else.

He cares about social status.

You gain social status by telling everyone how much you care about white privilege and diversity. This is known as virtue signalling.

@CousinDangereux Maybe check your white privilege and interview the black people who fav’d/RT’d my post. https://t.co/AmbnBTHWR3 — Chris Sacca (@sacca)

@repubindia That was a very bombastic headline taken from my talk. I definitely think Twitter could benefit from more diversity. — Chris Sacca (@sacca)

@nycstockdude The board should reflect the diversity of the users. It’s just better business. Black Twitter creates so much value. — Chris Sacca (@sacca)

Sacca is a slave to the social status game.

Before his epic meltdown at Twitter, Sacca wanted the world to know that he’s a celeb who knows other celebs. Ironically, just before he arrived at the theater, Sacca sent a tweet to the show’s writer, director and star, Lin-Manuel Miranda. “Cool if I drop by your place tonight? Any plan around 7:00?” it read. Sacca deleted the tweet shortly after his humiliating exit. A man with an abundance mindset would have laughed it all off. What’s the big deal? Don’t take yourself so seriously. Sacca does not have an abundance mindset.
Sacca can’t handle bad press, as he lives under the status slavery mindset.

The New York Post and other websites are making fun of him. Big deal. MSNBC had a special on my mean Tweets and Gawker and Jezebel have both done hit pieces on me. Unlike Sacca, I do not live under a slave mindset. I have an abundance mindset. I am full and complete in myself. Bad press is nothing to me, just as good press is nothing to me. Rather than be chill or admit he lost his temper, Sacca has been reduced to posting gifs on Twitter since the bad press hit.

Remember: if you read it on the Internet it must be true. pic.twitter.com/GjOGe8r2lD — Chris Sacca (@sacca)

How can Sacca change his mindset?

First he needs to read Gorilla Mindset, which will help him develop an abundance mindset.

Sacca should focus on what he has rather than what he doesn’t.

Sacca is today focused on his lack of fame. He wants to be a big TV star and is frustrated at playing second string quarterback to Mark Cuban.

While it’s great to have goals and there’s nothing per se wrong with seeking fame, Sacca loses his mind(set) when people DON’T KNOW WHO HE IS, BRO.

Sacca should focus on the wealth he has acquired and find ways to make the world a better place. He must focus on what he has rather than what he has lacking, or he’ll continue living a billionaire baby mindset.

What can you learn from Chris Sacca?

As I’ve said before, I spent years around those rich tech guys. They are the most insecure, miserable people you’ll ever meet.

While you should seek money (because money is freedom), don’t get caught up in the game.

Otherwise you’ll be a 40-something year old man desperate for Kardashian levels of fame throwing fits over minor frustrations of life.

See you at the Gorilla Mindset seminar.
Every regret I have share one thing in common.

What is that?

Find out in the latest Mike Cernovich podcast.

Show notes:

- Do I have any regrets?
- How much life is like The Big Short.
- Life as luck.
- Using rules of life in the game of luck.
- When to apply an exception to a rule.
- A 10 year overnight success.
- People don't change.

As always, you can leave a rating or review in less than a few seconds by clicking this link.

This is the Patrice O’Neal documentary – Brutally Honest – that I mentioned in the podcast.

This is a great film on one of the most fascinating men to have lived this century.
25.5.2016 – Brad Thor and Glenn Beck Advocate Assassination of Trump

UPDATE: Glenn Beck has been suspended from XM Radio following my original reporting.

Read my full statement here.

Today on Glenn Beck’s show, author Brad Thor advocated the assassination of Donald Trump:

*I am about to suggest something very bad.... With the feckless, spineless Congress we have, who will stand in the way of Donald Trump overstepping his constitutional authority as President? If Congress won’t remove him from office, what patriot will step up and do that? ... I don’t think there is a legal means available. I think it will be a terrible, terrible position the American people will be in to get Trump out of office, because you won’t be able to do it through Congress." – Brad Thor

Glenn Beck, who was already investigated by Secret Service agents before, replied, “I would agree with you on that.” Thor tries to call this a “hypothetical asked as a thriller writer,” a thin defense to be sure.

Listen to the full audio below.

@WolfAlphaProject @Cernovich @Ricky_Vaughn99 Here’s the audio of the exact minute when Thor and Beck said it: https://t.co/X9kV3lgD5n — The Kincannon Show (@kincannon_show) May 25, 2016

This story is developing...
What is happiness and why do you want to be happy? The answer might surprise you, as you’ll hear in the latest Mike Cernovich podcast.

Happiness is a mood or moment or feeling.

Thus, like all moods, it’s a moment.

Like all moments, it’s a choice.

Your choice is influenced by your focus.

To improve your focus, change your lifestyle.

**Mentioned in this podcast:**

- **Flow** by Mihaly Csikszentmihalyi
- **Binaural beats** by Mike Cernovich
- **Gorilla Mindset**
**26.5.2016 – Mindset is Contagious**

Mindset is contagious, as anyone who has spent time around inspirational (or negative) people can attest to.

**Trump’s mindset of thinking big** has even affected Bernie Sanders, who has agreed to debate Trump.

**Scott Adams explained** why Trump’s debate gambit is smart.)

**Bernie wants a 'YUUUGE' stadium to debate Trump in.**

Did Donald Trump get his charity debate from me? I challenged Ted Cruz to a debate for charity, even offering up $100,000 of my own money to make it happen.

Speaking of Trump’s mindset, a dork at Politico wrote about how many men are changing their lives because of our work. Although the editorializing shows its author Ben Wofford is a loser, the article is worth reading.

Speaking of mindset, look at this chart. Mindset as a term had died off. Then in late June I released Gorilla Mindset, which many have called the best mindset book ever written.

**See that spike right after June?**

We are making an impact of the world – Trump, me, and you too.

Don’t miss out on the mindset revolution. **Read Gorilla Mindset today.**
To take on the corrupt media, you need money and courage.

When Gawker publicly shames someone, their career is over. Employers do not want to deal with the drama of having rabid social justice warriors blowing up their phone lines.

As Gavin McInnes put it during our interview for Silenced, my documentary on free speech, “Gawker is like the crazy ex-girlfriend who keeps showing up to your workplace smashing windows. No employer wants to deal with that.”

Plenty of people in tech have money, but few of them have any balls. They are a slave to the media status system. Bad press terrifies them.

Peter Thiel has money and courage.

Gawker posted a sex tape of Hulk Hogan, in clear violation of the law. But suing Gawker would be expensive.

Contrary to the media narrative, Gawker is not some underdog. Nick Denton, who owns Gawker, is a tax cheat worth over $100 million.

Read: Gawker is organized like an international money-laundering operation.

To sue Nick Denton, Hulk Hogan needed at least $10 million. He didn’t have it.

By now you know the rest of the story, Peter Thiel stepped in to fund the lawsuit.

The dishonest media is lying about Peter Thiel.

The media is creating a hoax out of thin air. According to news stories, Thiel presents a huge threat to the First Amendment because... Well the because is missing. Thiel did not fund a frivolous lawsuit against Gawker. As the $140 million judgment against Gawker attests to, Hogan had a strong legal case against Gawker. Hogan was unable to afford the lawsuit. By the logic used by the left, Thiel acted much like any other public interest law firm by helping an underdog fight an overdog. It’s funny how the media’s arguments lack all intellectual and logical rigor. As Marc Andreessen pointed out, rich donors on the left regularly fund lawsuits against people they don’t like.

Greenpeace and Sierra Club, among many other progressive groups, routinely fund other plaintiffs' lawsuits. https://t.co/xzMQM5tluf — Marc Andreessen (@pmarca) May 26, 2016

The left actively censors protected free speech. The media doesn’t care.

Glenn Greenwald and others on the left are upset with Thiel for helping Hulk Hogan fund a strong lawsuit against Gawker.

Where was Greenwald and the rest of the media when riots shut down a Trump rally? (Read: Chicago Trump Rally: What Really Happened.)

Where was Greenwald when the media lied about violence at Trump rallies, which was caused by Sanders supporters as I proved in my original reporting?
Where was Greenwald and the rest of the media when a Bernie Sanders supporter vandalized a Trump supporter’s car? Read: Sanders Supporter Vandalized Trump Supporter’s Car.

Where was Greenwald and the rest of the media when violent thugs silenced Milo Yiannopoulos? Read: Activists Crash Stage, Threaten Milo at DePaul Event.

Where was Greenwald and the rest of the media when Zoe Quinn obtained an unconstitutional restraining order against a man? Quinn tried to throw a man in jail for his speech. Where was the media outrage?

@ggreenwald When the left silences people (calls police, pulls fire alarms), you guys don't say much. Why so mad at Thiel? #thankyoupeter — Mike Cernovich (@Cernovich) May 26, 2016

Suddenly the left cares about free speech?

Give me a break!

**How I humiliated Gawker.**

“Bring back bullying,” Gawker blogger Sam Biddle posted to Twitter. Biddle had a history of ruinining lives, as he formed an online rape mob to attack Justine Sacco based on an ironic Tweet. He thought he’d get away with targeting bullies, until we struck back.

I humiliated Sam Biddle online by challenging him to a charity boxing match. **If he was so tough, why not face me? I even offered $10,000 for charity.** Biddle then hid behind a keyboard, where he wrote a hate piece about me. I unleashed hellfire on him in my own article, causing him to take a 30 day leave of absence from Gawker.

Read: How I Played Sam Biddle Like a Fiddle.

Nick Denton issued an internal blackout on me, forbidding anyone at Gawker from mentioning me or even replying to my Tweets. Biddle later reflected that writing about me was the biggest mistake of his life.

Unlike me, most weren’t so lucky. Gawker ruined life after life. They ruined Justice Sacco (a nobody). They took Pax Dickinson’s 5-year-old Tweets out of context to get him fired.

#ThankYouPeter

If you care about free speech and honest journalism, let Peter Thiel know.

Post to the hashtag #ThankYouPeter.

Follow this link and say thanks!
We predicted that 2016 would be the year of the shutdown. But, even I didn’t see this coming. And I was at the Chicago Trump rally that got shut down a few months ago.

So, to show my support, I decided to attend my friend Milo Yiannopoulos’ speaking event in Chicago. What I saw happen there was incredible; and I want to share every detail with you now.

Let’s get into it.

**Milo Event: Announced**

The event was announced about a week prior to when it was to be held. R.S.V.P. was available online in order to secure your seat. The event also required you sign a waiver. For those of you that don’t know, this consent form has to do with the ‘triggly puff’ video that appeared from one of his previous rallies.

My friend Bernard got me signed up. He told me that they would have your name and check you off a sheet when you entered the venue. He also told me that there were some planned protests against the event, but that the protest page stated that it was not intended to shut down the event.

I told him there was no way they would shut it down. Milo was no Trump; he’s not big enough of a target to shut down. Boy, was I wrong.

**Milo at Depaul – Tuesday May 24, 2015**

It was a hot day in Chicago. I started heading down there around 2 o’clock. I noticed my car’s thermostat read 90 degrees. This was the warmest day of the year so far. In Chicago, that means that everyone is out enjoying it. The event began at 6 o’clock, but we were told to get there at 5:00.

For those of you unfamiliar with the area:

- The event was hosted at Depaul University by the Depaul College Republicans. It was a school sanctioned event held by a recognized student organization
- Depaul is a private Catholic school, which seems to have an emphasis on recruiting first-generation students and others from disadvantaged backgrounds
- Depaul is located in the Chicago neighborhood of Lincoln Park. Lincoln Park is over 80% White and is arguably the ‘premier’ neighborhood in all of Chicago in regards to safety and raising a family

Keep this in mind.

Lincoln Park is exclusively a rich, White neighborhood and without Depaul granting scholarships and ‘diversity awards’, many of these protesters wouldn’t be within miles of this neighborhood. I parked and met up with Bernard around 4, and we headed towards Depaul. We walked through the small quad that Depaul has, but did not see any protesters. Supposedly a protest was to be held around that time, but we did not see any protesters there.

**Entering the Venue**

We got in line around 5 o’clock.
The line was already pretty long, but it only took 20 minutes or so to get into the speaking area.

While in line, we passed by this office: Division of Student Affairs: Center For Identity, Inclusion, and Social Change.

Seeing how Milo is a known homosexual, I took this as a good sign of things to come. But we later found out that we weren’t part of their definition of ‘social inclusion.’

In the line:

- Over 95% of the line was made up of young White people. Many had the classic red Donald Trump ‘Make America Great Again’ hat on their heads
- There were a few blacks- many who were later identified as protesters of the speech
- There were no problems in line, and everyone seemed to be excited to hear him speak

By the time we got in around 5:20, the venue was already packed.

The crowd was energized and greatly anticipating Milo’s entrance on to the stage.

When we got to our seats, we were greeted with a blank note-card. This flier was also available. Milo is well known for his outspokenness against the harmful effects of feminism and cultural marxism

Inside The Venue

We were waiting for Milo to speak; taking in all the hustle and bustle of the venue. I decided to use to washroom right before he went up on stage. I saw something I’ve never seen before. Perhaps this is now standard in Universities, but for me this was a first. Yes, a Press For Security button in the men’s stall.

Right before Milo came onstage to speak – one B.L.M. activists sat in Milo’s seat on the stage. Eventually she was forced to get off and Milo was able to get on the stage.

Milo began speaking and was interviewed by one of the Depaul College Republican students. They went back and forth for awhile, and it was highly entertaining. If you’ve never heard Milo speak, I suggest you do a Google/Youtube search. Like many British people, he has a high command of the English language. His little quips and one liners had the crowd erupt in laughter many times.

He began to speak about the opposition he faced, as well as how dangerous and harmful feminism was for society. The last statement he made, before he was interrupted, was about how micro-aggressions cannot be seen or defined, because they don’t actually exist.

After that comment – the event took a turn for the worse. 15 or so mostly black young people stormed the stage area.

Milo Is Interrupted

This is what happened next:

- 15 or so people stormed the stage area
- Most of them sat right underneath the stage and locked arms
- 1 person got on the stage and grabbed a microphone
Here’s a short clip of what it looked like.

You had a row of people sitting beneath the stage. You had the one gentleman on the stage pacing back and forth. At one point – he grabs the mic and starts yelling ‘Stop Donald Trump, Stop Donald Trump.’ To which he was greeted with both a “Trump! Trump! Trump!” and “Build the Wall!” chant.

Apparently this person brought in a whistle, and at one point started to blow the whistle into the microphone, nearly causing everyone in the audience to go deaf. For over 30 seconds he was blowing his whistle into the microphone – until thankfully someone pulled the plug on his mic.

After that, he was just pacing back and forth on the stage, right in front of Milo. The crowd was told to stay seated, but apparently no one told him to get off the stage. Security and police did not intervene nor ask him or anyone else to leave.

At one point, he turned and threatened Milo directly after Milo made another brilliant quip about the man on stage. During this whole spectacle – security and the Chicago Police did nothing to remove any of these protesters, and did not ask them to leave. They simply stood by and watched as these people were allowed to interrupt and stop Milo from speaking.

Milo tried a few times to continue his speaking, but he was not able to do so. The protesters would not leave, and continued to disrupt him. Eventually Milo said “Let’s go march to the President’s Office to show them we don’t appreciate being silenced,” to which the crowd erupted with glee and everyone got up and followed Milo out of the building.

Outside, we were greeted with a familiar sight.

Outside the Venue – Protesters Waiting

Immediately after leaving the venue, we were greeted by over a hundred protesters. They were chanting “Milo, Go Away. Racist, Sexist, Anti-Gay.”

The irony that Milo, a known gay man – indeed a self proclaimed “faggot” – being called ‘anti-gay’, was not lost on us. The majority of these protesters were black, with a large amount of white and Hispanic mixed in as well. After exiting, Milo gathered his supporters outside of the building.

Milo Defiant

We continued walking towards the President’s Office.

During the walk, I saw something that I also saw at the Chicago Trump rally. A B.L.M. protester stole the hat off of a Trump supporter’s head, while the crowd laughed with glee. I heard Trump supporters sing the national anthem while walking down the street, and that lead to huge increase in moral for everyone. Security seemed to beat us to the President’s office. Perhaps they were tipped off; or the President of Depaul had already arranged for security to be there. We did not get in.

Outside the Depaul President’s Office

From there, the crowd kept marching to the street – where luckily a car drove up, Milo hopped in, and made a quick exit out of the area.
After Milo Left

After he left, a large crowd of Milo supporters and anti-Milo protesters remained in the area.

One white gentlemen got surrounded by a group of these protesters, and was chased off campus, with them shouting “Get Off Our Campus.” Other debates were heard as to why some of the anti-Milo protesters thought Milo shouldn’t be there. Some thought Milo is violent: that he is racist, sexist, etc and apparently cannot be allowed to speak.

What We Learned

The Leftists acted in a similar manner as they did with the Chicago Trump rally.

They saw a speaker who they did not like, and shut down their right to free speech, and our right to listen to them speak.

1. Black Protesters (Black Lives Matter) are Treated as a Special Class

I kept thinking – what would happen if a bunch of White protesters got up on stage and disrupted a black speaker from speaking to a mainly black crowd? Would the police and security have sat idly while it happened? I don’t think so.

Tell me: what would the media coverage have been on that? Top news story for days of course. The protesters inside the venue were mainly black. They just walked around, said, and did whatever they wanted. It was clear that security and the police would not touch them (unless they started assaulting people). It appears that these protesters were above the law.

One of them even threatened to assault Milo right on stage, and nothing was done

2. Security and Police Did Nothing

Security just stood by the wall while the Black Lives Matter protesters took over, and ultimately shut down the event. Make no mistake – I guarantee they were given strict orders to stand down. These orders most likely came from the Chicago Police Chief – or Rahm Emanuel himself.

I don’t blame security and the cops. They did not want to be the next ‘Racist White cop who assaulted a peaceful black protester’ on the news for the next year.

3. Chicago is Run by Democrats; They Will Not Shut Down Their Own Supporters

This is the second event shut down by the Left in a little over 2 months. If a Chicago mayor wants to win a city election, he needs to have the support of the black community. He cannot openly oppose a movement such as Black Lives Matter. The Democrats will not turn on their own constituents. Especially not for something as “silly” as free speech.

4. The Shutdown Once Again Backfired

Just like when they shut down the Chicago Trump rally, this also will backfire on the Left. There were students there who genuinely wanted to listen and see what Milo had to say. Whatever they thought before, I guarantee you they are now 100% against B.L.M. and most are probably converted Trump supporters.
The Left is Desperate, and Dying

The Radical Left is on the verge of self destruction.

The writing is on the wall, and they see it.

That is why they are trying to shut down everyone who doesn’t agree with what they want us to believe.

They know that if people actually hear the truth; that they will reject what the Left has forced them to believe for years.

This is why people like Donald Trump, Milo Yiannopoulos, Mike Cernovich and others are so dangerous in the eyes of the Radical Left.

They cannot allow us to speak, or they will lose control of the narrative that they spent so much time creating.

Their little world built on lies is about to come crashing down on them.

And it’s about damn time.

The Fire Rises
This is a massive scoop that the media won’t cover. And it’s short because by now you understand what Trump did to Elizabeth Warren. He forced her to admit she lied about being Native American while also getting her to reveal her deepest fears and insecurities.

Elizabeth Warren claimed to be Native American in order to obtain an affirmative action job at Harvard. It was a little lie that grew larger as she ran for office. Personally I don’t care. What’s interesting is how Trump forced Warren to confess her fraud.

On Twitter Trump posted, “I find it offensive that Goofy Elizabeth Warren, sometimes referred to as Pocahontas, pretended to be Native American to get in Harvard.”

Warren replied, “Get your facts straight, @realDonaldTrump. I didn’t even go to Harvard – I’m a graduate of @UHouston and @RutgersU.”

Trump’s Tweet made three claims:

- Goofy Elizabeth Warren is sometimes referred to as Pocahontas
- She pretended to be Native American
- She went to Harvard

Warren refuted only the last claim, thereby conceding that she pretended to be Native American.

@elizabethforma Wow, you are so dumb. Trump just trolled you into admitting you LIED about being Native American! pic.twitter.com/gRut4pMZvc — Mike Cernovich (@Cernovich)

Trump had previously trolled Elizabeth Warren into confessing her fears. Trump’s nickname for Elizabeth Warren was Goofy Elizabeth Warren. Trump gave Warren a nickname just as he gave men nicknames. Hello low energy Jeb Bush and Lyin’ Ted Cruz!

When Trump called Warren goofy, how did she respond?

We get it, @realDonaldTrump: When a woman stands up to you, you’re going to call her a basket case. Hormonal. Ugly.

Trump never brought Warren’s gender into play. She did. Trump never called her hormonal. She did. He never called her a basket case. She did.

Scott Adams, a trained hypnotist, recognized what Warren was doing, although he was polite:

I thought "goofy" was a unisex insult. Isn't that a step in the right direction? https://t.co/WndXXoFmRx — Scott Adams (@ScottAdamsSays) May 11, 2016

I, on the other hand, laughed and mocked her. Elizabeth Warren admitted she views herself as hormonal, ugly, and a basket case.

Read: The Magic Mirror.

Head shot. Trump triggered Warren into creating her own insults, the ones she is most insecure about. https://t.co/cDDTrEPNbx0 — Mike Cernovich (@Cernovich) May 11, 2016

If you like this article, you’ll love my Trump book. The Rise of Trump will be out soon.

In the meantime, read my other books to avoid letting people mess with your head like Trump does to Warren.
27.5.2016 – Why Lil’ Ben Shapiro Can’t Sell 99 Cent eBooks

Lil’ Ben Shapiro used to be a big deal. Then he sold out his readers by taking money from Ted Cruz Super PACs. Lil’ Ben went from fearless journalist to shill. He also used to be a successful author. His writing career is over.

Lil’ Ben has a 99 cent ebook out called, “How to Debate Leftists and Destroy Them: 11 Rules for Winning the Argument.”

The Kindle sales rank for this 99 cent ebook is 17,772.

Danger & Play: Essays on Embracing Masculinity, priced at $7.99, has a sales rank of 14,779.

Gorilla Mindset, priced at 10 times more than Lil’ Ben’s ebook, has a sales rank of 3,200.

Although the sales rank fluctuates, you can see I’m selling more books than Lil’ Ben Shapiro.

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.” – Warren Buffett

Lil’ Ben sold out his audience. He destroyed his reputation.

Hope it was worth it.

P.S. Lil’ Ben would not have sold his soul if he had read Gorilla Mindset. Don’t make the same mistake.
27.5.2016 – Hate Crime Hoax at DePaul by Student Who Made Sex Tape to “Get Famous”

Proving yet again the media has no integrity, “journalists” are reporting that a noose was discovered on DePaul’s Chicago campus.

The hate crime hoax was started by a Twitter user who posted, the day after Milo Yiannopoulos’s talk, this entry:

-Noose found on DePaul’s campus today. Are we still being too sensitive? @DePaulU you let this happen.

I called the hoax out, causing the fraud to delete her Tweet.

This is a hoax. If you called the police, you’re going to be arrested for filing a false police report. https://t.co/N6zMmEjk6H — Mike Cernovich (@Cernovich) May 27, 2016

Today the media is trying to play the hoax up, even though it was busted by me yesterday.

The girl who discovered the noose had previously posted on Twitter, “How can I get famous?”

She considered doing a sex tape before realizing that hate crime hoaxes are what’s hot today.

Read: There Have Been Over 100 Hate Crime Hoaxes In The Past Decade

To avoid being hoaxed, read Gorilla Mindset.
28.5.2016 – Ask Mike Cernovich Anything Podcast

My biggest personal time management mistake, daily habits, audacity and how to use it in your life, the best place in the world to live, and several other reader questions are covered in the latest Mike Cernovich podcast.

Listen at SoundCloud or iTunes.
28.5.2016 – The Biggest Time Management Mistake (Audit Your Life)

I am about to make my biggest time management mistake, right before your eyes. Before I tell you what that mistake it, let’s look at some general principles.

**Focus on 80/20 plays.**

20% of your moves will give you 80% of your wins. Each percentage will be a grind.

For most of us, 80% is enough. Everyone who has dieted knows that going from fat to lean isn’t that bad. Going from lean to a six-pack is agony. Your entire life is focused around your eating and training, which means other areas of your life get screwed up.

For the vast majority of people, being “not fat” or lean will get you the same results out of life (sex with women, feeling good, being healthy) as being ripped will.

If you adopt the Charles Munger “mental model” or Scott Adams “talent stack” views on life, 80% proficiency is where you should move on.

Read: [Find Your Mental Model of the World](#)

“Every skill you acquire doubles your odds of success.” Scott Adams

Pick a talent. Get good enough at it. Then choose another talent. Get good at that. Do that for a few years and you’re something special.

**Mike Cernovich Talent Stack**

- Courage – Excellent
- **Public speaking – Good, but no Gerry Spence or Christopher Hitchens**
- Writing – Good, but no George Orwell or Tom Wolfe
- **Understanding of human nature – Excellent**
- SEO – Good at basics, but Google engineers would smirk at my “expertise”

Combine those talents and you have something special, even though I’m not an “expert” at any single subject.

My approach to life has always been to read 3 to 5 books on a subject, experiment with what I’ve read, integrate it into my background of knowledge (mental model) and move on to another subject. It’s worked well for me.

How to Fail at Almost Everything and Still Win Big, Influence and Presence by Amy Cuddy. Strong reads in addition to Gorilla Mindset. — Mike Cernovich (@Cernovich)

**Find your 80/20 plays – What’s your metric?**

Your business surely differs from mine, so I can’t tell you what to do. But you surely have some business goal, whether that’s to acquire more customers or make more money.

For my business, frequent new and good content is what moves the needle for web traffic, book sales, podcast listens. The Internet has a short attention span. You need new content or else you’ll be forgotten, or if not forgotten, your brand won’t grow as quickly as it could.
My 20% play is to publish good posts, which gets me 80% of my results.

It’s not an insult for people to say any given article or podcast isn’t great. When you put together a lot of good content, the sum of it is great.

For example I don’t edit my podcasts other than to run them through Audacity (noise removal, normalize, compress, treble boost, bass boost, then normalize again). Spending 5 minutes in Audacity gets me the same results as spending 5 hours.

My posts are also famous for having typos and grammatical errors. I’ve spent hours editing. Page views and book sales do not increase at all. Spending hours editing is a time suck and I won’t do it.

My biggest time management mistake.

Self-audit your life.

I could sell more books with this one easy trick – write new content for Danger & Play and Twitter on Sunday through Tuesday.

_**Note: publish on your website on Sunday through Tuesday.**_

On those days more people are online, which means articles are more likely to be shared on social media, which means more new people will find my writing and long-time readers will have great content to read.

Write for my books on Thursday through Saturday.

_**Note: write for books on Thursday through Saturday.**_

Web traffic tanks on Thursday and has its lowest point on Saturday. Why create fresh new content when fewer people are reading it?

If I made that simple change to my life, I’d have a new book out every six months. Based on how well my books sell, that would be a real increase in my income.

Also you keep telling me you want more books, and in fact would probably be happier with me if I published less at Danger & Play and wrote more books.

Audit your life.

Even as a mindset and lifestyle expert, I make mistakes. That’s why I take time to reflect on my life with high degrees of self-awareness and analysis.

What’s your life or business metric? It could be lives changed, money made, cars bought, egos strokes.

**What 20% effort move will bring you 80% of whatever is you want?**

Read what I wrote again.

I don’t have to work harder to improve more lives, make a bigger ripple in the universe, or increase my income. I just need to make a small move (write less for my websites and social media on certain days of the week).

Your life is full of opportunities for massive growth by making small moves. Find those 80% plays.

Now it’s time for me to write on my next book. In the meantime, go buy my other books because it’s Saturday and you want something to read this weekend.
29.5.2016 – Why did Twitter Ban DangerAndPlay.com?

Twitter has banned DangerAndPlay.com from its search feature. What do I mean and why did they do it?

If you enter a web address into Twitter, you can see who is linking to your site. This is useful to me as it shows which articles are popular, and also I like to RT people who link to me.

Several people link to me a day, and often it’s too many to RT them all.

Go into the Search box on Twitter, type in DangerAndPlay.com, and click on the LIVE tab.

Yet when I run a search for DangerAndPlay.com, this is what shows up.

Now go run a search for any other website and you’ll see that when people on Twitter share a link, it shows up in the search.

UPDATE: A few minutes after this article appeared, the problem was fixed.

Some will say this is a “glitch,” just as it was a “glitch” that Apple removed Gorilla Mindset from its book store, over six months after it was approved for sale, because my name wasn’t “formatted correctly.”

Read: Apple Bookstore Censors Gorilla Mindset

And just like my podcast was removed from iTunes for no reason, and then put back up for no reason.

Read: Highest Rated Mindset Podcast Removed from iTunes

I guess someone within Twitter is mad that I’m winning Twitter. In May my Tweets have received over 41 million views and my profile has been visited almost 2 million times.

Note: remember ➔ when you are on the internet – the camera is ON 24/7/365!

Blah, blah, blah private companies can censor all they like. Sure.

And I, as a private citizen, can hire private investigators to look into the private lives of people who want to fuck with me, and I as a private citizen can share those results with the world.

People can play the “social consequences of speech” game with me by censoring my sites and books, and I can play the social consequences of speech game by investigating people and revealing details from their private lives, as is legally allowed under state law and the First Amendment.

Is this the game people want to play?

If people ban me and censor my site, what incentive do I have for being nice?
30.5.2016 – Why is Nick Denton Afraid of Free Speech?

Nick Denton is crying because Peter Thiel (a great American hero) is too busy to debate him.

He has thus conned his media stooges including Kara Swisher and Peter Kafka into claiming no one in tech will debate him.

This is journalistic fraud, as the former CTO of a $450 million tech company has offered to debate Denton. I have offered to sponsor this debate with a generous $10,000 donation.

Hey @pkafka let’s see @nicknotned and @paxdickinson debate Gawker and free speech. What charity do I give 10K to? pic.twitter.com/q53c915RNN — Mike Cernovich (@Cernovich) May 30, 2016

Kara Swisher is aware of this generous donation to charity and yet will not reply.

If Re/code won’t do Nick Denton v. Pax, that’s $10,000 lost for charity. @karaswisher @jakscholes @paxdickinson @nicknotned @pmarca — Mike Cernovich (@Cernovich) May 31, 2016

I’m not afraid of free speech.

I invite Nick Denton to be in my documentary on free speech – Silenced.

Pax Dickinson was interviewed for Silence.

Hit me up, Mr. Denton.
31.5.2016 – Mike Cernovich Statement on Glenn Beck Suspension from XM Radio

Due to my original reporting, Glenn Beck has been suspended from his show on XM Radio. Beck and his guest Brad Thor openly discussed the assassination of Donald Trump, which we reported on before anyone else.

XM Radio said death threats are over the top:

SiriusXM encourages a diversity of discourse and opinion on our talk programs. However, comments recently made by a guest on the independently produced Glenn Beck Program, in our judgement, may be reasonably construed by some to have been advocating harm against an individual currently running for office, which we cannot and will not condone. For that reason, we have suspended The Glenn Beck Program from our Patriot channel for the coming week and are evaluating its place in our lineup going forward. SiriusXM is committed to a spirited, robust, yet responsible political conversation and believes this action reflects those values.

As one of America’s leading free speech activists, I must reflect when my work causes someone to lose a job.

Beck and Thor discussed murdering Trump on Beck’s show.

“I am about to suggest something very bad….With the feeble, spineless Congress we have, who will stand in the way of Donald Trump overstepping his constitutional authority as President? If Congress won’t remove him from office, what patriot will step up and do that? ... I don’t think there is a legal means available. I think it will be a terrible, terrible position the American people will be in to get Trump out of office, because you won’t be able to do it through Congress.” – Brad Thor

“I would agree with you on that.” – Glenn Beck

Credit to these great tipsters for the story:

@WolfAlphaProjct @Cernovich @Ricky_Vaughn99 Here's the audio of the exact minute when Thor and Beck said it: https://t.co/X9kV3lgD5n — The Kincannon Show (@kincannon_show) May 25, 2016

Unlike the immoral and dishonest media, I only take on the powerful and those with massive platforms.

Glenn Beck has a media empire (or had one), and Brad Thor is a #1 New York Times best selling author. They are also public figures who go on TV to attack and lie about me.

Thus I exposed the Michelle Fields hoax, ended Senator Ben Sasse’s run for President, humiliated CNN guest anchor Ben Howe, and now caused Glenn Beck to lose his radio show.

Danger & Play Media will continue bringing you the hottest stories before anyone else.

You can support my original reporting, which I do for free, by contributing here.

All donations go towards paying freelance workers for their original reporting and sourcing.

Support aggressive media here.
31.5.2016 – What Happens When You Become Successful?

Success is relative, though I’ve reached my definition. A few changes happened internally, and a recent article by Wall Street Playboys is a must-read. This is going to be more of a reply to some of his points.

Read his full article.

1) You Will No Longer Have an Interest in “Opinions”: A common criticism here is we delete comments from people we don’t like and mark them as spam so they never return.

Truth. I don’t delete comments because people disagree. I delete comments and block people who are stupid. Disagreement is great if you’re smart, because reality is subjective and we all have our own biases.

Some very smart people disagreed The Quantum Physics of Mindset. No intelligent comments were deleted.

I stopped arguing with people. At some point a person’s life is his argument. My life stands on its own. People can believe me or not, accept my message or not. I have no interest in explaining myself.

I still enjoy talking to people about their ideas of the world and read new books for new ideas, but really have no interest in accepting anyone else’s worldview or having them impose their ideas with me.

I even stopped doing business with some friends because they wanted to argue with me about online marketing. I’m among the 10 best in the world and yet people would expect me to explain every move I’d make to their satisfaction. Nope.

3) Nothing to Talk About: Unless you’re out with friends to meet other new people, you’re not going to have much to say in one on one conversations.

I’m too busy making moves to talk about bullshit, and I expect those who talk to me to similarly be busy.

Most people want to share their frustrations with the world with you. That’s all a “conversation” is. If you eliminate gossip, what is there to talk about? What’s left when you stop letting people talk about their childhood or how their parents failed them decades ago?

I have a few people in my life who keep pushing their limits and thus offer legitimate conversation.

4) No Stress: Assuming you’ve learned the art of stoicism, you’re not going to have any stress in your life at all.

I know what it’s like to wonder how I’ll pay my bills. It’s a helpless feeling leading to stress and worry. The lack of money is a loud background noise. Find a way to make more money. No job is beneath you. I have done everything from dig through trash cans for spare change (really, I grew up poor) to represent rich people who were total pieces of trash. When you don’t have to stress about the day-to-day stuff, your life takes off because you have more energy and focus for the art of living.
5) Irrational Buying Behavior: You won’t think about *planning* for purchases anymore, you’ll simply look at items you want… buy them…

True. Again success is relative. I can afford to buy whatever I want, but I don’t want a yacht.

It makes it hard to buy me a gift. I don’t save up. If I want something I buy it.

6) Skyrocketing Time Value: The value of your time will increase at an exponential rate, you’ll become more protective of your free time on a weekly basis.

Can confirm. I get furious at people who waste my time, especially when they ask me cheap-ass questions about whether to buy a $10 domain or $100 hosting plan for a website.

10) Distain for Authority: So long as you’re not breaking the actual law (sent to jail) you’re not going to have a shred of tolerance for anyone who attempts to act as an authority figure over you. In short? You’re no longer employable.

I get offered investors almost every day, but that means I’d have a boss and people breathing down my neck about profits and losses.

I also don’t partner with people in business who want to argue (see above). It’s my way or the highway.

12) No Impact from Rejections: This is a broad topic but can involve trying to sell a product to dating. When you know that you’re already set, it becomes impossible for anyone to rattle you with a “no”.

Once you’re successful, your self-image changes. I can’t be rejected. If someone says no, it’s not a rejection.

That won’t make sense until you’re there.

13) Decrease in Mental Circles: When you’re doing everything to climb up, your brain is “on” constantly. You’re trapped in your head for the most part trying to figure out the next move. When you’re done, it is *extremely* easy to turn this function on and off.

People ask me if I ever sleep because I’m so productive. I sleep 9-10 hours a day. When I’m on, it’s hard core. But I fall asleep easily at night and can turn it off in a second.

15) Everyone Knows Each Other: The triangle gets smaller and smaller on the way up.

I cracked up the other day when Scott Adams recommended a book. I looked at the blurbs and one of my earliest influences in this persuasion game had also endorsed the book.

Success is a very small world and everyone knows everyone. If you’re a sleaze, it will get around. Fast.

That’s why you must always find a way to bring value to people. Word gets around.

Ethical and competent people are in short supply. If you work hard, develop skills, and are honest...

You will be successful if not today than perhaps in a decade or two.

No one said success happens overnight. It took me 15 years to get here.

If you want to learn more about how to become successful, read my book.

*Note: you are entitled and WILL get success – if you are willing to work hard and earnestly and deal with all of the hardships for 2 decades. The questions is – do you REALLY want it?*
1.6.2016 – Open Letter to Journalists (How to Save Journalism)

Dear Journalists:

Out of a spirit of abundance and goodwill, I will not address you as “journalists.” I am going to save your careers.

Most of you are jealous of me but some of you are genuinely confused and wonder why my profile is growing while yours is shrinking. I will teach you how to do journalism, because quite frankly, I don’t like doing it. I’d rather write about mindset, Wim Hof breathing, and general success stuff. I only began doing journalism because you failed me and the general public.

You aren’t as smart as you think you are.

I’m a published legal scholar and author. Compared to a physicist, I’m not that smart.

You’re a tier in intelligence below me.

That doesn’t mean you can’t do a good job. I write better than nearly every physicist because writing and analysis are separate skills.

But you do need to get over yourselves. If people disagree with you, it’s not because “Herp derp they are stupid!”

People disagree with us for any number or reasons unrelated to IQ. Some have a different filter on life. We are all biased.

People trust you when you admit your bias.

I am pro-Trump. Everyone knows this. Because of this, people trust me more than they trust you. People are smarter than you give them credit for. They know you want Hillary to win and that you lie about it. Because of this only 6% of the public trusts you.

Admit your bias and that level of trust will increase.

I am one of the most trusted sources on news precisely because people know I’m not the guy to go to for a “fair and unbiased” review of Trump. They know to filter what they read. They appreciate my honesty and thus my reputation grows.

Your web stats don’t mean anything if you don’t have a personal brand.

I have what in law we call a “portable book of business.” A portable book of business means you have clients who are loyal to you rather than the law firm. You can leave Law Firm X for Law Firm Y. This gives you leverage with your partners.

I have a portable book of readers. My readers (who are amazing) will read me wherever I write.

Note: have a portable book of business ➔ you yourself must become the brand!
My Twitter received 45 million impressions in May and Danger & Play is doing between 800,000 and 1,250,000 views a month. Those are my stats and they exist independent of any platform I publish on. Because of this I can sell books, write a one-man blog, or move on to another site to create what people call “synergy.”

I have total independence and can never be fired from a job and my editor can’t kill stories because I am my editor.

Speaking “truth to power” means taking on powerful individuals, not random white people.

You learned in journalism classes that “speaking truth to power” means taking on poor white people because whites have structural privilege.

I know all of your stupid arguments. They aren’t hard to comprehend.

Because of this you support Anil Dash, who led a rape mob against a white woman and supports doxing. Meanwhile Dash is a multi-millionaire with immense power.

Rather than attack random white working stiffs, go after people who have actual wealth and privilege. This includes your media buddies like Nick Denton, a multi-millionaire who lives in a $15,000 a month SoHo apartment and launders money through the Cayman Islands.

*Note: the Left has subverted the power structures within the heads of the people. The powerful are seen as weak which must be protected whilst the weak are seen as privileged that must be destroyed.*

Hunt big targets.

are pedophiles in Hollywood and Congress. Rather than write another “think piece” about poop swastikas or Hitler anime, pick a big target to scalp.

For example, I ended United States Senator Ben Sasse’s presidential run and destroyed Glenn Beck. They are white men, but I didn’t attack them for being white men. They had power, and I took them out. Similarly, I ruined Michelle Fields, a hoax artist.

Don’t hunt people based on “structural privilege” you learned about in Social Justice Journalism 101.

Take on people who abuse their actual wealth and power to harm the innocent.

**Hoaxes are over.**

Have you read the comments to your articles lately (more on that, below).

America is actually a pretty tolerant place. You’ve been caught spreading too many hoaxes. No one believes them anymore, and whenever you publish a hate crime hoax, your credibility decreases.

If you don’t know how to spot a hate crime hoax, read my guide to spotting hate crime hoaxes.
More speech, not less!

Yesterday we made #IStandWithHateSpeech, which was created to protest the deal Facebook, Twitter, and Microsoft made with the EU, the #1 trending topic in the world.

Mike Cernovich: ‘Can we get #IStandWithHateSpeech trending? They are not refugees. #IStandWithHateSpeech’

If you oppose free speech, you’re on the wrong side of history.

Mike Cernovich: ‘We’re #1! #IStandWithHateSpeech’

Keep your comments open and rarely block people on Twitter.

A lot of comments are stupid, but even stupid people and haters act as a check against your ego. I am hated on daily, and have several devoted stalker accounts. This is valuable as believing your own hype will ruin your life.

Note: believing in your own hype WILL ruin your life!

You shouldn’t block people for being mean or hurting your feelings (get over yourselves). If people are genuinely stupid, sure, don’t engage. Know that disagreement is not evidence of stupidity nor is it evidence of hate.

Stop plagiarizing people.

My concepts and scoops are re-written without any credit given to me. This is dishonest, sure, but also not smart. If you cite me, I’ll link to you. This will lead to an increase in page views and also boost your personal brand. On a good day my Twitter sends out 24,000 clicks. Citing people is ethical and also smart business.

Give a voice to the voiceless.

Look, we get it. White people are evil! You can read any website and read this.

But here’s a logic 101 test. If white people are evil, why are you allowed to write about how evil they are? Go draw a picture of Mohammed or say Muslims are evil. See how that works for you. Whites, especially working class whites, don’t have people speaking on their behalf. National Review even wrote multiple articles saying that the white working class deserves to die.

While giving a voice to the voiceless is the “right” thing to do, it’s also a way to build your personal brand. Why would I read you at Vox when there are 100 others writing the same crap at WaPo, Gawker, and NY Times?

Mike Cernovich: ‘Big issue is groupthink. “Journalists” all write same stories, often hoaxes. No differentiation among outlets. https://twitter.com/naval/status/735955980257611778 …’

Mike Cernovich: ‘Why to go Vox instead of Buzzfeed? WaPo instead of NYT? They all write same stuff, hence they’re fungible. pic.twitter.com/urZOhW82QA’

Read Gorilla Mindset.

You need a lot of energy, focus, and even animal aggression to do proper journalism.

You’ll alienate “friends” by speaking truth the power.

When you live the Gorilla Mindset, none of that crap matters, as you become full and complete.
1.6.2016 – Little Brother is Watching

If a powerful person wants to ruin your life, he can do so easily. He can hire a PI to spy on you, hack your computer, and reveal your deepest secrets to the world. Big Brother (and that includes the Hollywood elite in addition to the government) is watching.

What can Little Brother do?

**WeSearchr** gives the voiceless a voice.

Co-founded by technologist and Gawker victim Pax Dickinson and iconoclastic journalist Charles C. Johnson, WeSearchr allows people to crowd fund projects of journalistic interest much like they would fund a movie or other project on Kickstarter or GoFundMe.

Here’s how it works:

- Regular people are able to share information they have on powerful people like Nick Denton or Hillary Clinton. In exchange for this information, which must be newsworthy, they are given a cash reward.
- Regular people can ask their fellow citizens to join hands by offering a reward for information leading to the arrest of the evil.

There’s currently a $25,000 reward for information proving that Nick Denton has committed a felony.

The power elite have terrified the people long enough.

A rich or well-connected person has always been able to ruin your life.

There has never been a way for regular Americans to defend themselves.

The paradigm has changed.

If you’re a menace to society, then your waiters, bartenders, and even garbage men are now watching.

It’s time to fight back, and **WeSearchr** is how we do it.
Yesterday I was talking to a friend about Trump and this election. Contrary to popular belief, I don’t get emotional about Trump. I want Trump to destroy this our corrupt political system, and believe he is the best man to do it. But I’m aware of my limitations. Yet those who hate Trump get angry at me and want me to defend something Trump has done, because Trump poses an existential threat to the world. Why are people who hate Trump so confident in their hate?

Do you have any cognitive limitations? Let’s test them by running the famous, “If this is true, then this also must be true” Volokhian logic suite.

If you’re certain – so certain that you get ANGRY at people who disagree – you know who will be the best president, then this must also be true:

You have a fundamental understanding of macroeconomics above and beyond the norm. You predicted the housing crisis of 2008 and subsequent market crash. You shorted the market and are a billionaire. Because you understand economic policy better than everyone else, you outperform the stock market every year. You always buy low and always sell high.

Your knowledge of geopolitical affairs astounds. You knew the War in Iraq would create ISIS because Saddam Hussein (a secular dictator) had kept the Muslim terrorists in check. You believed that the risks associated with ISIS were worth it because Hussein was just a really bad guy who had to be taken out.

Your deep understanding of optimal immigration policies led you conclude that a few terrorist attacks in Paris and Brussels and a few rapes in Cologne are, from a risk-benefit analysis, better than not allowing in migrants from the Middle East. You were willing to accept some rape and murder for the “greater good” of open borders.

Because you’ve studied climate change, you’re able to predict fluctuations in the worlds temperature before it happens. You have a model that can tell me what the temperature will be next year, and five years later. Your climate change model has never been wrong.

On a personal level, you’ve never made a business mistake. You’ve never had a friend betray you because your deep insight into the world prevents such human errors. No woman has ever cheated on you, because you’d never fall for a woman’s lies.

You have a verifiable track record of predictions. We can turn to your writing, whether that be articles in prestigious publications or Facebook posts, demonstrating all of the above.

Is all of that true? If so, prove it. I’ll be happy to read your book and promote your work. I’ll even pay you for life advice. How does $100,000 an hour sound. (Yes, if you have the above track record, I’ll gladly pay you that rate. If you want a million per hour, that’s fine, too.)

The truth is that we’re mostly clueless.

We don’t understand policy. We’re great at explaining what happens after it happens, but when it comes to predictions, we’re terrible.

As people we need certainty. We have to convince ourselves that we are right and everyone else is wrong. This is pure ego and pure delusion.

If you’re lucky, you have about 1% control over your decisions. The rest is random happenstance outside of our control or understanding. But that 1% does matter. A pilot who changes his course by 1% could find himself crashing into the ocean or safely landing on a runway.

Focus on that 1% you can change, which is why I wrote a book on how to do that.
2.6.2016 – How to Create a Victim Narrative (Don’t Believe What You Read)

As you all know, I’m a powerful writer. My sentences are short, punchy, and often devastating.

Seth Rogen quit posting anything remotely edgy on Twitter after his wife cucked him with me.

Shaun King deleted nearly 100,000 Tweets after I exposed him as a fraud.

I also exposed white male Glenn Beck for making death threats against Donald Trump.

I have gone after every group of people, and even have argued with white nationalists in the past.

**When you write as much as I do, it’s easy to create a narrative about a person.**

For example, this article in Tablet Magazine makes it appear I’m anti-Semitic because I debate political pundits who happen to be Jewish.

Read: WHAT FUELS TRUMP-SUPPORTING TWITTER TROLLS? Examining the identity politics that drives Trump backers to harass Jewish writers online

However, I’m a grown man. I won’t claim the author harassed me by writing about or criticizing me.

When you write and speak for a living, people are going to attack you.

What’s fascinating is how easy narratives are to construct. If you didn’t know me, you’d read the article and think I single out one group of people.

By the way, credit to Armin Rosen for fairly quoting me.

Predictably, Trump supporters quickly disavow any accusations of anti-Semitism. “There is no anti-Semitism problem among Trump supporters,” Cernovich claimed during our direct message (DM) conversation over Twitter. Then again, Cernovich believes that at least some of what’s normally construed as “anti-Semitism” falls within the realm of rational analysis. “My take on a lot of the “anti-Semitism” stuff is this: Jews criticize whites, and no one has a problem. When Whites criticize Jews, it’s immediately labelled anti-Semitic. Are Jews off limits from criticism? Are whites the only group of people open to criticism? That never made much sense to me.”

Always remain critical readers and critical thinkers.

It’s easy to create a false narrative, and that’s all the media does these days. They never give the full story.

Remember that and they’ll never hoax you again.
2.6.2016 – *Synchronicity*

At dinner I was reading an article by James Altucher, one of my favorite authors.

*This is what the article said:*

*When you look for experience and random coincidence, you often find it. But I find you have to be open to it.*

I thought to myself, “It’d be cool to meet James one of these days.

*On the way back from the restaurant, who did I run into?*

**Mike Cernovich:** ‘Ran into one of my favorite authors randomly. @jaltucher’

He was playing chess with some locals while a beautiful woman watched.

I told him his work mattered and that he was making a difference in the world.

**The university is giving off a vibration.**

**You may even be controlling your own reality.**

Some would say that on any given day, nothing happens. When nothing happens, we don’t notice it. When something happens, we reason backwards, assigning more meaning to a coincidence than it deserves.

(I know all of the arguments in favor of “skepticism.” I also know that I manifest my reality daily in ways that I’d never make public, lest someone try locking me up.)

You can imagine that nothing you do matters. Everything is predetermined. There is no magic or beauty in the world.

Or you can imagine your own reality.

Even if I’m wrong, my life is far better than those who believe differently than I do.

If you think this post is weird and you don’t want magic in your life, beware of *Gorilla Mindset*, which teaches you how to create your own destiny.

One week later James and I sat down to talk about YOUR life.

*Here’s what we had to say.*
3.6.2016 – What I’ve Been Up To

It’s been a busy week, weeks, or months. Who can keep track?

I’ll see some of you in New York tomorrow at my final seminar of the year.

The free speech documentary we crowd funded it coming together.

Check out the trailer ⇒ you can see who in Silenced here.

My Twitter is exploding, with my tweets receiving 3.2 million views in the past 24 hours and my follower count hitting 50,000.

As I keep telling my editor Vox Day, my Trump book will be done soon.

Life is moving fast right now.

As always, thanks for being on this crazy ride with me.
5.6.2016 – We Will be at the RNC and DNC

I’ll be attending both the Republican and Democratic national conventions this year, because the media cannot be trusted to report the truth.

There will be a chance for all of us to meet and hang out at both events. I’ll announce official details as the dates approach.

Director Loren Feldman and I will be interviewing people to finish our documentary on free speech – Silenced.

We may also do a second documentary called Un/convention.

Despite my many differences with Bernie Sanders supporters, I believe the Democratic primary has been stolen from him. Sanders would have presented a stronger candidate against Trump, but the media has rigged its coverage to favor Hillary.

Anyone who supports democracy should find the media’s behavior this election season intolerable.

For Un/convention we want to talk to Sanders supporters. If you’ll be at the DNC, reach out to Loren on Twitter – @1938Loren.

Thank you, as always, for your support!
**5.6.2016 – A Vox Editor was Fired Because of Me (Was I Wrong?)**

Emmett Rensin is an editor Vox Media, which is a major media company in the United States. Unlike me, Rensin has a small Twitter profile and no real personal brand, and thus his Tweets don’t go viral or get any attention.

Via his verified Twitter profile, Rensin wrote, “Advice: If Trump comes to your town, start a riot.”

I screen captured it and made his Tweet go viral. As you can see in the screen cap, Rensin only had 7 RTs.

**Emmet Rensin:** 'Advice: If Trump comes to your town, start a riot.’

**Mike Cernovich:** '@emmettremsin of Vox Media. [pic.twitter.com/QONe34MqQm](https://twitter.com/emmettremsin/status/742475534449060864)'

In a since deleted Tweet, Rensin thought it’d be cute to make fun of me. ([Archive.](https://web.archive.org/web/20160608171120/https://twitter.com/emmettremsin/status/742475534449060864))

However my Tweet received over 100,000 views and brought attention to him.

Because of this attention, readers contacted advertisers, and Vox Media suffered a six-figure advertising blow from my single Tweet.

Rensin’s bosses fired him for attempting to incite violence.

Was I wrong to get Emmett Rensin fired from his job at Vox?

I don’t think so, because Rensin is a professional journalist with a verified Twitter account. He lives and dies by the pen.

Do you agree? Post a comment below!

P.S. I hope Rensin reads Gorilla Mindset to help him through this troubling time.
Trump is a once in a lifetime talent, and he only needs to tweak one part of his game to win the Presidency. Right now Trump makes it hard for “normal” people to endorse him. Here’s why this is a problem.

Eventually Trump will need to run a ground game. He’ll need lawyers on his team to fight and defend against lawsuits. He’ll need volunteers and local grassroots leaders.

Hillary and her crime family will be ready. The Clintons are the most corrupt family in modern political history. They will use every means – legal or not – to steal this election. The Clintons will close polls early. There will be massive voter fraud. Trump supporters’ votes will disappear by the millions.

Trump wins a fair election, but there will be nothing fair about this election.

This La Raza judge stuff is a pointless tangent. Yes, the judge belongs to several racist groups. A latina United States Supreme Court Justice even said, the sex and race of a judge “may and will make a difference in our judging.”

**Mike Cernovich:** "White jurors can't be trusted to pass judgment on blacks, we need diverse juries." OK now let's talk about the Mexican judge. "Racist!"

But in modern American race politics, most people don’t see it that way. This issue is alienating people he will need to win a ground game.

**This is what Trump needs to focus on.**

**Mike Cernovich:** ‘When you have multiple talking points you choose the strongest one. Invading armies attacking American women is as strong as it gets.’

**Mike Cernovich:** ‘Combining nationalism with innate male desire to protect women. San Jose was a gift from God. That needs to be focus of President Trump.’

Trump must make it easy (or not hard) for people to support him. Force of will on the macro level will bring out record numbers of voters. The Clinton Crime Family will steal those votes if Trump does not have his own machine on the ground.

**Mike Cernovich:** ‘Crooked Hillary will try to STEAL the election. She’ll have her people block polls, threaten voters, and close polls early.’

**Mike Cernovich:** ‘Most of you have no idea how truly evil the Clinton Crime Family is. Trump is going to need people at every precinct, every polling station.’

America is under invasion. Invaders flying a foreign flag attacked and brutalized women.

Packs of feral animals ran people down.

This is what to focus on. This is how Trump wins.
8.6.2016 – What is Mike Cernovich Like in Real Life

We had a packed room including everyone from a 20 year old man to a 73 old woman who attended with her family. After the seminar an older man came up to me and said, “When I looked around at the room, I thought that maybe there is still hope for this country.”

It was probably my most fun seminar, as I’ve fine tuned my message and learned how to keep the audience engaged. This is an active seminar and I do put people on the spot and bring them front and center to the room.

It’s also easier to speak when not in physical pain from having second-degree burns on my skin. But hey, I show up and do my thing regardless of what “life” throws at me.

What was my Gorilla Mindset Seminar like?

Read the reviews:

Recap of the Gorilla Mindset Seminar in NYC with Mike Cernovich
Gorilla Mindset by Mike Cernovich Book Review
Want to Truly Live Life on Your Terms? Go Full Shitlord

My speaking schedule is wrapped up for the year.

In 2017 I may do a full-day seminar.

I could do an entire segment on charisma and connection and also one on online marketing/brand building.

I have enough material for a three-day seminar and could even bring in experts in many other areas for a “summit.”

Full-day or multiple-day seminars take a lot of time to organize. There’s no way in hell that I am going to deal with those logistics.

If you do event planning or something, plan a seminar and do the marketing and we can split the profits.

As always, thanks for your support.

I had no idea that Gorilla Mindset would do as well as it’s done.

I expected to sell 10,000 copies. As of today you’ve bought 27,701 in less than a year.

Thank you!

P.S. Every seminar is different. Here is the one I gave in San Francisco.
Is a race war coming? I joined Kurt Metzger and Sherrod Small live in studio (picture) for their XM Radio Show and Podcast Race Wars to discuss everything from Gorilla Mindset, racism, the alt-right, anti-Semitism, cucks, and my Twitter addiction.

You can listen to the full episode below or at their SoundCloud page.

I start talking at 49 minutes into the episode.

Show notes:

- **What is the alt-right?**
- Is there a problem with anti-Semitism online.
- **Do I make $50,000 a month in alimony.**
- Am I addicted to Twitter?
- **Random banter and shit talk.**
The jobs are all gone. If you’re lucky enough to have a job, your boss hates you and is trying to outsource your position or downside you. No one is going to save you and no one is going to find you and give you your big break. There’s no point in crying about any of this stuff.

The only existential question that matters is, “Now what?”

The answer many people have found, including me, is that you must choose yourself.

How can you choose yourself?

Find out in my interview with multiple best-selling author James Altucher.

This was a fun conversation because it happened due to an interesting synchronicity.

Shauna, a friend of ours, and I were walking through a park in New York when I saw a curly haired man sitting down playing chess. I thought, “Is that James Altucher.” As we walked past, I turned around, hesitated a second before saying, “JAMES ALTUCHER!”

He got up and we started talking. As I saw he was with a beautiful woman, I pumped him up. When he asked about me and Shauna, I would immediately change the subject to talk about how great he was and how influential his book was.

“You are making a difference in the world,” I told him, “and not many people can say that.”

A few days later my director was back in town for Silenced, so we asked James to appear. He graciously shared his thoughts on free speech and will add a much needed lightness to the serious subject of censorship in the West.

After the interview for Silenced, James said, “Why didn’t you tell me you were the guy from Danger & Play?! I looked you up after you left and didn’t realize I was talking to the famous blogger.” Since James was on a date, my goal wasn’t to promote myself, I told him. I was there to make him look good, and having fans randomly show up while you’re on a date is about as much social proof as a man on a first date could ever hope for.

During our conversation James explains how I ended up being a great wing man.

We also talk about the difference between living a mindset of abundance and scarcity, what happens when add value to the lives of others without any expectations, and what it means to choose yourself.

I have recommended Choose Yourself for years, so of course you should buy it now.
12.6.2016 – How to Respond to Mass Shootings

The frivolous and dishonest media is creating narratives about the recent shooting at a night club in Orlando, Florida. Do not indulge their frivolity by blowing like a leaf in their wind.

Today might be the last day you can say goodbye to those you love.

Holding onto grudges and beefs and withholding your true feelings is toxic, and it’s a choice you might regret.

You never know when your last chance to say goodbye will be. Let people know you love them TODAY! pic.twitter.com/Hey8rBDuFl — Mike Cernovich (@Cernovich)

Become an active participant in life. Prepare for war.

When a mass shooting happens, will you be able to save yourself, to fight back? Do you know CPR? Watching the TV and reading the news does nothing for you other than distract. Yes, you must educate yourself about the risks we face. Then you must take action.

Enough of the shooting stuff. Don’t be gawkers. Be active participants in life. Buy a gun, go to the gym, be prepared. The time is coming. — Mike Cernovich (@Cernovich)

Do not indulge frivolities.

Grown men who should know better cry about Twitter trolls and non-PC language. Get serious about life.

If you cry about "anti-Semitic trolls" or "Twitter harassment," it’s best to unfollow me. You are frivolous. I want nothing to do with you. — Mike Cernovich (@Cernovich)

Recognize that the media is our shared enemy.

Why can’t we talk about Islam? Why does the media create hoaxes and cover up rapes? The media is our enemy.

We are a cowardly and frivolous nation. We do not speak out due to media censors, and we debate a few permitted trivialities. This must end. — Mike Cernovich (@Cernovich)

Focus on what’s in your control.

The victims of the Orlando mass shooting were out to have a good time. None of them know it would be their last. Fear is an emotion from the Devil, or from the dark world, or from however you define your religion.

Live a life of vigilance. Remain physically healthy and strong. Stay alert. Meditate. Take cold showers. Carry a firearm (that you are well-trained to use.)

Carry a high lumens flash light. Yes, I carry one. It stays with me by my bed. A bright flashlight will blind an attacker.
Focus on the timeless.

Each day brings death and calamity to the world. Those events are outside of your control.

What you can control, and therefore what you must focus on controlling, are your relationships with people you love, your mindset, and your physical health.

If you spend all of today reading and watching the news rather than sharing love with your friends and family, going to the gym, and living life with gravitas, neither you nor the world will lose much if you end up being attacked.

We live in beautiful times where anything is possible, and dark and dangerous times where today might be your last.

It’s time to get serious about life, starting today, as today might be your last.

Mike Cernovich is a former Army Reserve officer, lawyer, free speech activist, filmmaker, and author of the best-selling book Gorilla Mindset.
12.6.2016 – There was More than One Shooter at Pulse in Orlando

Real life is not like the movies. People are surprisingly hard to kill. Bullets, even from an AR-15 “assault rifle” do not leave one person to kill others.

Currently the media has created a narrative. Omar Mateen acted alone when he shot up the Pulse nightclub in Orlando. This “lone wolf” killed over 50 people and maimed 53. That’s a casualty count of over 100.

Even at closed quarters, it takes several rounds to kill a person. People are terrible shots. People who are full of adrenaline and have been running are also terrible shots. Witness interviews also indicate that Mateen shot into the ceiling.

How many rounds of ammo did Mateen have, and would that number be enough to take out over 100 people?

To prove this to be true, here is what we would need:

- Firearms used (currently rumored to be an AR-15, plus a “handgun”)
- Each magazine used
- Casualty count (total dead and wounded)
- Ballistic report from each victim (how many rounds are in each victim)
- Pictures of entire structure with bullet holes counted

The firearms used and expended magazines would tell us how many bullets were fired into Pulse and the victims. We would also need to match the ballistic reports to the firearm used to ensure that no other firearm (and thus shooter) was responsible for the deaths of the victims.

@Cernovich Don’t forget ballistic report from each victim must match one of the two guns shooter used. — Alex Graham (@Mr_Alex_Graham)

Why isn’t the media even asking for this basic evidence?

We’d need a count of all bullets found in Pulse to apply some math. Why? Let’s reason this out. Assuming the shooter had tactical training, he’d be carrying a load bearing vest with 8 fully loaded 30 round magazines, for a total of 9 magazines (one on his weapon). That’s 270 rounds.

Mateen would also have a fully-loaded pistol with an unknown number of magazines. Let’s assume he was using a 9mm handgun, which holds a 15 round magazine, and that he was carrying 4 additional magazines. That’s 75 rounds of 9mm ammo.

In total, Mateen would have had 345 rounds of ammunition. If you think 345 rounds of ammo is a lot, talk to some soldiers. People are hard to kill.

Also watch this video. You can hear 30 rounds go off in a matter of seconds. Yet somehow the shooter was killing people for 3 hours?

Snapchat video: Multiple gunshots heard at #Pulse nightclub in #Orlando. Details coming: https://t.co/o7XrMw10mx pic.twitter.com/JltzSCShLS — WESH 2 News (@WESH)
Talk to any soldier. Even at close ranges, that is not much ammo. According to the official story, Mateen averaged 3.45 rounds per casualty. That short of sheer killing power would make him the envy of even trained special operations soldiers.

If Mateen had over 345 rounds of ammo, where was he holding it?

Some other questions and objections to consider.

@AnthonyCumia The math on ammo needed to kill 50 and maim 53 does not add up, it would be thousands of rounds. That's 60-80 pounds of ammo. — Mike Cernovich (@Cernovich)

"But it was in close quarters!" This means people are RUNNING. Harder for one person to hit. If you've had training, this does NOT add up. — Mike Cernovich (@Cernovich)

Right. Once shots are fired, It's panic. People are running. Makes it hard to hit targets. https://t.co/ZRsJYMdTbU — Mike Cernovich (@Cernovich)

Grab an AR-15, put on a vest with 8 fully loaded magazines. Run 100 meters. Then see how accurate you are, even at close quarters. — Mike Cernovich (@Cernovich)

Multiple witness reported seeing multiple shooters.

Eye witness accounts are of course suspect, and we must be aware of hoaxes. Yet the media isn’t even asking questions or doing research.

"Shooter called someone else and mentioned he was the fourth shooter." Watch interview below. https://t.co/SPLWh9kBwG — Mike Cernovich (@Cernovich)

Witness: Orlando shooter asked club goers their race, said U.S. needs to "stop bombing ISIS" #PrayForOrlando https://t.co/kE09dV6gik — AlwaysActions (@AlwaysActions)

@Cernovich IIRC on the radio last night I heard references to multiple shooters a few times. Is there a way to D/L that audio? — Jester (@neoDesertFox)

“I heard gunfire coming from two directions.” – Eyewitness

One eye witness told a reporter:

“When I dropped to the floor and saw people crying and covered in blood. The scent of the ammunition and bullets, I was like ‘This is real life. This is happening right now.’”

He said he never saw the gunman, who was in an adjacent room about 20 feet away. He said he thought the initial burst of gunfire lasted eight or nine minutes.

“He kept on shooting and shooting and shooting, rapid fire,” Gonzalez said, “and he’d change (clips), put in more ammunition — bud-dudda. I could smell the ammo in the air.”

He said he heard another gun from a different direction, so he wonders if there were two gunmen.

Why would the government and media lie?
This is "journalism." Gov't tells "journalists" a story. They repeat it. If you believe any thought or analysis is going on, you're wrong. — Mike Cernovich (@Cernovich)

You think that the media asks questions. My friends, they don't even know the questions to ask. Most "journalists" have never fired a gun. — Mike Cernovich (@Cernovich)

There is more to the story than the media is reporting.

As a lawyer I am taught to NOT trust the government. Everyone else in media simply repeats what they are told. I think for myself. — Mike Cernovich (@Cernovich)

Remember that “journalists” hate guns.

Simply read my analysis, above.

Why isn’t the media asking about the tactical gear Omar S. Mateen was using?

They don’t even know what questions to ask, and all anyone is doing is repeating what the government has told them.

As you follow the story, look for this evidence. If we don’t see all of this, then there was a second shooter.

- Firearms used
- Each magazine used
- Casualty count
- Ballistic report from each victim
- Pictures of entire structure with bullet holes counted

Again, why isn’t the media even asking to see this evidence?

Why is every story merely repeating the official story?

Think for yourselves.

Army Rangers, Navy SEALS spend hundreds of hours drilling before doing a raid. But some nobody ran a solo op and took out over 100? *Think.* — Mike Cernovich (@Cernovich) June 13, 2016

If you think this is crazy, you should read Gorilla Mindset.
13.6.2016 – Thinking Big Podcast

Most people do not think big but instead have a bush league mindset. Listen in to the latest Mike Cernovich podcast to learn how to stop thinking like a major player.

I also cover why you shouldn’t stress over the Orlando shootings, my progress on the Trump book, online marketing and business, why too many men are difficult to work with, and how a lack of focus is holding people back.

Leave me a rating or review by clicking this link.

The Mike Cernovich podcast is brought to you by Gorilla Mindset.

13.6.2016 – War on the West (Cernovich Podcast with Stefan Molyneux)

Stefan Molyneux and I recently sat down to talk about globalism, the power elite, and the attack on the West.

You can watch the video at Stefan’s YouTube page.
15.6.2016 — The Orlando Shooter Did Not Act Alone (UPDATE)

Because the mainstream media is full of anti-gun zealots who have no understanding of ballistics or infantry tactics, “journalists” repeated the nonsensical assertion that one shooter killed 49 people and wounded 53. By himself. This was impossible, as I proved in my initial article, which went viral worldwide.

Read: There was more than one shooter at Pulse in Orlando.

Now we have some important updates:

- Only 202 rounds were fired (including shots fired by police).
- Several shots were fired into the ceiling and outside of Pulse.
- There were 103 dead and wounded, including Omar Mateen.
- Omar Mateen, the Orlando shooter, had terrible aim.
- Reports of a second shooter were heard on police/fire scanners.
- The Orlando hospital is on lockdown.

According to police, there were 202 rounds fired at Pulse nightclub. Those 202 rounds included rounds fired by police.

Mike Cernovich: ‘There was More than One Shooter at Pulse in Orlando http://www.dangerandplay.com/2016/06/12/there-was-more-than-one-shooter-at-pulse-in-orlando/...’


Photo released shows injury to officer who was shot in head, but protected by helmet

We know from previous videos and reports that the shooter fired 12 rounds before entering Pulse nightclub. He also fired several rounds into the ceiling.

WESH: ‘Snapchat video: Multiple gunshots heard at Pulse nightclub in Orlando. Details coming: http://wesh.tv/6001Bspdp’

Let’s play with that 202 number. 202 rounds – 12 (shot before entering Pulse) – 30 (shot into ceiling). That leaves 160 rounds in total. Remember that 160 rounds includes shots fired by police. There were 102 dead and wounded. That’s a bullet-to-casualty ratio of 1.6 to 1. In other words, there were 1 dead or wounded for every 1.6 rounds fired.

Has this ever happened in the history of mankind? Is there anyone in the Special Operations community who has witnessed a ratio of 1.6 to 1? Again, that math includes rounds shot by police. How many rounds did the shooter fire himself? A new report indicates that police may have been responsible for the body count at Pulse.

Did a delay in response give the gunman more time? Cops face questions over why it took three hours for SWAT teams to storm Orlando nightclub as police chief admits officers may have shot some of the VICTIMS.
Even if many of the Pulse victims were hit by “friendly fire,” the 202 total rounds number does not make sense. Also remember that some of the shots fired ended up in a police office’s helmet.

The Orlando shooter was also a terrible shot.

Mass murdering terrorist Omar Mateen went on a wild shooting practice with his newly bought weapons just two days before he used them in the biggest mass killing in American history, Daily Mail Online has learned.

‘He was really blasting it,’ revealed a man practicing next to him at the St. Lucie Shooting Center range. “He was shooting pretty hard and the cables holding the target came down — whether that was bad aim or a ricochet I don’t know.

There is a 0% chance that only 202 rounds were fired in Pulse.

Again, do the math. The media is saying that 202 rounds were fired in total. This includes all shots fired. We know the shooter fired rounds before going into Pulse and also fired rounds into the ceiling.

There has never been a mass shooting where only 1.5 rounds took out one person.

As I explained in Part 1 of this series, here is what need to see:

- Firearms used by shooter
- Each magazine used
- Casualty count (102)
- Ballistic report from each victim (how many rounds are in each victim)
- Pictures of entire structure with bullet holes counted

We haven’t received this information, and given the outright lies being told, likely never will.

Did the Orlando shooter have help?

“The door was held shut” hypothesis.

Early reports indicated that someone held the door to Pulse shut, leaving people trapped. The person who held the door shut was an idiot, not an accomplice.

Is a second shooter being treated at the Orlando hospital?

During the night of the Orlando shooting, I listened to the fire/emergency scanners and heard that the Orlando hospital was on lockdown due to a shooter being present.

@Cernovich IIRC on the radio last night I heard references to multiple shooters a few times. Is there a way to D/L that audio? — Jester (@neoDesertFox)

That story went down the memory hole. Is the second shooter being treated? I have unconfirmed reports that a wing of the hospital is on lockdown. Why?

Mike Cernovich: ‘A source tells me that the hospital treating #OrlandoShooting victims is under 24/7 surveillance. Second shooter may also be a patient.’
Denny Hodge: ‘@Cernovich There has to be something to that. When AC was on last night, the actual ER audio mentioned the shooter being there/lockdown.’

Why is the media covering up this story?

ISIS is in the United States because of Speaker Paul Ryan and President Barack Obama’s immigration policies.

Mike Cernovich: ‘If Americans knew truth about ISIS in America, Obama would be impeached, @PRyan tossed out of office. Their immigration policy enabled ISIS.’

Have you watched how angry Paul Ryan and Obama get about Trump’s mean tweets? They are far more outraged by Trump’s comments than by mass murders.

The borders must remain open, and hack journalists (notice that no one in journalism has written an article like mine, asking basic questions) are too stupid to figure out what is going on.

America is at war, the enemy is within, and our enemies are in the White House and Congress.

No one is going to save you.

Get your mind right.

Prepare for what’s coming with Gorilla Mindset.
The Internet is a dangerous place, according to Jewish journalists who dislike having ((echoes))) places around their names. Yes, grown men are actually outraged that some trolls will put their last names in parentheses to identify them as Jews. People do ((this)) to me, by the way, too.

Ian Welund: ‘((Gorilla Mindset)))’

There are also plenty of pictures of me in ovens, and I’m told “the day of the rope” won’t be kind to me.

Oh well.

Cry more.

Why does the left cry about online harassment while ignoring the real-life harassment we receive?

When I or my friends attempt to hold a meeting or seminar, do you know what happens? People don’t post mean Tweets or call it a ((conference)). Instead they call in bomb threats to the venue. Or they make up lies about the people giving a seminar in order to no-platform us.

When I set up a Gorilla Mindset seminar, this message was sent to the venue owner:

Message: I believe you are hosting a seminar for Mike Cernovich. I thought you should know that he was tweeting today in favor of the shooting at planned parenthood in Colorado. Never want to see another business get tainted by such people.

This is a direct attack on my income and my reputation. Where was the media outrage?

SJWs have called the Los Angeles Police Department on me to attempt to have me Swatted. Where was the hand wringing from those who bravely signal their opposition to ((online trolls))).

The California State Bar has dealt with multiple false accusations against me.

I was falsely accused of threatening a woman who can’t wipe her own bottom with rape.

Where were their think pieces?

Let’s look at the “harassment” issue rationally.

On the one hand, Jewish pundits have people troll them. Guess what, people troll me every day. If you don’t have a thick skin, don’t share your words and ideas with the world. Meanwhile I have people call the police on me, report me to the State Bar, and lie about me to prevent me from giving mindset seminars.

(They always fail and I always give my seminars, which happen worldwide to rave reviews.)

And as far as my friends go, I have it pretty easy.

Vox Day had to hire private security for our happy hour in Paris France, which was covered in Le Monde.
Milo Yiannopoulos had his talk at DePaul university shut down due to violence:

*Milo Yiannopoulos’ event at DePaul University had to be cut short Tuesday night after protesters stormed the stage, blew whistles, grabbed the microphone out of the interviewer’s hand, and threatened to punch Yiannopoulos in the face.*

Roosh had entire countries ban him from entry after the dishonest media claimed he was holding seminars on how to rape people.

Where was the outrage from the (((mainstream media)))? Where were the “free speech bloggers”? To the surprise of no one who follows these issues, the people who virtue signal how appalled they are by “online harassment” were silent.

**The left doesn’t care about “harassment.”**

**They are simply looking to silence the right.**

While media pundits complain about (((harassment))), I can’t even announce a seminar venue in advance due to the risk that a bomb threat will be called in, canceling my event.

I’ve had to waste time responding to complaints made to the State Bar.

And I had to leave my house for a weekend after a **Swatting attempt was made on me.**

The left doesn’t care.

You won’t read articles in the New York Times disavowing violence from the left.

The latest complaints about “harassment” have nothing to do with making the Internet and world a better place, and instead has everything to do with silencing the right.

SJWs hate Gorilla Mindset and even vandalize my Amazon page. **Leave a review here to fight back.**
Goldie Taylor, an editor-at-large for the dishonest website called the Daily Beast, raised over $75,000 from her readers. Yet this money seems to have disappeared. Did Goldie Taylor steal this money, or is something else going on?

Over two years ago Taylor launched a Kickstarter for a film called “The Other Side of Grace – A feature length documentary that charts the rise and decline of the most dangerous city in America – East St Louis, IL.”

Taylor raised $55,840 from 684 backers.

See for yourself.

According to her Kickstarter, the film would be released in January, 2015.

Taylor’s last update was posted on September 14, 2014:

I truly appreciate your support and enduring patience. The documentary production has been on hiatus since the Ferguson broke, as we re-tool our approach. Then too, my network responsibilities have grown with the heavy news cycle.

Research shows no film called “The Other Side of Grace” is available on iTunes, Amazon, or any other place where films are sold. The Kickstarter does not indicate that “The Other Side of Grace” was ever released.

What happened to the $55,840 raised from 684 backers?

Goldie Taylor ran a second campaign, raising $23,235 from 316 backers.

After her successful campaign for The Other Side of Grace, Taylor launched a GoFundMe for a film called #89Blocks.

A search for “#89blocks” reveals Goldie Taylor’s page. There does not appear to be any film called #89blocks. People on Twitter are asking what happened. Taylor has refused to comment.

It also appears Taylor has deleted her Tweets mentioning #89Blocks.

Is this a journalistic cover-up?

Mike Cernovich: @goldietaylor I’m writing a story about you. You did 2 crowd funds raising over $75,000. Neither film has been released. Is this true?’

The Daily Fish: @Cernovich she has deleted all her tweets regarding #89blocks

You can find this Tweet about #89Blocks from Goldie Taylor in a cache.

(Click here for the Archive.)

When you click on the URL associated with it, it’s gone.
If you run a search for #89Blocks in Goldie Taylor’s Twitter timeline, you won’t get any results.

Where did the over $75,000 go?

Goldie Taylor isn’t answering questions.

I asked Taylor for comment back in December, 2015. I received no response.

Mike Cernovich: ‘Oh @goldietaylor. Same film with two different names for two crowd funds? Is it finished? pic.twitter.com/7SEb8XfcX5’

Mike Cernovich: ‘I’m not the only one asking questions ... @goldietaylor pic.twitter.com/VfKy9mtNva’

I asked Taylor for comment again before posting this article, as it’s unethical to write a story like this without asking for comment. I was instead blocked.

Mike Cernovich: ‘@goldietaylor Did you ever finish those films that you raised over $75,000 for? Your last update was in 2014. https://www.kickstarter.com/projects/669232750/the-other-side-of-grace ...’

Mike Cernovich: ‘@goldietaylor I’m writing a story about you. You did 2 crowd funds raising over $75,000. Neither film has been released. Is this true?’

12:12 AM - 17 Jun 2016 · Manhattan, NY

If you like how aggressive this article is, read my book Gorilla Mindset to become more aggressive (or calm).
18.6.2016 – The Entrepreneurial Mindset (Your Biggest Career Mistake)

The biggest career mistake people make is not thinking of themselves as entrepreneurs.

Click here to listen to the podcast (or go to iTunes), and then read these show notes below.

The only people who are going to “make good” in the future are those who run their own business, or those who treat their careers as a business.

The average person will change jobs 7 times.

Most people under 30 will change jobs more than 13 times.

That’s if you’re lucky, as most of the good jobs are gone.

You treat your career as a business by building your talent stack and cross-training.

Regardless of your position or job, you should understand the 12 principles of success and:

- Sales and marketing
- Influence: The Psychology of Persuasion
- Body language, how to read people
- The importance of physical fitness
- Wim Hof breathing
- How to Argue and Win Every Time
- How to Choose Yourself

Listen to How to Build You, Inc. with Victor Pride and Mike Cernovich

Learn how to be successful from Scott Adams and James Altucher.

James Altucher on Choosing Yourself in business and life.

Scott Adams on Donald Trump, Mindset, and How to Win at Life: Part 1

Scott Adams on Trump, Mindset, and Winning at Life: Part 2

Thank you for making Gorilla Mindset a huge success!
20.6.2016 – Why do People Support Donald Trump?

Are people who support Donald Trump illogical, bigoted, or simply insane, or are there good reasons for supporting Donald Trump for President?

Press play to find out more in the latest Mike Cernovich podcast.

I don’t want people who oppose Trump reading Gorilla Mindset, as the message is too powerful.
22.6.2016 – Media Hoaxer Michelle Fields Ruined Her Life, Can’t Sell Books

In our fallen world we must often watch the wicked prosper in the short-term, but sometimes the good guys win, or in the case of Michelle Fields – sometimes the wicked witch loses. Media hoaxer Michelle Fields has had one can only be called a complete failure of a book launch.

Fields launch has been such a failure that I don’t even worry about giving her free publicity by writing about her. Her brand is garbage and no one will buy what she is selling.

Released on June 21st, Fields book has a Kindle sales rank of 28,211. The Kindle sale rank means there are 28,000+ books on Kindle that sell more than Fields’. If you have a book’s sales rank, you can estimate total copies sold.

A Kindle sales rank in the 28,000 range means Michelle Fields is selling 10-15 copies of her book via Kindle. This is terrible.

UPDATE: One day later and Fields book has fallen to a sales rank of 40,000, which means she’s selling 3 books a day.

Gorilla Mindset hit a sales rank of 603 on its launch day, and it was my first book and I’ve never been on TV or hoaxed the world for free publicity. Today Gorilla Mindset, which is approaching its one-year anniversary, has a sales rank of 5,196. Yesterday excited readers purchased 59 copies of Gorilla Mindset via Kindle, as you can see of the screen shot of my book sales below.

Michelle Fields, even with all of the TV coverage and media hoaxing, can’t sell more books during her book launch than I sell on a regular day.

She tried ruining an innocent man’s life, and now her professional life is over.

(Her co-conspirator Ben Shapiro has seen his once-promising writing career tank, due to his support of the hoax.)

Watch her humiliate herself on TV while trying to shill her crappy book.

Sometimes the bad guys lose.

To support the winning team, read Gorilla Mindset today.

It sells well and has 341 reviews.
23.6.2016 – Donald Trump is the World's First Mindset President

Experts have called Trump’s latest campaign speech the greatest speech of this election season. Trump’s speech is remarkable on several levels, and what stands out most of all is how Trump loads his speech with mindset principles that America needs.

Scott Adams: ‘Trump’s speech today is the best persuasion I have ever seen. Game over. Now running unopposed: http://politi.co/28NdN65 #Trump#Clinton’

Full transcript: Donald Trump NYC speech on stakes of the election

Those who understand mindset are able to see that Trump is inspiring a nation.

Rule #1 of persuasion (if you want people to change their mindset, you had better be persuasive) is that you must put the reader or listener first.

Note: when communicating with people – PUT THEM FIRST!

People must believe you have their self-interest in mind or they’ll never listen to what you have to say.

Thus, in Trump’s latest speech, he says:

Hillary Clinton wants to be President. But she doesn’t have the temperament, or, as Bernie Sanders’ said, the judgement, to be president. She believes she is entitled to the office. Her campaign slogan is “I’m with her.”

You know what my response to that is?

I’m with you: the American people. She thinks it’s all about her. I know it’s all about you – I know it’s all about making America Great Again for All Americans.

(Trump also makes several identity plays, and rebrands nationalism as Americanism. In fact his speech is layered with persuasion that perhaps 10 people in the U.S. fully comprehend.)

Trump ties Americanism (an identity) to a mindset (thinking big).

In his speech Trump makes an identity play by defining Americans as people who think and dream big. If you can persuade people what, as Americans, we think and dream big, then it logically follows that you must vote for Trump. Americans are the people that tamed the West, that dug out the Panama Canal, that sent satellites across the solar system, that built the great dams, and so much more.

Then we started thinking small. We stopped believing in what America could do, and became reliant on other countries, other people, and other institutions. We lost our sense of purpose, and daring. But that’s not who we are.

Earlier in his speech Trump primed the listener for his mindset principles by talking about his own life:

I have built an amazing business that I love and I get to work side-by-side with my children every day. We come to work together and turn visions into reality. We think big, and then we make it happen.
Towards the end of his speech (remember primary and recency, people remember what is said first and what is said last) Trump gives concrete and visual examples of the Make America Great Against Mindset in action.

**Note:** remember primary and recency → people remember what is said first and what is said last.

**Trump concludes:**

*Our country is going to start working again.*
*People are going to start working again.*
*Parents are going to start dreaming big for their children again – including parents in our inner cities.*
*Americans are going to start believing in the future or our country.*
*We are going to make America rich again.*
*We are going to make America safe again.*
*We are going to make America Great Again – and Great Again For EVERYONE.*

**Trump wants to help America rise out of the ashes, like a phoenix.**

Few understand how truly great Trump’s latest speech is, as they have a scarcity mindset based on an obsession with social status (as defined by the dishonest media) and anxiety. Pundits and others in the media are afraid of dreaming big.

Yet no one could imagine Coughin’ Hillary, in her shrill, hacking voice, giving a speech that would inspire millions of Americans to dream big.

I understand Trump’s rise because Gorilla Mindset is the best mindset book ever written and was the most successful non-fiction book launch of 2015.

People often read Trump’s book Art of the Deal alongside Gorilla Mindset.

**JDubsDoubleGat:** ‘Just arrived. Which should I read first? @Cernovich @realDonaldTrump #Trump #GorillaMindset’

**Scott Adams’ book** is also read alongside Art of the Deal.

Just got gifted my summer reading list https://t.co/vBALXpRdjLpic.twitter.com/2SfskUaFsc
— King Robbo (@realKingRobbo)

It’s important to think big.

I teach you how to turn visions into reality in Gorilla Mindset.
The Biggest Business Mistake People Make

What is the biggest business mistake people make, and how can you avoid it?

I also discuss knowledge, wisdom, and why you shouldn’t argue with people once you’re over 30.

Listen in on SoundCloud or iTunes.

If you like my podcast, you’ll love my audiobook.
26.6.2016 – 10 Ways to Sell 100,000 Copies of Your Book

One year ago today I launched my first book, Gorilla Mindset. My goal was to sell 10,000 copies in its first year, as fewer than 1% of books ever sell 10,000 copies over the course of a lifetime. As of today, Gorilla Mindset has hit 30,000 copies sold, and the sales are trending up. June 2016 has been my best month for book sales ever, and I’m on pace to hit 100,000 copies sold. (Fewer than 42 books out of over 1 million released each year ever sell 100,000 copies over a lifetime.)

UPDATE: 10/26/2016 – Gorilla Mindset has sold 44,000 copies.

Here are some secrets.

1. Blogs sell more books than TV.

I follow book launches of pundits and media whores to look for the correlation between media/TV appearances and book sales. Appearing on TV as a guest, even on huge shows like FoxNews, does little for book sales. Michelle Fields has been on Megyn Kelly’s show talking about her book. She sold 0 (that’s zero) copies yesterday.

I would rather have a blog review from Victor Pride, Chris/Good Looking Loser, or Vox Day than be on TV. In fact I turn down media appearances (poor ROI for my time) and only go on shows if I like the hosts.

If you want to sell books, build a big blog.

Think about book selling logically, from your perspective as a book buyer.

You are watching TV (god, no, don’t do that). You see a guest on. A guest is talking about something as you’re eating popcorn. Even if you’re interested in the author, you don’t stop what you’re doing to buy his book. You instead say, “Oh, this guy is cool. I’ll remember the name and buy his book.” A few minutes later the discussion on TV and your attention span has moved on.

With a blog post, if you like what you read and see a link to the book, you’re more likely to buy. With Amazon’s one-click ordering, you may even end up like me. I have 10 or 20 books to read. I bought them either on impulse or as a way to support an author whose blog I enjoy.


Have you read Scott Adams’ blog? At the end of each post, he includes a link to his best-selling book, How to Fail at Almost Everything and Still Win Big. I’ve done the same since my book launch.


Every time I write or podcast, I sell books. That’s why it cracks me up when losers cry about my “shilling” of books. The incentives are perfectly aligned. If you enjoy my writing and podcasts, then you want me selling books, because the more books I sell, the more stuff I’ll give away.

Sales breakdown.

Kindle – 12,848 Paperback – 9,473 Audio – 6,988.

(I sold a few hundred copies on Apple, but they censored me so I don’t have those sales figures.)
4. If you do a podcast, people will buy your audiobooks.

Remember that free content means more sales. Most books never go to audiobook, as the demand isn’t there. I’ve sold more audiobooks alone than most people will sell in a lifetime. That’s because people love my podcast.

Listen to the Mike Cernovich Podcast.

5. As your profile grows, your book sales will increase.

In June I’ve sold 1,161 paperbacks – more than the 932 book I sold during launch month (932). In April I sold 1,027 copies of the paperback.

More web traffic means greater book sales.


If you act like you’re above it all or insult you’re readers, you’re not going to sell books. This should seem obvious, but many “creative” types think they are geniuses and think everyone else is a loser. Because of that mindset, their careers never go anywhere.

7. Develop multiple sources of web traffic/ways for people to discover you.

I have books, blog, massive Twitter, email list, Facebook, YouTube, and podcast. I’ve also been building up my SnapChat. I promote all of these mediums via each other.

Add my SnapChat for my cool travel pics.

When you buy my Trump book, you’ll want to buy Gorilla Mindset (if you haven’t already), because the Trump book will mention Gorilla Mindset. Thus people who buy your new books will go back to buy your old books.

If I get banned from Twitter, that will be only a mild blow as there are so many other ways to find me.

8. Treat your writing career as a full-time marketing job.

For some reasons writers and artists have a problem with marketing. I don’t have time to explain why this is loser’s thinking. The Internet is huge. Even if your art only appeals to 1% of the population, you’ll be huge.

How do you find that 1% of the world who wants to read your books or watch your films or buy your paintings?

That’s marketing. Learn it or die.

Note: learn marketing – OR DIE.

“Mike, I’ve been reading your stuff since 2011. Today I bought Gorilla Mindset.”

I hear that every day. It takes years for people to buy your books. Don’t be mad or blame them for being “entitled.”

Chill out. Keep producing great content and everyone will eventually buy.

10. Let people into your real life.

People want to get to know you as an author or human being.

That’s why I opened up more of myself. If you read my earlier writing from years back, you’d see I never posted a picture of myself.

People want to get to know you before they’re going to buy from you. That’s the reality of the Internet.

Love it or hate it, but arguing against reality is moronic.

Check out my Instagram.

How will I sell more than 100,000 copies?

More of the same.

I don’t hide my marketing.

I’ll keep writing more Tweets, writing more blogs, writing more books, and giving away more podcasts.

Since Gorilla Mindset is a timeless book of wisdom, it’ll sell for as long as I’m alive.

I wouldn’t be surprised if it sells over 1 million copies, as I haven’t even fully tipped over to the mainstream.

Although many people recognize me in public (even up in Anchorage, Alaska) and many celebrities and sports stars read Gorilla Mindset, the culture is such that openly associating with me or promoting my writing can cause them drama.

As the pushback against PC culture continues, my own profile will grow.

My mainstream tipping point is approaching.

I’ll be surprised if Gorilla Mindset fails to sell 1 million copies.

Buy yours today.
July – 2016

2.7.2016 – Trump, Confirmation Bias, and Stars of David

If you believe that Trump is anti-Semitic (even though his daughter and grandchildren are Jews), then this meme has you shocked and outraged.

If you believe Trump is a master marketer/master persuader, then he deliberately used this Star of David meme to get the media talking about the message underneath the star – namely Crooked Hillary’s corruption. He’s a genius!

If you open MS Paint, you’ll see that the “star of David” is listed as a default icon.

View image on Twitter

Eric@Tsukinopio: ‘Rare photo from inside Trump's campaign HQ.’

Trump’s people had many choices to make, and they choose the shape that was the least intrusive.

What’s the “truth”? The truth has nothing to do with this election.

People are going to filter whatever they see through their (our) own biases. Either Trump hates Jews (which means he hates his own daughter and grandchildren) or Trump is a master genius marketer (who never makes a step that hasn’t been calculated).

My take?

Some intern made the meme and used the star because stars as associated with police badges. When you’re accusing someone of corruption, putting a badge over them may trigger an association with being arrested and/or breaking the law.

Or it may have been a totally random choice. We’ll never know.

What we do know is that you can reprogram your own mind.

Learn to think for yourself with Gorilla Mindset.
2.7.2016 – Two New Mindset Videos for You

If you don’t follow my social media, you missed these two videos.

Be sure to subscribe to my YouTube to see videos as soon as they appear.

Why you feel like a failure before you succeed.

How to start thinking big.

I also created a mindset playlist, which includes interviews with Scott Adams (Dilbert creator and mindset expert) and James Altucher.
Think about a black man hanging from a tree, and what do you imagine happened? You of course imagine he was lynched, and that’s the story the media is running with after a black man was found hanging from a tree in Piedmont Park:

The case of a black man found hanging from a tree in Piedmont Park has been referred to the FBI, Atlanta Mayor Kasim Reed said. Reed’s statement was issued Thursday afternoon, hours after social media users expressed outrage about the Atlanta Police Department’s contention the scene was consistent with a suicide. An autopsy has not been performed. Piedmont Park became a trending topic on Twitter, where some users called the death “another modern-day lynching.”

While the media’s goal is to divide the races to create a race war, there are otherwise sane people who believe the man must’ve been lynched. This is due to the cognitive bias know as narrative bias. When the narrative bias hijacks your brain, you tell yourself that a story happened without looking at any facts.

For example, there have been zero lynchings in the U.S. in over 50 years. Suicide is common, and is the #2 cause of death of all men aged 25-34. A rational person would therefore presume the man found hanging from a tree killed himself.

Mike Cernovich: ‘Gun control ain’t gonna happen. But preventing suicides is possible. Because men are 70% of suicides, the left doesn't even care.’

Mike Cernovich: ‘Suicide is #2 cause of death of men aged 25-34. Ever hear the "compassionate left" bring this up? Nope. pic.twitter.com/KwJfezq56O’

Further rational analysis shows that suicide is the most likely cause of death:

The study found that hanging and suffocation were the most common suicide methods, accounting for 78.2% of the suicide deaths. Shooting was the second most common method, involved in 17.7% of the cases.

Of course a rational person would point out that blacks have among the lowest rate of suicide of any group:

In 2014, the highest U.S. suicide rate (14.7) was among Whites and the second highest rate (10.9) was among American Indians and Alaska Natives (Figure 5). Much lower and roughly similar rates were found among Hispanics (6.3), Asians and Pacific Islanders (5.9), and Blacks (5.5).

While it’s true that black men do not commit suicide at rates as high as white men (who make up 73% of all suicides), there are still thousands of suicides vs. 0 lynchings each year.

When I explained to Twitter that the Piedmont Park hanging was almost certainly not a lynching, people were outraged. Yet a basic search shows that hanging one’s self via a tree is common, and one woman was outraged that her husband’s death was wrongly called a lynching by “civil rights activists.”
BEACHWOOD, Ohio — The wife of a man found hanging in a tree in Beachwood said she knows her husband committed suicide. Lennin Johan Torres-Sepulveda, 38, of Atlanta took a picture of himself with a noose around his neck and sent it to his wife right before he hanged himself, the widow Patricia Lane said in an interview with cleveland.com. Lane said she is outraged that pictures of her husband’s dead body are circulating online, and organizations and news outlets across the country are calling it a lynching.

If you expect humans to be rational, then your expectations of reality will rarely be met.

Mike Cernovich: ‘Suicide by hanging (even via trees) is common. Run a search and you’ll find many results. #PiedmontParkHanging’

Suicide is a huge problem in the U.S., but people think lynching rather than suicide because the media doesn’t care about suicide.

Some facts about suicide:

- “On average, there are 117 suicides per day.”
- “Men die by suicide 3.5x more often than women.”
- “White males accounted for 7 of 10 suicides in 2014.”

If you’ve been paying attention, you realize why the media doesn’t care about suicide.

Suicide is a male – and primarily white male – issue.


Thus the media will spread hoaxes about lynching rather than open a much-needed discussion of suicide among men.

While it may seem grisly to mention Gorilla Mindset within the context of suicide, the fact is that several people have said they were considering suicide before finding my writing.

“I contemplated suicide on a few occasions due to the nervous feeling I constantly was experiencing and the severe brain fog.” – Reader email

People can hate on me or attack me all day, and it means nothing to me because I save lives every day through my writing.

Mike Cernovich: “Since I can’t refute Cernovich’s logic, he must have an *unconscious* bias that only I see.” - Shitlibs

What do my haters do other than cry about how successful I am and try bringing others down?

Take control of your emotional and mental health with Gorilla Mindset today.
7.7.2016 – Dallas PD Identifies Wrong Man as Suspect in Dallas Shooting

Tonight there was a shooting in Dallas, and the Dallas PD identified a suspect.

Research by Danger & Play Media appears to clear the man, who was likely exercising his open carry rights.

The Dallas PD said this man was a suspect.

You can see him in this video freaking out during the shooting. Look at the screen cap.

He is wearing shorts and carrying (which is legal under Texas law) the same rifle.

See how the suspect was wearing the same shorts?

He was not shooting anyone. Watch the video.

At 19 seconds into the video, you can see its the same man.

Unlike the rest of the media, Danger & Play Media is committed to getting the truth out there before everyone else, without an agenda.
The Civil War started on Facebook. It started when people began hating people they knew in real life after finding out not everyone shares the same views on the issues of the day.

Reminder: The Internet is not real life.

Hate is not a strong word for how people feel about one another. Long-time friends hate others because they don’t happen to have the same views on gay marriage, trannies (or trans or whatever the media says people must be called), policing, blacks, and a bunch of other issues.

I have long warned people what happens when you silence those you disagree with. People do not change their minds. They instead seek out echo chambers, where they talk to others who think as they do. This creates zealots.

If you want a better world, grow up. Not everyone is going to agree with you on social issues.

In fact, I think people who support Hillary are brain-damaged and incapable of rational thought. I’ll still remain friendly with Hillary supporters, because I’m not a child who cries when finding out the world doesn’t meet my ego’s every expectation and entitlement.

There will be more killings in the streets, and America now faces the threat of both ISIS and homegrown terrorism.

How can you stop the hate?

Reality check – Your opinions are not yours.

(The same is true of mine.)

Where did your beliefs come from? Did you climb a mountain, fast for 30 days, and convene with God? Chances are your views of the world come from culture, the media, and your teachers. If you think your ideas are yours alone, then think back. Today transgender rights is a huge deal. If you don’t immediately call Bruce Jenner Caitlyn, then you’re a bigot!

Were you talking about trans people in the military 10 years ago? Why not? These are YOUR ideas, right? You’ve been talking about them forever. Of course you know it’s silly. You talk about what the media calls attention to. We form our opinions based on what morons on TV say.

Even I’m trapped in this Matrix. The media says something stupid, and then I’m responding to it.

We are all locked in this cage together.

Confession – I don’t hate Obummer.

Run some searches. My opinion on Obummer is that he doesn’t care much for America, but you’ll never see me call him a Muslim terrorist. Obummer has been bad for America, but so was George W. Bush. I would never end a friendship because someone voted for Obummer or Bush. Why? It’s not because I’m some holy man who tolerates dissent in a state of blissful Zen. It’s because I’m practical.
If we’re talking to each other, then we aren’t killing each other.

Once people stop debating, they start killing each other.

Domestic terrorism is here to stay, and gun control isn’t going to end it.

The only way to end terrorism is to end censorship.

More talking, less killing.

And if you get angry because people disagree with you, no biggie.

Read Gorilla Mindset and you’ll never feel angry again.
8.7.2016 – Why Today is the Greatest Time in History to Be Alive

Forget the headlines.

Today is the greatest time in the history of the world to be alive.

Listen to my latest podcast to find out why.

Subscribe on SoundCloud if you’re on Android or iTunes if you’re on Apple.

Also discussed:

- The 10 most popular posts at Danger & Play.
- Personal finances.
- Victim culture.
- How to pay attention to the news without being negative.
- The type of person who I don’t want reading me or listening to my podcasts.

The Mike Cernovich Podcast is sponsored by Gorilla Mindset, the best mindset book ever written.
What if you thought of ISIS as a brand, much as you’d think of Rolex, Ferrari, Louis Vuitton as brands. That may sound crazy until you see how Christianity has been destroyed as a brand. People in the U.S. are less likely to be Christians because being religious is associated with being low class and uneducated.

Ask yourself this: How many “upper class” people admit to being Christians?

Now think about the United States Marine videos you’ve seen. *The few, The proud, The Marines.* Even though the Marines is ostensibly a maritime fighting force, U.S. Marine is also a brand. The Marine brand is exclusive. Not everyone can be a marine. Only the few and proud can.

Effective branding is associating your brand with youth, beauty, strength, wealth—in a word, status. — Mike Cernovich (@Cernovich) July 8, 2016

ISIS currently *runs an effective marketing campaign.*

While many ISIS videos don’t rise above simple battlefield films, the highest-end productions, made by the group’s al-Hayat Media Center, are glossy, carefully scripted and designed to recruit Westerners.

One of the most prominent videos—“Al-Ghuraba (The Stranger): The Chosen Few of Different Lands”—follows a popular 12-step screenwriting technique called the “Hero’s Journey,” first formulated by a Disney executive and familiar to any “Star Wars” fan.

After the film’s protagonist, Andre Poulin, decides to give up an idyllic life in Canada to follow the call of adventure, the video tracks his journey as he arrives in Syria, takes the name of Abu Muslim, joins ISIS, and dies fighting for the group.

If you want to destroy an idea, you destroy its brand. Think about what a laughing stock “conservative media” has become. We associated the brand of National Review with cuckolds. National Review is associated with cuckolds. That was devastating. The brand of "conservatives" was destroyed. That's why they *hate* cuck. — Mike Cernovich (@Cernovich)

*Produce videos showing ISIS soldiers acting like clowns.*

*I thought this was a parody video.* This video makes ISIS as a brand look clownish. It’s highly effective counter-marketing. I hope ISIS releases more videos like this. You could also release videos showing ISIS fighters with small boys sitting on their laps and allowing the viewer to infer that ISIS is full of pedophiles.

Remember when U.S. Senator “Pedo” Ben Sasse was going to run for President? I *ended that with one article.* Even showing ISIS soldiers sitting around being bored would be more effective than our current foreign policy strategy.

Show ISIS recruits cleaning toilets. *Yes, that would work.*

‘ISIS made me clean the toilets… and my iPod didn’t work’: How disenchanted Islamic fanatics are returning home because jihad isn’t as glamorous as they hoped.
Scott Adams suggested we could defeat ISIS with a hoax:

The hoax would take the form of a fake video of a meeting involving high-level ISIS leaders. The video would appear to be taken on a smartphone by one of the other ISIS leaders in a war-battered room somewhere in Syria.

In the fake video, actors pretend to be ISIS leaders bragging about how they take advantage of the young, stupid recruits. The conversation might include various leaders saying such things as…'Hahahaha! We send idiots to slaughter so we can enjoy their sisters and mothers. Only winners get to spread their genes.'

Adams’ idea is another way to destroy the ISIS brand. A hoax making foot soldiers look like useful idiots would destroy the ISIS brand. An ISIS fighter would not be among the few and the proud. An ISIS fighter would not be a young man following the hero’s journey.

No, an ISIS fighter would be a stooge who was conned by older men into fighting and dying for Israel.

Why isn’t the U.S. government fighting ISIS with marketing and persuasion?

A conspiracy theorist would say the government isn’t using my or Adams’ ideas because there’s more money in war than in peace.

@Cernovich @paxdickinson I’ll do it for half that! — Scott Adams (@ScottAdamsSays)

If we defeated ISIS using a few videos (with a few hundred thousand dollars we could eliminate ISIS), then trillions (yes, that’s trillions with a t, or thousands-of-billions) of dollars would not go into the pockets of those who ensure that the “right people” get elected.

Indeed, if I worked for the U.S. War Machine, I’d keep publishing images making ISIS look like it was made of ferocious and dangerous men, as that would attract bored men to leave their couches and go onto their own hero’s journey.

Again, though, it would be a conspiracy theory to suggest that our elected officials (who love America and put public service above getting elected) and billionaires like George Soros (who fund our selfless public servants) would ever want ISIS to grow.

Fortunately the power of Gorilla Mindset is not a conspiracy theory; it’s real.
Trump released a book called *Crippled America*.

I read Crippled America as research for my book on Trump, and observed that the book was a bit too negative.

Been reading Crippled America. Lots of positive vibes. Will be interesting to see if Trump moves away from conflict candidate to visionary. — Mike Cernovich (@Cernovich) July 4, 2016

Soon thereafter, Trump completely rebranded his book.

*This is the original cover for Crippled America.*

*This is the new cover for Great Again: How to Fix Our Crippled America.*

Expect Trump to talk more about his vision for America.

You saw a hint of his visionary side in his recent speech.

Read: *Trump is the world’s first mindset president*.

Are we having fun yet?
10.7.2016 – GRAPHIC: Picture of Micah Johnson, the Dallas Shooter, After he was Killed by a Robot Bomb

GRAPHIC image follows.

An anonymous source has sent what appears to be a picture of Micah Johnson, the Dallas shooter, laying dead after a robot was sent in to kill him. As you can see, the man in the above image appears to be Micah Johnson, the #BlackLivesMatter activist who murdered 5 police officers and wounded several more.

This image of Micah Johnson was taken from his Facebook profile.

Notice how the facial features are match.

Dealing with anonymous sources is complicated, however SOFREP obtained a picture purporting to be the firearm Johnson used during his massacre.

A source told SOFREP and thearmsguide.com that when Dallas SWAT made entry after the detonation of the explosive device, they encountered a Saiga AK-74 style semiautomatic rifle on the floor among the rubble. The weapon reportedly had a 30 round magazine, single point sling, Magpul folding stock, and a rail system with a red dot sight.

This photo is reported to be the actual rifle used taken after the explosive device went off.

As you can see, the rubble near the weapon system matches the setting above.

Here is another comparison.

UPDATE: ABC News, Daily Mail, NY Daily, and other websites have contacted me to use the photos, as they are good-to-go.

Leaked images appear to show the dead body of Dallas killer Micah Johnson

Leaked images appearing to show the dead body of Dallas sniper Micah Johnson after he was blown up by a ‘bomb robot’ appear genuine, a former US Army explosives expert has told Daily Mail Online. The Dallas Police Department has refused to say whether the gruesome photos anonymously posted online Sunday evening are genuine images of the slain cop killer. But Bryan Woolston, a former senior explosive ordnance disposal technician with the US Army, said that the blast scene depicted in the photos and the state of the corpse were consistent with the remote controlled bomb tactic used to kill Johnson.

Mike Cernovich is a lawyer and best-selling author of Gorilla Mindset.

11.7.2016 – How to Write with Courage

“If you’re going to say what everyone else is saying, don’t bother writing.”

I give my advice to writers along with writing and marketing tips in the latest Write with Courage podcast.

You can click play to listen to the podcast or find it on iTunes.
How do you defeat ISIS? **You treat them as a brand, which I explained here.** Many idiots and fools who have never done anything in life said I was wrong. They lack an understanding of warfare.

Morale is understood by all effective military commanders as a key component of battle strategy.

“My theory is that an army commander does what is necessary to accomplish his mission, and that nearly eighty percent of his mission is to arouse morale in his men.” – **General George S. Patton**

How do you depress the morale of ISIS? There are two ways.

First you show them what and who they are fighting for. [Here is Saudi prince and terrorism funder Alwaleed partying with women.](https://t.co/5h3p8Us2i9) If you fight for “Islam” and its leaders, you’re in a rat hole while he’s living the good life!

I would distribute these and similar photographs widely to ISIS. Rather than mention “hypocrisy,” I’d use them to clown and taunt the common ISIS foot soldier, who usually doesn’t even have proper combat boots.

Saudi prince life.

Pics should be spread to ISIS.

Makes young guys look like cucks. [pic.twitter.com/jIpmcbASZD](https://twitter.com/Cernovich/status/747058360338311169) — Mike Cernovich (@Cernovich)

We should also show graphic images of our enemies being dead and looking pathetic.

**This is what happens to America’s enemies.**

I don’t anticipate a change in America’s battle strategy anytime soon.

They are either incompetent or they want the highly-profitable war to continue.

But I can wage war in my own way, and will continue doing so on all fronts.

13.7.2016 – Cat-Calling is (Now) a Crime

Many wonder why the world’s top mindset expert writes about society, news, and current events. Why not just cash in, especially because my message is the best? It’s because the craziness I see in the UK is coming to America, and every man is at risk of being falsely accused and wrongly imprisoned:

A police force has become the first in Britain to recognise misogyny as a hate crime, in an effort to make the county a safer place for women.

Those “social justice warriors” that some say don’t exist have ruined Europe and the UK, and those same forces are at work in the U.S. Refusing to fight back would be surrendering to evil.

Because America has a strong tradition of due process and presumption of innocence, the SJWS have started on American college campuses. “Yes means yes” (which even lawyers don’t understand) is a clever way to erode the presumption of innocence.

Men who appear before “tribunals” aren’t on trial, those who hate the rule of law say, and instead face an administrative proceeding. Thus due process need not apply.

It doesn’t take a visionary to see where this is heading. Again, look at the UK, whose Magna Carta served as the basis for the Bill of Rights:

“A hate crime is simply any incident, which may or may not be deemed as a criminal offence, which is perceived by the victim or any other person, as being motivated by prejudice or hatred.”

“Perceived” should send chills down your spine.

In the UK a hate crime is defined SUBJECTIVELY. This is the definition of no due process. https://t.co/ins8NCdGOL pic.twitter.com/ZwYrskmypO — Mike Cernovich (@Cernovich) July 13, 2016

Due process presupposes objective standards under the rule of law. Under the UK’s new law, objectively is replaced by subjectively. If someone feels you are biased against them, then you are guilty.

For those of you who are concerned about free speech, well be more concerned. The UK law censors free speech:

“Unwanted physical or verbal contact or engagement is defined as exactly that and so can cover wolf-whistling and other similar types of contact.”

Whatever your opinion of cat-calling (It’s ineffective game and signals low status), it certainly shouldn’t be a crime. Cat-calling and complements are not crimes.

We are in a culture war, and even if you’re not a man, you have sons, brothers, and husbands.

Do you want to live in a world where a man you love can have his life ruined based on a life or based on the feelings of a random nut job?

Imagine a world where men are afraid to talk to women, not because they fear rejection, but because one wrong word could have them thrown in jail?
More men are looking for ways to leave the West, and a record number of men refuse to get married or have children. How can anyone be surprised when dark cultural forces have waged war against men?

I’ll continue to fight as a happy warrior.

If that turns people off from my life-changing mindset work, good riddance.

Gorilla Mindset wouldn’t help out SJWs anyway, as they want to see themselves as victims rather than victors.

Gorilla Mindset is for winners only.
Although the radical left has days of protests planned and has a history of protests, the Cleveland police has issued a stand down order to officers, I can exclusively report.

Remember when thugs from the left attacked Trump supporters at his San Jose rally? The San Jose mayor and police chief claimed it would have been “too dangerous” for officers to do their jobs by defending Trump supporters.

That same “logic” is being applied by Cleveland officials, who have given up on even trying to control the radical left.

If you’re attending the RNC, do not travel alone. Be street smart and travel in groups.

Police will not help you.

I and others will be covering the RNC live.

We won’t be inside where it’s air-conditioned.

We’ll be outside providing a raw and live look at the protests.

You can support our coverage by leaving a contribution here.

News reports have surfaced showing the French government covered up the torture and rape that French citizens suffered at the hands of Islamic terrorists. What hasn’t been reported is that the police told one of the victims, who called begging for help, to stop wasting their time.

Testimony that the French government sought to have sealed has been released. One of the victims, Caroline Langlade, testified at the hearing:

*After an hour, I called the police whispering since the terrorist was still behind the door, and my interlocutor asked me to speak up. I explained my situation, to which the police responded that I blocked the line for a real emergency. I do not see that there can be more urgent than forty people at risk of imminent death. I spoke a little louder and everyone asked me to shut up because I was putting all of life the world in danger. The police got angry and hung up on me saying “Too bad for you!”*

What did Ms. Langlade call to report?

A black Volkswagen Polo pulled up outside the Bataclan concert hall at 21:40 on Friday 13 November, and three heavily armed gunmen got out. Less than three hours later they were dead, having killed 90 people at the venue and critically injured many others.

What happened in between?

You can find more graphic photos online.

What happened at Bataclan?

French government ‘suppressed gruesome torture’ of Bataclan victims as official inquiry is told some were castrated and had their eyes gouged out by the ISIS killers.

You can read Ms. Langlade’s full testimony here.

*Caroline Langlade:* ‘I sent a message on Facebook to prevent my family when we were evacuated from the Bataclan, that is to say between 0:45 ET 0:50. The BIS then had the final assault. I was in the lodge overlooking the Amelot passage and before which the two terrorists exploded following an exchange of gunfire with the BIS. We were forty in this room of nine square meters where we waited for three hours. I communicated several times with police to provide all the elements that I know – the presence of several terrorists, many people in the room, words exchanged between terrorists – and to get information. Indeed, when waiting three hours in a room without being able to act on his own fate, it is in a terrible situation.

The network is saturated, I called my mother to Nancy that she contact the city police to pass information to the police in Paris. I called the police and I ended up talking to an agent after fifteen minute wait. My interlocutor, a human brigadier, took time to talk to me and told me that the police would soon intervene. We were locked in that box for half an hour and in which a terrorist trying to penetrate. I provided information to the police officer whispering – I had already put out the lamp and close the windows so that the terrorist does not see and we do not pull in the gap of the door that formed after each jolt he gave in the door – and have begged him not to hang up when he wanted to respond to other calls to preserve that attaches to the outside. He reassured me for five more minutes, which allowed me to soothe my turn to people who were with me in the dressing room and told them that the police were coming.
After an hour, I called the police whispering since the terrorist was still behind the door, and my interlocutor asked me to speak up. I explained my situation, to which the police responded that I blocked the line for a real emergency. I do not see that there can be more urgent than forty people at risk of imminent death. I spoke a little louder and everyone asked me to shut up because I was putting all of life the world in danger. The police got angry and hung up on me saying “Too bad for you!” The idea is not to point the finger of institutions, but we must take into account the fact that people run more or less urgency. In the lodge, some people almost led individual actions that would have killed everyone, but we can not judge because nobody, including among professionals, can know his behavior in such circumstances before have experienced. It is nevertheless to identify those who may face such events, so that the malfunction of that night are not repeated.

If you think that law enforcement only ignores Islamic terrorist victims abroad, think again.

A federal prosecutor in the United States has threatened to jail the parents of a little girl who was raped by “refugees.”

Read: Chief Idaho federal prosecutor warns: “The spread of false information or inflammatory or threatening statements... may violate federal law.”

The Feds are covering up a crime and threatening abiding Americas. https://t.co/nP688liyBepic.twitter.com/dqo4XAEYyQ — Mike Cernovich (@Cernovich) June 25, 2016

In the United States, political and hospital officials are refusing to release medical records to the family of a rape victim.

Read: Exclusive — Pamela Geller: Hospital Refuses to Release Medical Records of Five-Year-Old Idaho Victim Raped By Muslim Migrants:

A five-year-old girl was raped and urinated upon by three Muslim migrant boys in Twin Falls, Idaho; one of them, a 14-year-old, videotaped the attack. After the attack, instead of getting justice, the victim’s family has been abused and targeted by law enforcement and medical authorities as if they were the criminals. The mother cannot get copies of the medical records of her own child, or transcripts of 9-1-1 calls made on the day of the attack.

America will face the same attacks the French have received unless we insist on naming our enemy and fighting back.
18.7.2016 – The Skinny on Business Success

Mike Cernovich talks to entrepreneurs Lauryn Evarts and Michael Bosstick on what it takes to truly succeed.

Lauryn runs a highly successful and massive health, fitness and lifestyle website, and Michael is a business owner and marketer.

Both of them have built up online brands and real-life businesses from nothing.

Listen when they tell you what it really takes to succeed.

Click here or tune in on iTunes.

Want to hear more listen to the Skinny Confidential: Him & Her.
The mainstream media was at it again, this time attempting to hoax the world by claiming Alex Jones had been arrested for punching a black cop. The truth is that SJWs assaulted him. I know because I was there filming the entire event.

At a small gathering of discontents, Alex Jones appeared with his bull horn explaining how the protesters were globalist tools of George Soros. As Jones approached the group, they attacked him. Police intervened, separating the two groups.

Yet the media began spreading a hoax, claiming Jones assaulted a black police officer. Miranda Green, formerly of the Daily Beast, has a verified Twitter account. In a now-deleted Tweet, she lied:

“Scuffle around Alex Jones resulted in his arrest, reports are saying he punched a black cop.”

As I was on the scene, this hoax was immediately busted.

SJWs got violent, tried hitting @RealAlexJones. Police restored order. I saw it all. #RNCinCLE pic.twitter.com/lX2sNQF1nI — Mike Cernovich (@Cernovich) July 19, 2016

What fascinated me was the media’s treatment of my eyewitness report. When the media arrived, realizing I was an eyewitness, they began asking me questions. Once I explained SJWs attacked Alex Jones, the cameras went off.

As you can see this footage, SJWs attacked Alex Jones.

I’ve witnessed the media hoaxes in real-time.

When the left attacks Alex Jones, the media lies about him. They claim he was arrested for assaulting a black cop, when really he was removed from the area after ferals attacked him.

When eye witnesses want to tell the truth, the cameras are shut off. The media has no interest in reporting on the truth.

The mainstream media was far worse than even I realized.

You cannot trust anything they say.

Thank you for your continued support of Gorilla Mindset Media.

We are now doing over 50 million page views on my Twitter account alone.

You can support the cause here.
22.7.2016 – 5 Biggest Scoops from the #DNCLeaks WikiLeaks (UPDATE)

“There’s what you know and there’s what you can prove,” is a line lawyers and fans of the Wire are familiar with. We’ve all known the media conspired with Democrats to rig news coverage. With the Wikileaks documents, we can prove it.

Here are some of the scoops.

**Chuck Todd of NBC is bossed around by DNC Chair Debra Wasserman.**

Chuck Todd will claim that he isn't bossed around like a shine boy, but look at the tone of this email. I have written stuff critical of Trump and Mike Pence. No one from Trump’s staff has ever addressed me this way. The way Wasserman talks to Todd is the way a boss talks to her intern.

“Chuck, this must stop.”

@chucktodd is bossed around by DNC bosses. Media as watch dog? Lap dog! pic.twitter.com/sDPQ7cM1CA — Mike Cernovich (@Cernovich)

Chuck Todd opened up his schedule for his boss.

After DNC chair angrily wrote “this must stop” to @chucktodd, he replied slavishly to her request for a call. pic.twitter.com/qRlvOgjHxs — Roosh (@rooshv)

Hillary has to pay people to support her.

Hillary has to PAY for support. Why isn’t press all over this? She has no actual support! #DNCLeaks pic.twitter.com/WA0w6jbyT4 — Mike Cernovich (@Cernovich)

Protests that the media cover are not real. The “protesters” are a bunch of interns.

Those protests the media pushes? Fake. Full of interns. #DNCLeaks pic.twitter.com/Y1GpESn5Vz — Mike Cernovich (@Cernovich)

Two people showed up to a “protest.”

The Washington Post hosts joint fundraisers with the DNC.

The Washington Post hosts joint fundraisers with the DNC. #DNCLeaks pic.twitter.com/D8WevNmlXw — Mike Cernovich (@Cernovich)

The Democratic primary was rigged.

The Democratic primary was rigged! #DemsInPhilly pic.twitter.com/bc3Gws1Pwl — Mike Cernovich (@Cernovich)

By the way, did you notice all of those pundits called Trump’s speech “dark.” Meanwhile Ted Cruz’s speech was called “the speech of his life” by CNN anchor Amanda Carpenter and others.

"Ted Cruz is giving the speech of his life." LOL! Look at these talking points, all the same, totally paid for. pic.twitter.com/BKr7E33yc — Mike Cernovich (@Cernovich)
Fascinating “coincidence,” isn’t it?

Media conspiracy or group think? pic.twitter.com/240xC0AXAP
— Mike Cernovich (@Cernovich) July 23, 2016

Thank you for your continued support.

I’ll keep bringing you the truth, as you saw during my coverage of the RNC, where I exposed several media hoaxes as they happened.

You can support my work here. (I don’t take a salary for media work, it only covers hard costs.)

UPDATE: DNCLeaks keeps growing. There has already been a resignation, and a media cover-up.

Watch the video below for the full scoop!
24.7.2016 – Think Bigger, Better, Bolder, and More Audaciously

The answer was right in front of me, and the answer arrived when I didn’t even know what the question was.

This one breakthrough completely changed my business and took me to the next level.

The same changes can happen to you, and I show you how in my latest podcast.

Show notes:

- How to become more creative.
- My gift of dyslexia.
- Why Scott Adams defines himself as an entrepreneur.
- The difference between mindset and identity (or are they the same)?
- What it’s like being on set with Stefan Molyneux.
- The exact mantra I use to keep myself focused and to grow my business and improve my life.

My podcast is sponsored by Gorilla Mindset, which will change your life for the better. Read it now.

Keep your energy high!
2.8.2016 – About Mike Cernovich

Mike Cernovich is a lawyer, author, free speech activist, and documentary filmmaker. (That’s me. I’ll shift to the first person!)

- My feature lengthy film on free speech, Silenced, is finally available here!
- Producer – Silenced, Our War for Free Speech
- Producer – Un/Convention,
- Associate Producer, The Red Pill
- Host/Producer – Mike Cernovich Podcast
- Author – Gorilla Mindset, Danger & Play, and MAGA Mindset.

I’ve written three books, produced a documentary on media hoaxes, and am producing a second documentary on free speech culture in the West. My books have over 1,000 reviews on Amazon and Audible. My podcast is also five-stars. (Scroll down to watch my documentary and learn more.)

While my Twitter is high profile, it’s the least interesting aspect of my writing and speaking. I’ve travelled around the world giving seminars and writing books. Most “journalists” who write hit pieces about me don’t even know how to describe me. Everyone from Gawker to Politifact to Slate has covered me, and MSNBC had a “special report” about my Tweets.

Read the New Yorker profile on me

Read my interview with the NY Observer

Here’s a collection of my work.

Books

Gorilla Mindset

Danger & Play: Essays on Embracing Masculinity

MAGA Mindset

Audiobooks

Gorilla Mindset

Want a free ebook?

Join my newsletter by clicking here and you’ll get a free ebook.

My first documentary about the media’s hoaxes at the RNC and DNC is Un/Convention.

Mike Cernovich Podcast

My podcast has a 5-star rating. You can listen in on Android (here) or on iTunes (here).
Mike Cernovich’s Periscope

I am active on Periscope, where I live stream breaking news as well as discuss every topic from mindset to the presidential election. My Periscope currently has over 11 gorillian likes.

Watch my Periscopes here.

Articles

Danger & Play (this blog you’re reading) has over 1,000 articles. You can read every article here.

Some popular articles:

- New? Start here.
- How to be more dominant.
- Using N-A-C to cure depression and anxiety.
- Why today is the greatest time in history to be alive.
- (My sex posts have also been read millions of times.)

Media Appearances

Fox News

The Red Eye

Rubin Report

Supporting Donald Trump and Being Politically Incorrect (Mike Cernovich Interview Part 2)

Greg Stevens

TROLLING. Greg Stevens and Mike Cernovich talk about trolling as a tool for social change

Stefan Molyneux

DNC Leak Scandal: Wasserman Schultz Resigns! | Mike Cernovich and Stefan Molyneux

Twitter Bans Milo Yiannopoulos #FreeMilo | Mike Cernovich and Stefan Molyneux

Disaster At The DNC: Anti-Hillary Clinton Protests! | Mike Cernovich and Stefan Molyneux

Mike Cernovich Mindset & Media

I also talk to people about their own successes in life and providing original reporting.

If you wonder why my skin is red and looks burned, read this article.

Scott Adams on Donald Trump, Mindset, and How to Win at Life: Part 1

Scott Adams on Trump, Mindset, and Winning at Life: Part 2

How to Build Your Business and Your Life (James Altucher Interview)
Subscribe to my Youtube here.

My YouTube channel is part journalism, part mindset, and part life advice.

Watch it here.

10 Ways to Reclaim Masculinity

Travel

I’ve been all over the world – everywhere from Thailand, Vietnam, Croatia, the Middle East, South Africa, and Alaska.

Read: The Biggest Lesson I Learned Traveling to 14 Countries in One Year

If you’re into travel pics, check out my Instagram.

Journalism

As one of the 10 most influential writers this election season, the media has written about me, sometimes truthfully!

- They Totally Knew: The People Who Foresaw the Rise of Donald Trump
- Meet the feminist who is making a film about the men’s rights movement
- Breitbart News Interviews Mike Cernovich in Middle of Commie Protest
- The Tale of Two Realities: MSM versus Social Media at DNC
- Exclusive – Interview with Mike Cernovich (Regated)

“Journalists” also lie about me, but whatever. Here is an example of a hater article:

- How America Became Infatuated With a Cartoonish Idea of ‘Alpha Males’

You can watch me doing journalism – live – in this video → #DemExit Protest Video.

Thanks for reading, you are my priority!

My life mission is helping others live their dreams. It’s what I do. Even my “trolling” makes the world a better place. My confrontational style gets attention.

My Twitter receives nearly 150 million views per month.

I use this attention to help you live a better life.

How can you live a better life? Watch this Gorilla Mindset seminar I gave.

It’s yours for free. If you enjoy the seminar, you’ll love my book, which goes into detail on how you can improve your life.

Buy Gorilla Mindset here.

Watch: Why Mindset Matters
4.8.2016 – My Best Advice to Journalists, Podcasters, and all Writers

As I've become one of the 10 most influential voices this election season, media figures look on with jealousy. That's a scarcity mindset. My own success does not preclude anyone else from being successful. (Vox Day gets far more blog traffic than I do. Stefan Molyneux has a far larger podcast. Their success does not detract from mine.)

Here is how you can become your own Mike Cernovich, Inc.

Focus on your fans/readers. End the pundit circle jerk.

How often do you see me butt kissing anyone on Twitter? I don’t kiss up to pundits with hopes they will write about me. There are many reasons for this, some personal and some practical.

I dislike dishonest people, and pundits are frauds. Pretending to like vile people for a reach-around is how you destroy your soul. I also ignore them because it’s bad for business.

Imagine a pundit writes about me in an article. (That’s not hard to imagine. There are hundreds of articles about me. Everyone from Gawker to Politifact has tried to take me down, with the end result being us laughing in their faces.)

No one reads an article about me and buys my book. Throw-away quotes are of no value to me. Even a byline on a big site like the Hoaxington Post is garbage.

How do I know this? Book sales data tells the truth. You can check the Amazon Kindle sales rank of any of your favorite bloggers. I outsell them (almost all, anyway) all.

Do you know who buys your books, backs your Kickstarters, and advocates for you? It’s not other pundits. It’s your “fans.” (I hate that term.)

My Kickstarter for a film on free speech raised over $80,000.
(Some money came in after the bell.)

People will pay me to do a film because they believe in me and want to change the culture.

How many “big names” could crowd fund $80,000 for a documentary? It’s my first film, too. After Silenced blows people away, my next crowd fund will be well into six figures.

I focus on my fans and readers.

I would rather build up the brand of a long-time supporter than get @ replies from “big names.”

That's why you don’t see me pitching articles. (I have never sent an article out to any website or magazine or tried getting in their little club.)

In fact no one in media today does more to support young up-and-coming people than I do.

@BeardsonBeardly is underrated comedic talent. — Mike Cernovich (@Cernovich)
A full 20% of my day is spent looking for new talent to promote and give massive Twitter impressions to.

Look who came to visit! @Cernovich Posing with an emblem of #WesternCivilization @metmuseum pic.twitter.com/y4gw8XBm4I — Stevie Nicks (@crisisofmankind)

If you want to build your own brand, here’s some advice

Talk to “nobodies” who @ tweet you.

I don’t view anyone as a nobody, because we are all human and there’s no reason to think highly of yourself, and also because there are a lot of nobodies who are stealth somebodies. (You never know who you’re talking to.)

Write for readers, not editors and pundits.

Who cares if your work is cited by some dork? Being cited by Vox or Gawker or BuzzFeed won’t build your brand up. Writing for readers will.

With every article I ask, “How can I add value to the lives of everyone who reads this?”

This very article adds value to the lives of any up-and-comer. It adds value to everyone, as it explains the mindset you need to succeed at life.

Network with readers.

I did a Fox News show recently. Do you know who got me on there?

Tonight on #RedEye love is in the air! https://t.co/VaZHlqY23R — Red Eye on Fox News (@RedEyeFNC) August 4, 2016

There are many famous and rich people who “like” me, yet who among them has actively boosted my brand? (Hint: It would surprise you, but I’m too jaded to be surprised.)

A recent college grad I met at a happy hour I attended emailed me saying Red Eye was looking for new talent. This recent college grad – a “nobody” to a snob – turned out to know some people. I even hired him to do some writing for me.

I met him because I bust my ass every day, treat my readers with respect, and actually go meet them. What if I stayed home all day and sucked up to pundits?

I wouldn’t sell books, have a Kickstarter, or have nearly the opportunities that I have.

Your readers and fans will be your biggest advocates. Treat them with the respect they deserve, and yes go meet them rather than be a snob. I have always been meeting readers, even when I didn’t have many. Now I can host a meet-up and have a lot of people show up. But even when my audience was smaller, I was never too good to meet even one reader.
Develop an abundance mindset.

Guys (and gals), the media world is huge. The writing world is huge. People read hundreds of websites and books and binge watch YouTube.

No one is going to stop reading or watching you because they read or watch someone else.

Building other people up will not tear you down. (In the media world, the big talent rarely tries helping out smaller talent. Scarcity mindset.)

The more people I can bring up with me, the more everyone advances.

You’d think that’s common sense.

But ask yourself this. How many “big names” who know me are advocating for me to get on various podcasts and TV shows? Most people in media (journalism and punditry is a form of the fame game) back-stab others rather than advance them.

Yet I’m living proof that you can build up others as well as yourself.

I am always out actively promoting friends of mine and people who have a great message.

Would be great to see @ScottAdamsSays talk to @joerogan. https://t.co/o0B6dTvzBl — Mike Cernovich (@Cernovich)

@RubinReport @StefanMolyneux I'll email him! — Mike Cernovich (@Cernovich)

Who else works as hard to promote others as I do?

That’s not by accident. It’s a product of an abundance mindset. There is more than enough fame/attention/money to go around.

(In truth I couldn’t handle “real fame.” My nice little Internet fame is plenty for this introvert.)

The best way to build an abundance mindset is to read and apply Gorilla Mindset, which you have made a success for me and will use to make your own life a success.
4.8.2016 – Mike Cernovich on TV

I recently appeared on television – on Fox News’ Red Eye.

We talked about everything from Trump, media hoaxes, and a bunch of other topics that you’ll enjoy.

The reception overall was fantastic.

@Cernovich killed it  #redeye pic.twitter.com/4PrcpGlByT — Anthony Rotola (@1983Merman_)

This Cernovich guy is good. Trump needs to hire him. #RedEye — Bunny and Hunny (@tdbissell)

BTW, I was watching Red Eye last night and @Cernovich was a guest. He did really good! Put him on more @tomshillue. — Nick Flor-ProfessorF (@ProfessorF)

This Red Eye dream team of @Cernovich and @ComicDaveSmith has spoken more truth on the state of 2016 election than rest of media combined. — Aaron Livingston (@AaronTheWizard)

I had two inflection points to hit in 2016.

I wanted to hit 50 million Twitter impressions in a 28 day period and to be on TV.

It’s only August and my Twitter did 70 million views in 28 days and TV is done.

(Why? That’s a longer story. I’ll do a podcast on this.)

Time to update the life vision.

What’s next?

Stay tuned!

You can also post your own ideas for me in the comments below.

In the meantime, you want to read Gorilla Mindset.
Hillary Clinton recently had a breakdown on TV. The media is of course covering this up rather than having an expert medical panel on to discuss her health. Yet what happened to Hillary was obviously a sign of a head injury and stroke.

When a protester appears, Hillary freezes. In psychology you learn that the flight-or-fight response is a myth. A stressful situation triggers a fight, flight, or freeze response.

“Freeze” is what we mean by saying someone has a “deer in the head lights look.”

A prey animal freezes when it senses danger it cannot overcome and thus does not risk running away from. By freezing the deer hopes to not be seen. Yet freezing is an instinctual response, as anyone who has driven a car through deer land knows. When you drive, your headlights hit a deer, it stops. Your choice is to keep driving or to swerve away, risking your own life.

Hillary’s health problems are well-known among the Secret Service.

While still FROZEN, Hillary is rescued by a male Secret Service agent, who reassures her, “You’ll be OK.”

Notice how Hillary’s lips are pursed? She has completely frozen, and has lost control of her executive functions/pre-frontal cortex.

He then tells her, “Keep talking.” The agent gave Hillary Gorilla Mindset coaching on the spot, and she was finally able to continue.

As others observe, the Secret Service agent knew exactly what to do. This clearly wasn’t Hillary’s first breakdown.

@Cernovich he looked like he was trained, prepared and knew exactly what to do and how to coach and coax her out of her trance like state. — trainer of monsters (@tranerofmonstrs)

You can watch the full video here.

Hillary has suffered a brain injury during a fall. She either had a stroke, causing her to fall, or the fall caused her stroke.

(Doctors were unsure whether the fall was the cause or effect of the stroke.)

Hillary still suffers seizures. You can see her having a seizure here.

Hillary tries playing off the seizure by acting as if she had a “brain freeze.” As my medical experts explained to me, patients who suffer seizures become experts at playing it off.

Watch the full video of Hillary’s seizures here.

The media is covering up Hillary’s obvious health problems.

Hillary has frequent coughing fits, a side effect of her anti-seizure medication.
Imagine if Trump had so much as a runny nose. CNN would impanel a group of medical experts to analyze his used tissues.

Yet when Hillary has a complete breakdown in public and suffers a seizure when talking to reporters, the press is silent.

Think what you will of Trump. This isn’t about Trump. This is about a media cover-up.

You deserve better media.

You deserve journalists who tell both sides of the news and do not give a free pass to one candidate.

My media company is coming soon.

Until then, become healthier than Hillary by reading Gorilla Mindset today.
7.8.2016 – Who is Hillary’s Handler?

Michael Jackson, Prince, and Elvis would travel with a personal doctor who could administer needed life-saving drugs and attention during a crisis. Remember when you thought famous people like Michael Jackson and Elvis had good medical care? What’s Clinton on?

Hillary appears to travel with her own Michael Jackson/Elvis style doctor. Who is he?

We saw this first “doctor” or handler during Hillary’s recent freeze-up. You can see Hillary’s handler, who at first glance would not be considered the alpha male of the group, reassure Hillary, speak to her using hypnotic language, and then move the Secret Service Agents out of the way. This handler is not an ordinary SS agent.

Reactions to the first video were similar. This is a weird situation, and clearly the handler is not ordinary Secret Service.

@Cernovich the way she says "we're just going to keep talking..." just repeating back the command... fucked — KGB Agent Milo (@screenwriter)

You can watch the full video here.

Hillary’s handler is part of her inner circle.

Huma Abedin is the only person closer to Hillary than this man who handles her, picured on the left.

Here you see Hillary’s handler helping her walk up stairs.

Why can’t Hillary walk up a flight of steps?

What is going on here?

Hillary looks “out of it” again. You can see her handler whispering into her ear. Is he hypnotizing her?

Here’s a picture of Hillary’s handler before he joined Secret Service. He’s in casual attire.

Every SS agent is in a suit. Hillary’s handler is casual. Something huge is up. https://t.co/MR1a1YkMCt pic.twitter.com/T2UIZ1u4JJ — Mike Cernovich (@Cernovich)

Something very clearly is wrong with Hillary.

Hillary tries playing off the seizure by acting as if she had a “brain freeze.” As my medical experts explained to me, patients who suffer seizures become experts at playing it off.

Hillary also had a seizure at the DNC.

Watch the full video of Hillary’s seizures here.

Hillary has suffered a brain injury during a fall. She either had a stroke, causing her to fall, or the fall caused her stroke. (Doctors were unsure whether the fall was the cause or effect of the stroke.) The media is covering up Hillary’s obvious health problems.
Hillary’s health problems date back several years. Here you can see Hillary struggle to board an airplane, and then she falls down at the very end of the video.

Here you can see Hillary clearly fall down. Poor balance is associated with strokes/head injuries

Hillary has frequent coughing fits, a side effect of her anti-seizure medication.

**What drugs does Hillary take?**

Where is her medical history?

The media is completely covering up this story.

We will continue to investigate it aggressively.

By the way, my journalism is entirely self-funded.

*Buy a copy of Gorilla Mindset* to support honest journalism and – even better – to *improve your own life*.

Some people prefer to make larger donations, and that’s cool, too.

*You can fund honest journalism here.*
Hillary’s Health was a problem as far back as 2009.

*Hillary Clinton’s health* was a serious concern among friends as far back as 2009, recent emails obtained through a Freedom of Information Act lawsuit reveal.

Disgraced “journalist” Sidney Blumenthal reached out to Hillary, who had apparently fallen down due to exhaustion.

“Hope you are resting comfortably. Please take this as an excuse to get much needed rest,” Blumenthal advised.

Many people had not contacted Hillary as she was hiding “behind a wall.”

The email concluded, “Get well.”

In another email, sick Hillary tells her aide Huma Abedin (who was recently revealed to have ties to an anti-gay, pro-terrorism journal) that she is too exhausted to take a bus and instead must be flown via Air Force Once.

Hillary’s longtime and her most trusted ally, Huma Abedin, emailed staff to warn them that Hillary is often confused. This was revealed during the Clinton email scandal. The often-confused Hillary Clinton has also had “short circuits” live on camera. Something is going on, and the media won’t cover it.

*Hillary falls down while boarding an air plane (in 2011).*

*Hillary needs help walking up the stairs.*

Hillary sought advice from NFL officials after suffering a concussion from her stroke.

Even the liberal, anti-Trump Daily Beast asked questions about Hillary’s health.

*Hillary Clinton Aide Sought NFL Concussion Advice After Boss Fell After Hillary Clinton fainted and hit her head in 2012, her press aide reached out to NFL Commissioner Roger Goodell, among others, for advice as to how to deal with the negative press.*

*Hillary Clinton wears special “prism” glasses as she suffers spells of dizziness.*

*Hillary had a seizure while talking to reporters.*

*Hillary has a seizure at the DNC.*

*Hillary short-circuits at a rally, has to be hypnotized back into giving her speech.*

*Hillary has coughing fits that last several minutes.*

*Hillary has a hole in her tongue, which some say is signs she has a cancer biopsy.*
Hillary has not given a press conference in over 250 days.

Hillary hasn’t given a press conference in over 250 days.

She is getting a free pass.

The media has even claimed Hillary’s health is off-limits.

Read my two other Pulitzer-worthy articles on Hillary’s health:

- Who is Hillary’s handler?
- Expert Analysis of Hillary’s Physical and Mental Breakdown

Clearly Hillary has severe health problems, and I will continue to investigate these issues.

You can join the fight.

Fund honest journalism here.
8.8.2016 – Will Manifests Reality

Remember when I told you I’d become my own media empire? That’s why the message on Danger & Play and in Gorilla Mindset is different.

I tell you what I will do and then do it in real time.

You can watch me succeed or fail based on the predictions I make for my own life.

Today the Washington Post wrote about me. Hillary’s health is a major issue. Although the WaPo is critical of me, whatever.

- Read: Dave Weigel, Armed with junk science and old photos, critics question #HillarysHealth

Hillary’s health is a problem, she has dementia, and the media covered it up. Now the entire world is talking about Hillary’s health.

Remember my mantra – “Too Big to Ignore.”

Note: what is your mantra? Find it, repeat it and do it long enough that it will manifest itself in one way or another.

With the help of people on Twitter (although I’m the face of a movement, it’s the thousands of people behind the scenes who make this all possible), WE are able to set the news cycle.

Hillary’s health is not the first news cycle we created.

- We busted the Michelle Fields hoax wide open. (Hype: There’s a HUGE story about Michelle Fields coming soon.)
- We exposed Shaun King for lying about his gun ownership.
- The gay pastor/Whole Foods hoax ended at Cernovich Media.
- The Clock Boy hoax went away once we wrote about it.
- Alex Jones was not arrested, contrary to a media hoax claiming he had been.

Those are only a few highlights.

How many media sites are putting out the level of material I put out?

And you know how many employees I have? Me. I read every Twitter comment and manage my own social media. There is no behind-the-scenes stuff. If you get a reply, it’s from me.

“Journalists” like to make fun of me for being self-funded, which strikes me as silly.

- Jeff Bezos owns the Washington post, and he decides what they publish.
- Carlos Slim (a Mexican monopolist) controls the New York Times blog.
- Pierre Omidyar (another billionaire) controls the Intercept.

Cernovich Media has zero outside investors. No one has any editorial control over what I write.

Instead, readers who find value in my journalism support my efforts by making donations or buying Gorilla Mindset.
Fund honest journalism here.

Someone recently even bought nearly 1,000 paperback copies of Gorilla Mindset. (Thank you!)

Manifest your own reality through FORCE OF WILL.

My past is no secret and I’m not going to repeat it (boring).

I was a fat kid growing up. I had no natural athletic talent and although smart, wasn’t a genius.

Instead of fretting over my lack of natural gifts, I focused on improving my force of will.

When I’m strong, I fight as hard as I can.

When I’m weak, I fought as hard as I can.

On days when my skin flares, my body has second-degree burns. I’ll still do shows and interview people on camera. Lately my skin has been great, and I’m killing it.

Regardless of what happens, I will use force of will to manifest my own reality.

The same is true for you.

Want a quick way to get over it? Here are the magic words:

“Whatever happened, happened.”

Focusing on what happened won’t bring you closer to your life vision. Focusing on what happened is like watching television – your past isn’t even real, as science has proven that even your most vivid memories are mostly hallucinations.

You had it rough, no one loved you, people hurt you, etc.

“Whatever happened, happened.”

Now move on and focus on how you will use your WILL to manifest you own reality.

Gorilla Mindset shows you how.

Revenge pornographer and tax cheat Nick Denton recently filed for personal bankruptcy after being found liable for over $100 million dollars in the Hulk Hogan case.

Denton has larger problems, however, with people investigating his various tax shelters and blackmail operation.

A viral campaign known as #JailDenton has begun, with posters being spread across New York today.

The posters are being posted to subway stops and near other landmarks across the city.

Street artists want Nick Denton in jail.

I have sources on the ground covering Nick Denton’s party today:

A lawyer representing some of Gawker’s creditors complained in court on Tuesday that founder Nick Denton plans on throwing a costly reunion party despite facing bankruptcy.

“Apparently, the debtors are footing the bill for the party,” said William T. Russell, Jr., in Manhattan federal bankruptcy court.

Gawker, as you know, has ruined the lives of countless people. Denton is a tax cheat and revenge pornographer, and it looks more likely each day that he’ll be sent to prison for his crimes.

Developing...

Here are the details about Nick Denton’s party. If you’re in New York, be sure to stop by.

I’ll pay you for your coverage.
10.8.2016 – Why I Became the Most Feared Man in Media

Some people think I brag, and that’s because they don’t like being part of a winning team. If you’re one of those people, go away, as this will trigger you.

Guys (and gals), think about this for a minute. I went on television one time, and the entire media freaked out and tried to no-platform me.

When has this ever happened?

After seeing me on TV, people spotted a new star.

Friends who run Congressional campaigns said that had my reputation not been so controversial, I’d be the most in demand spokesman on the market. (But I’m not on the market and never will be.)

The dishonest liberal media attacked me, and they even got some cuckservatives to give them quotes.

These quotes are not fact-based but are entirely about feelings.

- “Are you serious?” asked Ben Howe, a writer and editor of the conservative blog RedState, when informed of Cernovich’s Fox News appearance. “He was a guest on fucking Red Eye? They’re giving this motherfucker legitimacy? Oh my god!”

Ben Howe hates me because his wife was found in the Ashley Madison database leak, and also because he’s a deadbeat who has tax liens and was sued for not paying debt. Read about Cuck Howe here.

- “You’ve got to be kidding me. He’s a nutcase,” said right-wing author and radio host Ben Shapiro. “Granting any legitimacy to a fringe kook like Mike Cernovich, and all of the attendant nastiness and problems, is close to insane by any cable network.”

Ben Shapiro hates me because I am a more successful author and commentator than he is. He can’t even sell 99 cent ebooks. Shapiro was also exposed by me for buying traffic. None of Lil’ Ben’s analytics are real and he has no influence. He has to pay people to read him.

Lil’ @benshapiro has to pay people to read his Trump hate articles. LMFAO! pic.twitter.com/n1PoR25wYf — Mike Cernovich (@Cernovich)

Meanwhile my Twitter did over 130 million views in only 28 days.

I have never bought an ad.

In the past few days the Washington Post, Daily Beast, Salon, Mediaite, NBC, and too many others to keep track of have attacked me.

We had a great laugh at the media’s expense.

LIVE on #Periscope: "Pro-rape" #MikeCernovich discusses dishonest Daily Beast article. https://t.co/2kkTr0ShGn — Mike Cernovich (@Cernovich)

Why are they attacking me?
I drive the news cycle, thanks to my merry band of Twitter friends.

Yes, this is a TEAM and WE are the WINNING TEAM. My “ego” may be big, but this will always be a team sport and I spread the credit, page views, and money around.

The mainstream media has tried to cover up these stories, and could not due to the tens of millions of views we got them.

Media covered up
– Wikileaks
– Seth Rich
– #HillarysHealth
Didn’t matter. We got the word out.
Media is playing defense!
— Mike Cernovich (@Cernovich)

Wikileaks was the victim of a media blackout until we pushed the story hard.

Seth Rich, a DNC higher-up who may have been the source of #DNCLeaks was murdered execution style. The media covered up this story, but now we are forcing them to cover it.

#HillarysHealth was ignored and covered-up. Now the media is talking about it.

We will continue driving the media cycle, forcing Hillary’s PR agents in the media to talk about subjects they fear.

Yes that puts a target on my back, and the media and DNC wants me dead. Some worry I may be “taken out” by the Clinton Crime Family, which is standing on a huge pile of dead bodies.

But I enjoy the fight too much to quit. The only way to stop me is to kill me, and I rarely travel alone. (My security is tighter than you might first suspect.)

In the meantime, you can keep funding honest journalism with a contribution. The cash goes out to freelance workers. Book sales are insane, and that’s how I live. But hard costs like travel, photographers, and everything else shouldn’t be left solely up to me.

Make a contribution here.

As 2016 winds down, you can expect me to raise more hell and to find ways to INCREASE the volume. The media fears me, as they should. They are the wicked. They are the demonic forces, and though I walk through their shadow of death, I fear no evil.

They should – and do – fear me.

Thanks for everything you do and let’s keep pushing our stories and our truth so hard that we become Too Big To Ignore!

Support the cause here.
Michelle Fields of the Huffington Post recently released a “book,” which research by attorney Travis Miller reveals is rife with plagiarism. Fields’ “book” is best described as a re-write of news articles. The plagiarism is startling and undeniable, as you’ll see below, and we only reviewed a few pages of her work.

Fields plagiarized several articles and authors, including Steve Eder, Michael Barbaro, Joshua Green, Brent Scher, and Matthew Boyle.

To understand the scope and extent of Fields plagiarism, compare the passages from her book to the articles she stole from. You can download the full Michelle Fields plagiarism chart here.

Fields Chart

Fields thought she would get away with her plagiarism, as she was careful to not steal direct sentences. (Plagiarism software programs usually only catch people who copy word-for-word.) Fields instead took the work of others without giving them attribution.

The New York Times plagiarism incident

For example, in a NYT article, “As Dynasty’s Son, Jeb Bush Used His Connections Freely,” the authors wrote:

In 1990, Mr. Bush lobbied the White House to meet with executives of the telecommunications giant Motorola — fostering a relationship that would later aid his own political ambitions. (The chief of staff did meet with Motorola, as did President Bush.) “I urge you to visit with Motorola at your convenience to see first-hand how the Motorola experience can help our country (including agencies in the federal government),” Mr. Bush wrote, appending a 14-page presentation from the company. In the following months, not only did Mr. Sununu, the chief of staff, meet with Motorola executives, but so did the president himself.

In her “book,” Fields uses this exact information without mentioning where she got it from:

In 1990, Jeb reached out to his father’s office to set up a meeting with executives from Motorola, a major donor to the Republican Party in Florida. He wanted his dad to meet with Christopher Galvin, CEO of Motorola. “I urge you to visit with Motorola at your convenience,” wrote Jeb, “to see first-hand how the Motorola experience can help our country (including agencies in the federal government).” He sent the message with an attachment containing a presentation from Motorola. Jeb’s efforts to set up the meeting proved beneficial to Galvin. When Jeb’s brother George W. Bush became president, he appointed Galvin to a committee that advised the executive office on telecommunications issues.

Here’s the NYT article again:

While Mr. Bush’s father welcomed his input, staff members did not always share that enthusiasm. The archives reveal polite but firm attempts to rein him in. Jane Kenny, special assistant to Mr. Bush’s father when he was vice president, twice wrote to ask Mr. Bush to route requests for appointments through her instead of contacting an agency or office directly. “That way,” Ms. Kenny wrote, “there will be no chance for misunderstanding.”
Here is Fields:

In fact, he apparently pinged the White House so much that his father’s staff members had to come up with new ways to deal with the influx of his requests. One solution, proposed by an assistant to his father named Jane Kenny, was for Jeb to stop sending requests directly to government agencies and offices. She politely asked him to just send all requests to her. “That way,” Kenny wrote, “there will be no chance for misunderstanding.”

The Times:

Mr. Gray replied that if there were an opening, Judge Fay would get “thoughtful consideration.” The ambition of the request fit a pattern for Mr. Bush, who also recommended allies seeking other major positions, like head of White House security and Internal Revenue Service commissioner.

Fields:

Gray responded by informing Jeb that his ally would get “thoughtful consideration.” Jeb recommended other friends for the head of White House security and the IRS commissioner.

The Bloomberg plagiarism incident.

Joshua Green of Bloomberg wrote:

For Jeb Bush, the family name has been a more propitious credential in China. In 2011 he visited the tropical island of Hainan, off China’s southern coast, and received a dignitary’s welcome from the governor of Hainan province, Luo Baoming. According to Chinese media reports, Bush, bedecked in a necklace of flowers, praised Hainan’s environmental and economic development and spoke hopefully of establishing stronger ties between Hainan and Florida.

Fields wrote:

When Jeb arrived in Hainan, China, in 2011 to improve relations between Chinese and Florida businesses, he received the type of greeting that an ambassador or president of the United States would have received. The governor of Hainan – who had visited Florida earlier in the year – greeted Bush with a necklace of flowers.

Bloomberg:

While BH Global Aviation doesn’t publicly disclose the nature of its business, a source close to Bush says the fund has invested in Hawker Pacific, an aviation sales and services company based in Hong Kong. “Boeing, every year, projects the Chinese to buy 8 zillion planes,” says Scissors. “HNA is looking to do more business in the U.S., and as an aviation firm, there’s certainly plenty of potential for U.S.-China cooperation on airplanes.”

Fields:

Because of the lack of transparency with Jeb’s funds, one cannot fully know the nature of his investors and investments. However, according to sources close to Jeb, BH Global Aviation has invested in a Hong Kong company called Hawker Pacific.
Another is Guang Yang, CEO of Finergy Capital, a Beijing-based private equity fund. In 2010, Yang joined with Hainan Airlines to acquire the Pasadera Country Club and golf course in Monterey, Calif. Yang renamed it for his limited partner Jack Nicklaus. Last year the Monterey Herald noted that what is now the Nicklaus Club-Monterey “has been acting as a hub for U.S.-Chinese business relations.” (“It’s nice,” Nicklaus told the Herald.)

However, one of the names of the investors has been disclosed: Guang Yang. He is the CEO of a Beijing company called Finergy Capital, and, not surprisingly, he has ties to Hainan. In 2010 Yang partnered with Hainan Airlines and bought an upscale country club in California.

The Free Beacon plagiarism incident.

Bren Scher wrote in “Hillary Clinton’s War on Women“:

Hillary Clinton portrays herself as a champion of women in the workforce, but women working for her in the U.S. Senate were paid 72 cents for each dollar paid to men, according to a Washington Free Beacon analysis of her Senate years’ salary data.

Fields wrote:

Hillary Clinton fancies herself a champion for equal pay in the workforce. Although she publicly advocates for the destruction of the glass ceiling, there clearly seems to have been a glass ceiling in her office when she was a senator: Her female staffers were paid 72 cents for each dollar paid to male staffers.

Fields lifted more background information without attribution from the Free Beacon. In an article by staff entitled, “Men Average $11,505 Higher Salary than Women in Dick Durbin’s Senate Office,” the Beacon wrote:

The average female salary is $11,505 lower than the average male salary in Durbin’s office, according to an analysis of Senate salary data from fiscal year 2013 that showed that more than two-thirds of Democratic Senate offices pay men more than women.

Not a single member of the Senate Democrat leadership has a female chief of staff or communications director, the Washington Times points out.

Fields wrote:

According to the data available for fiscal year 2013, the average female salary in Durbin’s office is more than $11,000 less than the average male salary.

Meanwhile, if you looked at the staff of the Democratic leadership at the time, not even one of them had a female chief of staff or communications director-two of the highest and often most-well-paid positions in a congressional office.

Some of Fields plagiarism is worse than others, although a clear pattern emerges.
Fields will freely steal the work of others, re-writing it without providing attribution.

We have only reviewed a few pages of Fields’ “book,” yet we caught numerous instances of theft. Her other work no doubt must undergo full editorial review.

Fields is a plagiarist, although you can expect the dishonest media to cover this up.

Again, see for yourself. Here is a chart comparing Fields’ “book” to numerous articles she took material from without giving anyone credit.

- Michelle Fields plagiarism chart.

Let the media cover it up, but as always I’ll be on the case giving the truth, busting media hoaxes, and raising hell!

- Read now: Why I am the Most Feared Man in Media.
11.8.2016 – Nick Denton Gets PUNKED at his Own Revenge Porn Party

Who will gawk at Gawker? No one had the courage to ask that question of the revenge porn site run by Nick Denton. Denton and his crew ruined the lives of too many innocent people to count.

Gawker even attacked me once, although my own profile kept rising as I stood up to the bully and laughed in their faces.

We decided to see what happened when Denton had someone attend his party looking for a Gawker like story. I sent a fearless journalist to take a look, and the results are hilarious.

When approached by Emily, Denton smirked, smug and self-assured. Once he realized a camera was running, the smile left his face.

Denton ended up rushing back into the building.

Gawker cancelled the party as they were shook.

Gawker will publish revenge porn and hurt women, but when @realEmilyYoucis shows up Nick Denton HIDES and then cancel the party! — Mike Cernovich (@Cernovich)

Anyone who wants to be associated with Gawker is going to find themselves facing personal scrutiny. We are going to apply the same standards Gawker applied to so many – if it’s true, we will run it.

Vivek Shah, CEO of Ziff Davis, apparently wants to purchase Gawker. Why anyone would buy a revenge porn company is beyond me, but we are looking into Vivek’s personal life in great detail.

Let’s just say his trash is being run through as we speak. What secrets does he hide?

If a Gawker employee or buyer is using drugs, cheating, or engaging in anything that Gawker would have written about in years past, then we will share those stories.

Anyone who works at or buys Gawker will be gawked at. They aren’t the ones who set the agenda, we do. It’s a new day. — Mike Cernovich (@Cernovich)

It’s time to gawk at Gawker.
Most people sit around waiting for life to happen, and then they wonder, “What happened?” The truth is that to get what you want out of life, you need to be more audacious. I’ll give you the perfect example.

I was doing highly-popular Periscopes during the DNC. Someone who wanted to meet me to promote some of her work went and kept looking for me. Eventually she found me and gave me (I kid you not) some of her animation mix tapes.

Some might find it creepy to be tracked down by people, and sure that’s true in the dating context. In business, **you should be stalking the people you want to meet.**

**Make people tell you no rather than rejecting yourself before even trying.**

Anyhow, I met her, she was great, and since then I’ve promoted her heavily, even recently hiring her to do some freelance work. I’ve also introduced her to other people. Maybe tracking me down will end up being a huge inflection point for her life.

She ended up on the Gavin McInnes Show.

While there she trolled some protesters and even [got a nice write-up in Breitbart](https://www.breitbart.com/)

**Emily even cucked Nick Denton live on video ➔ video.**

Meanwhile people email me day in and day out for advice on what they should do. I don’t answer those emails, because those people aren’t going to do anything. It’s a waste of my time.

People skip my happy hours and then get mad when I don’t rearrange my schedule to meet them.

Some people even complain that I don’t write enough “motivation” articles.

There are people finding out what I’m doing and stalking me to find me.

I did the same thing when younger.

Life really is that simple when you live with audacity.
12.8.2016 – Hillary Clinton Has Parkinson’s Disease, Physician Confirms

Hillary’s health is declining, as anyone who has looked at her can see. The question is: What condition does she have? A board certified Anesthesiologist has written a memo of Hillary’s health. Feel free to pass it along to doctors and to analytics and criticize it.

UPDATE! The doctor who wrote this has agreed to give up his anonymity. Here is a video summary of his findings.

Hillary Clinton’s Probable Diagnosis → [download the PDF here], share with doctors for their opinion.

Intro:

Hillary Clinton (HRC) has suffered a variety of health issues. Unfortunately, she has declined to make her medical records public. In July of 2015 her personal physician released a letter asserting her “excellent physical condition.” Unfortunately, multiple later episodes recorded on video strongly suggest that the content of the letter is incorrect. This discussion is designed to sort through the known facts and propose a possible medical explanation for these events. In keeping with Occam’s Razor, a single explanation that covers everything is preferred.

History of Hillary’s Health:

- In 2009, HRC fell and broke her elbow. Little else was made public.[i]
- On December 17, 2012, while Secretary of State, HRC fell and suffered a concussion.[ii] Later, a transverse sinus thrombosis was diagnosed, resulting in chronic anticoagulation therapy.[iii] Her post-concussion syndrome was declared “recovered” in about six months.[iv] The original fall was publicly attributed to dehydration following gastroenteritis.
- An email from Huma Abedin (HRC’s closest advisor) on January 26, 2013, says that HRC “is often confused.”[v]
- Photos show being assisted up what appears to be the steps of a residential porch. This apparently happened in February of 2016. On August 4, 2016, Reuters and Getty published the photos.[vi]
- At a rally on May 2, 2016, HRC demonstrates classic PD hand posturing.[vii] She has no lectern in front, so she starts with her right hand pressed against her chest. At the 18:02 mark, she starts gesturing with her right hand, which is in a very unnatural position that is common in PD.
- On July 21, 2016 HRC was filmed talking to reporters at close range when several spoke at once. Without warning, she started a bizarre head-bobbing episode that must be seen rather than described. After several cycles, she regained control and declared that the reporters “must try the iced chai.”[viii]
- On July 28, 2016, during the balloon drop, HRC suddenly looks up with a frozen wide-mouth and wide-eyed stare. After a couple of seconds she regains control and a more normal expression.[ix]
- On August 5, HRC declared that she had “short circuited”[x] a response to Chris Wallace in an interview that aired July 31 on Fox News Sunday.[xi]
- August 6, 2016, at a campaign rally, HRC freezes with wide eyes in response to protestors. A large black male who commonly accompanies her leans in and tells her “It’s OK. We’re not going anywhere. Keep talking...” Shortly after, she laughs strangely and then says “OK. Here we are. We’ll keep talking.”[xii]
- Several recent photos show HRC with an inappropriately exaggerated wide-mouthed smile and extreme wide-open eyes. Several videos show her laughing inappropriately and for extended periods. Numerous events have been interrupted by prolonged episodes of coughing unrelated to any infectious cause.
- This discussion will not argue that the black male is carrying a diazepam injector, since there is a plausible argument that it is actually a small flashlight, and is seen in other video to be such. We will also not discuss the circular area on her tongue. It appears to be the site of a mass excision. Benign explanations that do not bear on chronic health issues may easily be proffered.
Discussion:

The HRC campaign meme is that “there’s nothing to see here.” But numerous trained observers have noted multiple other, more subtle bits that strongly support the argument below.

After the 2012 fall, HRC had post-concussion syndrome (PCS). She should have declared herself unable to fulfill her duties as Secretary of State. Her resignation from the position shortly thereafter may have satisfied this need without public medical discussion. If no other questionable medical signs had appeared, this discussion would end here. But the other events and signs point to a single cause for the fall, and it is not the public explanation. Further, HRC’s statement early in her tenure as Secretary of State that she would serve only four years can be read in the context of a progressive disease that was known as she assumed the post.

It is the premise of this discussion the HRC is most likely suffering from Parkinson’s Disease (PD).

It explains every one of the items listed above. Further, since it is a diagnosis primarily made by observation, the video record is sufficient to create a high degree of certainty.

The 2009 fall where HRC broke her elbow suggests that she had working protective reflexes, and her arm took the brunt of the fall. But three years later, she had a catastrophic fall where her reflexes were unable to help her. It is notable that this fall took place at home, where she would have been unstressed and in a familiar setting. Failing reflexes are common in PD. Poor balance is also common in PD, and a fall without working protective reflexes is a prescription for head injury. Her subsequent concerns with transverse sinus thrombosis are plausibly related to the fall. Her need for fresnel lens glasses also fits with post-concussion syndrome.

Huma Abedin’s email comment can be referring to PCS as well, since it was during the six-month period of rehab. One must, however, be cautious not to overlook persistent cognitive problems that PCS can have. (Editorial note: The reader will note that this discussion is giving the benefit of the doubt to as many HRC memes as can reasonably earn it.)

2016 starts a spate of new data. The photos of HRC being helped up the steps is consistent with a fall similar to 2012, but with a security detail close enough to catch her before she fell to the ground. This matches the loss of reflexes and balance with PD.

On July 21 a video of HRC is posted that has many observers calling a “seizure.”

We should note the setting. She is answering questions, and then multiple reporters call out at the same time. Such a shock is often too much stress for a PD patient, and the patient suffers an “on/off” episode. Higher control turns off and an unpredictable dyskinesia takes over. Shortly she switches back “on” and regains control. Her mind froze during the “off” state, but was aware, so she is able to speak again, but inappropriately.

It should be noted that such dyskinesias are sufficiently common with long term treatment that they have a name: Parkinson’s Disease LevoDopa Induced Dyskinesia (PD LID).

A week later, during the balloon drop at the Convention, HRC suddenly “freezes.” This is an “off” moment manifested by bradykinesia, another PD problem. The particular form is a brief oculogyric crisis, complete with head arched back, fixed gaze, and wide open mouth. Again, this is common in PD. We should compare it to HRC’s facial expressions on “Live with Kelly and Michael” on November 19, 2015.[xiii] At 6:30 in that video, we also see a PD tremor and posture in her left hand when it comes to rest momentarily. In most videos her hands are in constant motion or clasped against some object. These are strategies to suppress a tremor.
HRC’s description of her false answers to Chris Wallace as a “short circuit” is extremely unusual.

It comes from the field of electronics, in which HRC has never been involved. The Urban Dictionary definition is electrical, and there is no popular or slang usage. But one semi-technical description of PD calls it “short-circuiting” brain circuits.[xvi] Did she hear this during a doctor’s explanation of her disease? It would not be unusual to parrot such a phrase if she has PD.

Days later, HRC “freezes” again at a campaign rally. This “off” state is like the others, triggered by a startle/stress reaction. But what is more telling is that the security detail gives her specific instructions in an attempt to get her to turn “on” again. She then parrots those exact words as she restarts. This is another PD sign.

The numerous episodes of prolonged coughing are another tell. Swallowing disorders are very common in PD. They can lead to aspiration pneumonia, the most common cause of death in PD. But before that they lead to chronic difficulty swallowing saliva. It gets onto the vocal cords, leading to coughing in an attempt to clear them. The high frequency of these episodes strongly suggests a major swallowing disorder.

Multiple episodes of inappropriate and extended laughter have also been documented. This, again, is common in PD.

We do not have video evidence of the “pill rolling” tremor that is common in PD. But that is not a major concern for our thesis. Treatment with levodopa can reduce it. Also, PD sufferers develop a variety of techniques to hide it. Since it is a tremor at rest, keeping the hands in motion suppresses it. Grasping objects such as a lectern can also hide it. As long as the hands are busy, it is usually not visible.

**Summary:** HRC probably has PD.

She has had clinical symptoms for a minimum of 4 years, and probably much longer, given that the fall leading to her head injury required a significant progression of the disease. All of her bizarre physical actions since that time fit nicely into the spectrum of signs that we expect in PD. And since PD explains all of them, we have a high probability of a correct diagnosis. It has almost certainly been treated with levodopa. Some of her symptoms may be related to this drug treatment.

It is most curious that all of the bizarre physical signs seem to be in 2016 videos. HRC was a public figure in 2015, with a lot of campaign work underway. Yet all of the oddities seem to be within the last several months. This suggests a significant progression of her PD. We also know that her contact with the public has been rigidly controlled. She has not done news conferences during the campaign. These would be highly stressful to a PD sufferer and would elicit many PD signs.

PD is a chronic disease with a downhill prognosis. HRC’s instability and frequent cough suggest that her PD is advanced. This is not a good outlook for someone running for the Presidency. The office of the President is one of the highest stress jobs in the world. Stress sets off PD episodes, which render the sufferer incapable of proper response.

At this point, a bit of speculation seems appropriate. HRC talks about her yoga sessions. But no one we know of has ever documented one. It is possible that this is cover for sessions designed to teach her coping mechanisms for PD or for rest breaks.

Exhaustion makes PD worse. HRC’s coughing suggests that her swallowing disorder is advanced, placing her closer to an aspiration pneumonia that would disable or kill her. That’s bad enough, but PD has one more, even more dangerous step in its progression.

As PD continues, cognitive problems can develop. In time, they become full-blown dementia. The United States cannot survive if its President is mentally impaired.
Conclusion:

It is not appropriate for a physician to make a diagnosis at a distance. But since the evidence in the public record so strongly suggests that HRC has moderate to advanced PD, it is imperative that HRC release her complete medical record to an impartial panel of physicians for review. It is not necessary for the public at large to see them. Such a panel should be secure in its deliberations and should present a summary to the public. If she has PD, the panel would know and it would be made public. If not, then the air would clear.

Note on authorship:

The author of this document is a board-certified Anesthesiologist with 36 years of experience. That brings with it the ability to understand medical discussions, but not the expertise to evaluate PD signs and symptoms.

The first subject matter expert is a close friend of the author. This person is a brilliant businessman who was forced to sell his interest in eight successful businesses because early onset PD made him unable to continue in the daily duties of business. He is well versed in PD and sees its ravages in himself.

The second subject matter expert is the author’s brother. He is an RN who spent two years working 12-hour shifts caring for PD patients in a nursing home. This saturation experience allows him to pick up PD signs automatically. He notes that he called HRC’s PD and levodopa therapy when he watched the famous “What difference does it make?” exchange. Her mannerisms and behavior were classic and stereotypical.

Of interest is that during a teleconference, the author called the others to look at HRC’s left hand and saw her hand. They were both riveted to her eyes, and both exclaimed that her eyes were “classic PD.” The clip had to be played a second and third time before they could even take their gaze away from her hands. They did finally see her hand and agree that it was also demonstrating PD.

[iii] https://www.washingtonpost.com/national/health-science/hillary-clinton’s-blood-clot-most-likely-in-a-leg-experts-say/2012/12/31/d2c853ea-5376-11e2-bf3e-76c0a789346f_story.html
[vii] https://youtube.com/jkUWUHUIgo
[xiii] https://youtube.com/OKUOs11Ocg
Cernovich Media first raised questions about Hillary’s health in 2016. Two years ago all of conservative media (cucks) tried making this is an issue. How does the entirety of “conservative” media compare to Cernovich media? We now have hard data to discuss.

- “59% of voters also now believe all major presidential candidates should release at least their most recent medical records to the public.
- “That’s up dramatically from 38% in May 2014 when questions about Clinton’s health were first being raised.

A minority of voters wanted to see Hillary’s medical records before we entered the picture.

Today 59% of voters want to see Hillary’s medical records.

Many hate on what I do, but the evidence keeps coming in.

“Conservative media” is worthless and is a total waste of time and money. Glen Beck, The Blaze, National Review, Red State, and countless other sites can’t even compete with one gorilla with a keyboard.

Talking about Hillary’s “corruption” is unpersuasive.

It doesn’t move the needle.

Hillary’s Health is the focus.

The liberal media is shaking over Hillary’s health problems.

Jeff Bezos’ blog the Washington Post has written several articles saying we shouldn’t even be allowed to ask questions about Hillary’s health.

Hillary’s health is the issue that will decide this election (unless there is another ISIS attack), and anyone not pushing the issue is either a fool or a saboteur.

By the way, some of Hillary’s staffers have bought my book, which is why her people are actually improving their game.

The double-edge sword of my work is anyone can use it to improve their life.
13.8.2016 – *How to Have More Energy*

Naturally I’m quiet and introverts, perhaps even a bit shy.

Because my natural state is to be low key, my energy must be used judiciously.

Yesterday I did a radio appearance to over 60 stations, covered a pro-Trump rally (breaking a Periscope record in the process, having over 7,000 live viewers), wrote more in a day than most do in a week, and went to sleep with energy to spare. There’s a reason I have this energy, even though I’m not a naturally hyper person.

*Listen to the latest Mike Cernovich podcast for more.*

**Rules of Energy Management**

- Find your life vision.
- Use mindfulness to check in. “Is this action bringing me closer to my life vision?”
- You can’t save people from themselves.
- You’re not a baby sitter or a therapist.
- People are going to do what they are doing to do. Your advice is nothing more than a way for them to receive ego validation and drain away your time and energy.

Now read:

- **Ruthless Focus**

Be sure to leave me a review on iTunes because it’ll get our message to a wider audience.

*Leave a review here.*
13.8.2016 – Trump Twitter Rally Draws Larger Crowd than Clinton Speech #WeHoTrump

Yesterday in West Hollywood, California, an impromptu Twitter “flash rally” organized by @BakedAlaska, FUTURISTANDY, and M.A.G.A. Team L.A. via a single Tweet drew a larger, more diverse crowd than Hillary’s recent political rally.

Some members of the happy crowd pose for Peter Duke photography.

Meanwhile, Hillary’s most recent rally, which even had some people bused in, drew a sparse crowd of bored, low-energy attendees.

Hillary sent home factory workers (mainly support Trump), bused in sycophants who support her but don’t work there. pic.twitter.com/FYAQXPmp0s — Mike Cernovich (@Cernovich) July 30, 2016

Latinas for Trump were seen in the pro-Trump crowd.

One Trump supporter had a sobering message for Hillary Clinton’s voters.

Trump supporter has a message for #ImWithHer at #WeHoTrump. pic.twitter.com/IoGPnoWI7t — Mike Cernovich (@Cernovich) August 13, 2016

Adelle Nazarian of Breitbart interviewed a gay Trump supporter.

@AdelleNaz interviews gay Trump supporter who views Islam as a threat to civilization. #WeHoTrump pic.twitter.com/U4hVuLy4M8 — Mike Cernovich (@Cernovich) August 13, 2016

Gays for Trump attended the #WeHoTrump rally.

Hillary supporters threw food, full cans of Monster, eggs, and even dog poop at #WeHoTrump rally attendees.

SJWs throw dog poop, cans of Monster, and eggs at Trump supporters at #WeHoTrump. pic.twitter.com/uq8PomBZfK — Mike Cernovich (@Cernovich) August 13, 2016

Very low energy egg-toss from the anti-Trump haters. So much positivity and winning at #WeHoTrump. TY @Cernovich pic.twitter.com/xKRbdVksqa — James Anton Hake (@JamesAntonHake) August 13, 2016

Hillary supporters threw food and drinks, like feral chimpanzees.

Brat threw his drink at me for wearing my Trump hat in the “tolerant” oasis of West Hollywood. #WeHoTrump pic.twitter.com/4Gv73TdcnL — American So Woke (@AmericanSoWoke) August 13, 2016

Hillary supporters violently attacked multiple #WeHoTrump rally attendees, including gay Trump supporters. Two women were arrested. I’ll be following their court case closely.

The mainstream media is covering up the truth about Hillary’s rallies. No one is showing up!

Hillary’s health is in decline and her supporters are desperate, especially when those who want to make America great again are smiling, happy, higher energy, and enthusiastic.
13.8.2016 – Hillary’s Health and the Future of Media with Stefan Molyneux

Hillary Clinton supporters got violent at a pro-Trump rally in West Hollywood, California yesterday, with gay Trump supporters being assaulted.

Two women were arrested for battery resulting from the incident.

I talk about feral Hillary supporters, #HillarysHealth, and media hoaxes with Stefan Molyneux.

Click play to listen or head over to his YouTube channel.

You can watch my other discussions with Stefan here.

Hillary Clinton has issued a statement in response to reports of #HillarysHealth.
14.8.2016 – Mike Cernovich Book Stuff (Navel Gazing)

This is navel gazing, don’t read it. It’s a memo I wrote for myself and sent to my editor Vox Day and since some of you are authors and/or have questions about my next book, here is it.

TRUMP

Still thinking on title. I usually don’t make a 100% choice until it’s up for pre-sale.

Part 1 – Politics. You have this section. Edit at will.
Part 2 – Media. – 75% done.
Part 3 Mindset – Putting the final touches on.

Even if Trump fails, not a big deal. This is material that can be used and re-worked into other books. Big picture for Trump book? I see it doing 10,000 copies between print and ebook. If he wins, then it’s a 50,000 copy book over his 4 years in presidency if promoted properly.

BOOK SALES ESTIMATES

Danger & Play the book, which is a bunch of my best blog posts put into an ebook, has sold 3,500 copies in a few months and I don’t even link to it or promote it much. If it were in paperback and audio, it’d have done 10,000 total copies by now.

I now put 10,000 copies as my floor for new book releases.

FYI, Gorilla Mindset has sold 36,000 copies of all formats as of today and sales are not cooling off at all. It’s going to be a 100,000 copy book *at least*.

BARNES & NOBLE NEWS

B&N is going to do some new thing where self-published authors can do hard backs and have book signings at stores. This is a new thing. I’m looking into this now and figuring it out. That’s something for you to keep an eye out for CH → Calling all Self-Published Authors: Publish Your Book in Print with NOOK Press

I previously hadn’t even put GM on B&N. In hindsight, a mistake, as Gorilla Mindset has sold so well that it’d have been high up on any list as far as getting a self-published book in stores.

OTHER BOOKS

Not sure what’s up with the War on Men book. It’ll still sell well, but right now my brand is so hot that a book on public relations/marketing might do even better. I’m staying nimble as far as future book releases go.

I already have enough material published on D&P for the best book on personal branding and marketing ever written. It’d only need to be polished and updated. Keeping it loose.

Another hit book would be Hoaxed: The Media’s War on Truth, which I could write while doing a documentary of the same name. Who knows? Right now everything is so fast paced.

P.S. In other news, Twitter verified me, which has triggered a lot of people.
14.8.2016 – Talk Radio Interview on Trump, Mindset, and Media Hoaxes

I occasionally do the radio circuit, and recently talked to Pat Campbell on The Schnitt Show.

Pat read Danger & Play before I ever got into journalism, which is refreshing. Too many people only know of me recently, when in fact some of my most valuable work is in mindset rather than journalism.

In this interview Pat and I talk Michelle Fields’ hoax, mindset, media manipulation, Trump, and more.

You can follow Pat on Twitter here.

Gorilla Mindset is available in Kindle, paperback, and audio at Amazon here.
Have you ever noticed that once you notice something, you can’t stop noticing it? That’s called the Baader-Meinhof Phenomenon and now you’ll never stop noticing that sick Hillary Clinton always has a stool to rest on nearby (#HillarysStools).

A reader pointed out Hillary leaning on a stool, as sick Hillary looked tired and fatigued. Now I can’t stop noticing that every picture of Hillary has a hidden stool nearby.

Sick Hillary can’t stand up on her own, had hidden stool behind to keep her held up.

Others have noticed this, too.

Her #leaningstool is never far away. pic.twitter.com/gq2ntYpek7 — Red Pill Babe (@redpillbabe) August 16, 2016

Hillary Clinton isn’t a stand up person. Wants to be President, but doesn’t have a leg to stand on. #HillarysStools pic.twitter.com/IBOJJuWEDw — Stefan Molyneux (@StefanMolyneux) August 16, 2016

Trump stands on a chair!!! Hillary needs a stool to lean on because she can barely stand up. #HillarysStools https://t.co/G7uHj5Rhh5 — RockPrincess (@Rockprincess818) August 16, 2016

Hillary’s people want her and Trump sitting rather than standing during the POTUS debates. That’s how bad #HillarysHealth is. — Mike Cernovich (@Cernovich) August 12, 2016

Once you notice #HillarysStool, you’ll never stop noticing it.
16.8.2016 – America’s Leading Motivation Expert Explains Why Polls Showing Hillary Winning are a Scam

Polls showing Hillary are “up” are unreliable, because they do not reflect the lack of enthusiasm people supporting Hillary have.

A poll is like a New Years Resolution. Yes, people will tell you they are going to do all sorts of things – lose weight, save more money, read more books, and vote for Hillary Clinton.

The reason most people never take action is because they lack motivation. They can’t see why their lives will improve if they take action. There’s no motivation.

Answering a poll is simple. When a person answers a poll (who answers a landline phone showing an unrecognized number in the first place?), they are saying what they “would” do.

What you’ll say you will do and what you will actually do is a massive gap.

*Note: never listen to what someone says but always look at what they do.*

Who is inspired to vote for Hillary? What’s their motivation?

I have been to the DNC and talked to hundreds – perhaps thousands – of registered Democrats.

“Yeah I guess I’ll back her,” is what 40% have said.

The other 60% are not voting at all or they are voting for Trump.

When it comes time to vote, imagine what can happen:

- You don’t want to leave work at lunch,
- You get into a fight with your wife on the way to the polls,
- A hot new thing wants to meet up,
- The car won’t start,
- The baby is crying and needs to be fed,
- It’s too cold outside,
- Etc.

How many of Hillary’s supporters are going to overcome those obstacles to vote for her? Without a high degree of motivation, they simply won’t bother to vote.

These issues matter to me, because my actual business (journalism is a joke money wise) is mindset and motivation. My entire business is based on finding ways to get people to change their lives for the better, and also to sell books.

(People don’t think of it *that* way. Yes I must motivate people to change their lives, and this means motivating people to buy books, which is really hard to do.)

*Some will say the polls are right and that my expertise in mindset and motivation doesn’t qualify me to talk about polls. Those people would be morons.*

Here is what Nate Silver said about Trump’s chances of winning the primary.
Meanwhile, over a year ago I said Trump would win the primary. My insights were based on my expertise in mindset and motivation, not “polls” and “punditry.”

Read: They Totally Knew: The People Who Foresaw the Rise of Donald Trump

What tipped him off:

“I knew Trump would do well because I read his books and had only watched a couple of episodes of The Apprentice over 10 years ago,” Cernovich said in an email. “I didn’t have the same biases on Trump that others had. I read his books and saw a man who had a strong mindset, a track record of succeeding, and who would make strong and sometimes offensive comments as a way to get media attention.”

He went on: “Culturally, people were tired of politically correct culture. We live in an age of micro aggressions where people are deemed racist or sexist or phobic for making one wrong tweet. There will always be a counter-culture, and Trump, with his take no prisoners style of commentary, is that counter-culture.”

Also: “Trump ... has the ‘strong father’ masculine energy. Consider how his family members all live (opulent wealth aside) normal lives. They have families. The children and grandchildren have avoided the Kim Kardashian style drama common these days. Trump must’ve been an extraordinary father to have raised well-adjusted kids.”

Mike Cernovich – 1, Nate Silver 0.

No one is motivated to vote for Hillary.

Without motivation, you don’t have action.

The polls mean nothing and I don’t care about them.

Unless you predicted Trump would win the primary (and can post proof), then I don’t care what you think about these polls. You can go talk to Nate Silver about how, “The math doesn’t work.”

Meanwhile I have the stats that entire media companies don’t have, and I’m one man.

> Gets banned from TV
> This happens
> Another hoaxing media fail! pic.twitter.com/ZsUxQzHMpj — Mike Cernovich (@Cernovich) August 16, 2016

I know where the trends are going, and I know people.

There is zero motivation to vote for sick Hillary Clinton. Expect record numbers of voters to stay home on election day.

Meanwhile people are hyped for Trump. Expect a record turnout for him.

If you are tired of the election and want to be hyped for your own life, read Gorilla Mindset.
19.8.2016 – Top Secret Journalism Project in Budapest Hungary

Chuck Johnson of GotNews.com will be investigating tax fraud and tax shelters in Budapest, Hungary.

This is a high profile assignment, although I can’t publicly give details.

If you’re in Hungary, reach out to Chuck.

It will be fun and if it goes well, will help get a very bad person sent to prison.

Contact him here.
20.8.2016 – Mike Cernovich was Verified on Twitter? (Hater Bait)

A lot of people are angry that Mike Cernovich was verified on Twitter and are asking how Cernovich was verified.

Mike Cernovich is the best-selling author of Gorilla Mindset, which has sold more copies than 99.9% of books and has over 550 reviews on Amazon after a year.

Mike Cernovich is the narrator of Gorilla Mindset (audio), which has 650 ratings on Audible after only a year.

Mike Cernovich wrote the best political book of the 21st century – MAGA Mindset.

Mike Cernovich has a highly-popular podcast on iTunes.

Mike Cernovich has one of the most-read accounts on Twitter, with his Tweets receiving nearly 150 million views a month and his profile alone receiving almost 10 million visits.

Mike Cernovich raised over $80,000 in a Kickstarter and is executive producer on a documentary about free speech featuring Scott Adams, Dave Rubin, Alan Dershowitz, Anthony Cumia, Gavin McInnes, Milo Yiannopoulos, and many more.

Mike Cernovich is an associate producer of The Red Pill, a documentary about a feminists journey into the men’s rights movement.

Mike Cernovich has been written about in the mass media, including Breitbart, Jeff Bezos’ Blog (WaPo), Chelsea Clinton’s blog (Daily Beast), George Soros’ Blog (Media Matters), Real Clear Politics, NY Mag, Philadelphia mag, Salon, Think Progress, Tablet Mag, Gawker, Politifact, Slate, and… you get the point.

Mike Cernovich’s blog Danger & Play regularly receives over one million views a month and he has never bought an ad or paid for traffic.

Mike Cernovich’s original reporting has been citied in the mainstream media.

Mike Cernovich provided live media coverage from the RNC and DNC as a member of the press.

Mike Cernovich has been on TV.

When Mike Cernovich goes on TV, the mainstream media (which is jealous of his success) freaks out. In other words, Cernovich’s being on television is a newsworthy event.

So some folks, especially conservative activists and pundits who are normally sympathetic to the Fox News brand, are expressing disbelief that male-centric blogger, Twitter troll and ardent Donald Trump fan Mike Cernovich was booked as a guest last week on the cable channel’s popular Red Eye show.

“You’ve got to be kidding me. He’s a nutcase,” said right-wing author and radio host Ben Shapiro. “Granting any legitimacy to a fringe kook like Mike Cernovich, and all of the attendant nastiness and problems, is close to insane by any cable network.”

“Are you serious?” asked Ben Howe, a writer and editor of the conservative blog RedState, when informed of Cernovich’s Fox News appearance. “He was a guest on fucking Red Eye? They’re giving this motherfucker legitimacy? Oh my god!”
Mike Cernovich has a popular Periscope account with 60,000 followers, where he has informal conversations with the world and also provides original reporting.

During his Periscopes Cernovich sometimes suggests hashtags to make trend. His most recent hashtag – #WhereisHillary, trended #1 on Twitter worldwide. Trump himself posted to the hashtag.

Free speech activist Mike Cernovich helped propel the hashtag #WhereisHillary as a way to draw attention to the fact that Hillary is avoiding public appearances even as Donald Trump holds regular rallies and delivered supplies during a trip to flood-ravaged Louisiana.

Cernovich’s informal chats receive between 15,000 and 20,000 viewers and his major coverage receives 100,000 viewers in a day.

Rather than cry about Mike Cernovich’s massive success, improve your own life.

Read Gorilla Mindset today.
**22.8.2016 – Hillary’s Health a Concern as Far Back as 2009, New Huma Abedin Emails Reveal**

*Hillary Clinton’s health* was a serious concern among friends as far back as 2009, recent *emails obtained through a Freedom of Information Act lawsuit reveal*.

Disgraced “journalist” Sid Blumenthal reached out to Hillary, who had apparently fallen down due to exhaustion.

“Hope you are resting comfortably. Please take this as an excuse to get much needed rest,” Blumenthal advised.

Many people had not contacted Hillary as she was hiding “behind a wall.”

The email concluded, “Get well.”

In another email, sick Hillary tells her aide Huma Abedin (who was recently revealed to have ties to an anti-gay, pro-terrorism journal) that she is too exhausted to take a bus and instead must be flown via Air Force One.

Hillary recently drew attention to herself for taking a private jet on a 20 mile trip for a fundraiser.

@HillaryClinton has taken a private plane to Nantucket to have a fundraiser with @cher [pic.twitter.com/toQDvGaoQP](https://twitter.com/toQDvGaoQP) — Richard Grenell (@RichardGrenell) *August 20, 2016*

Hillary wore a thick wool overcoat despite searing heat, which caused some to guess she was hiding a catheter or other medical device.

Wool coat and black pants in August? Yeah sick Hillary is TOTALLY NOT HIDING any medical devices. [pic.twitter.com/PFoiEYdODf](https://twitter.com/PFoiEYdODf) — Mike Cernovich (@Cernovich) *August 21, 2016*

Developing...

In *another email obtained through the FOIA request*, a doctor references Hillary’s “medical situation.”

Read our other coverage of Hillary’s Health here:

- *Hillary has Parkinson’s disease, physician confirms.*
- *Why Hillary’s health cannot be ignored.*
24.8.2016 – The Biggest Lesson I Learned Traveling to 14 Countries in a Year

Living everywhere from California to Vietnam to Paris and visiting several places in between left me with a realization I hadn’t had while living in the U.S.

- The producer for my audiobook Gorilla Mindset was a Canadian who spent years in a band, settled down in Ho Chi Minh City, and married a Vietnamese woman. He had his first child in his early 40s and continued doing production work.
- Vox Day and Space Bunny live in Europe with a full family. Vox runs a publishing house and does game design from his house.
- In America parents are tedious bores who can’t do anything “because of the kids.” In Europe they travel with their kids. It’s nothing to hear a baby cry while flying in a plane to Germany. If you complain, that’s your problem as you’re an adult who didn’t think to pack headphones and some music or an audiobook. (If you complain about a baby crying, who is the real baby?)

When you hear people talk about “lifestyle design,” you should usually run as you’re about to be conned. That said, your life is a choice. Most people simply never give much thought to it and live as they’ve been taught by the education/brain washing system along with some cultural indoctrination.

My life right now is pretty weird. I don’t own a house and haven’t signed a lease in nearly 2 years. I’ve bounced around from city to city, country to country. Haters say that because I don’t own a home, I must not make any money. That is so stupid to me at this stage in my life that it’s almost beyond my comprehension.

Why would I invest my money into an illiquid asset when there are other asset classes giving higher rates of return?

I’ve been open about my past drug use and never made any apologies for it. It doesn’t even occur to me anymore that it’s “weird” to travel to a farm in South Africa to take ayahuasca. (Meanwhile it’s totally normal to “get wasted, bro” with “friends” in obnoxious night clubs or pubs.)

When people say they don’t like my Tweets or don’t like me, it doesn’t impact me. Why would I care if some percentage of people hate me?

Note: build a character of integrity, worth and honesty and STOP thinking what others think about you!

You cannot separate your mindset from your lifestyle.

A conformist mindset gives you a conformist life.

However you live your life is based on your mindset, whether you know it or not. Simply go read the most boring basic bitch definition of mindset from Wikipedia:

*In decision theory and general systems theory, a mindset is a set of assumptions, methods, or notations held by one or more people or groups of people that is so established that it creates a powerful incentive within these people or groups to continue to adopt or accept prior behaviors, choices, or tools.*

It’s assumed that “the right people” should “like you.” When you adopt that conformist mindset, you will behave in ways to keep the right people liking you.
Go unpack that.

- Who are the right people, and how did they become the right people?

Today the “right people” are whoever the media says are the right people, as bad press terrifies people, because bad press might make you illegitimate.

Have you met many journalists? They are of mediocre intelligence and lazy.

Journalists get their jobs because they say what their billionaire media masters tell them to say.

- Jeff Bezos owns the Washington Post
- Carlos Slim owns the New York Times
- Chelsea Clinton is on the Board for the Daily Beast, which is owned by Barry Diller

Daily Beast has lost over $100 million and Carlos Slim’s blog (NYT) and Jeff Bezos’ blog bleed money.

A year ago, Jeff Bezos stunned the media world with the news that he was buying The Washington Post for $250 million. With his jumble of businesses, the founder of Amazon seemed an unlikely buyer for a newspaper that was losing money.

Do you think billionaires are buying media outlets to tell the truth?

- If billionaires bought news outlets to tell the truth, then why is most of what you read and see on TV somewhere between horribly biased and overtly hoaxed?

They are doing this to control the narrative, and thus to control you.

*There is a war for your mind taking place, and you don’t even know it.*

**Note: WoA – War of Attention.**

While there are sound economic and social reasons to “play the game,” most aren’t playing the game but instead are being played.

**Note: play the game instead of being played. Master the game instead of being its slave. Make the rules instead of following them!**

Have you asked yourself why you want to be liked by the right people? When you’re watching the news or reading the paper, do you look at the “right people” and think, “They are amazing?”

Chances are you think the right people are no fun at all, and yet you strive to be like this. This is mind control.

**A quick note on television and “legitimacy.”**

I went onto television for a few reasons, some noble and some trolly. My noble reason for going on television was to tell the truth, and also to prove a point about influence.

- *My Twitter account is more influential than any “cable news” show on CNN.* Why would I strive to be on TV instead of breaking news at Danger & Play and Twitter?
My inner jokester also went on TV to trigger people who would be outraged that Fox bestowed “legitimacy” on me. It worked, as people who claim I’m irrelevant freaked the frack out.

- If I’m “irrelevant,” why care if I’m on TV? If I’m “irrelevant,” how do you even know so much about me?

Cry more, cucks.

There’s a lesson here. Fox, CNN, Carlos Slims’ blog, etc. cannot bestow legitimacy on me. The media is not allowed to define me, nor do I give a damn about what the “right people” think. The media is my marketing company and I use them to promote my brand. Hillary Clinton is about to give a speech which many think will reference me if not by name then subtly.

Are you playing the game, or are you being played?

There are many who won’t openly associate with me due to some out-of-context Tweets from years ago.

- Meanwhile Bill Clinton raped Juanita Broaddrick, while sick Hillary Clinton covered it up.
- Sick Hillary took millions of dollars from Saudi Arabia, where gays are murdered.
- Roman Polanski anally raped a 14-year-old girl after drugging her.

According to the media, you should be proud to know acclaimed film maker Roman Polanski.
You should shake hands with rapist Bill Clinton.
The media wants sick Hillary as our next president.

The media has people believing that mean Tweets on the Internet matter more than a pattern of conduct revealing sociopathy. Mean Tweets, according to David Weigel, are worse than rape.

Some of you wonder what my vision is. I will tell you.

I am here to burn this entire media establishment to the ground. I am here to destroy those who elevate rapists, murderers, pedophiles, and sociopaths to the highest levels of government. I wake up every day full of passion and enthusiasm. Conflict inspires me, and I am only getting started.

P.S. Yes I snuck in a mindset and media message into a post about travel. Here are some travel pics so you don’t feel betrayed.

The lost city of Petra, Jordan.
A slum in Saigon, Vietnam.
Family travel.
The view from Lion’s Head mountain in Capetown, South Africa.
Denali National Park, Alaska.
Krka waterfalls, Croatia.
Somewhere in Italy.
Gardens of Versailles, France.
Sunset over the Dead Sea, Jordan.
Alfred C. Barnes is a personal hero of mine. He was considered a madman of his era for collecting impressionist art work.
The Barnes Foundation.
Mememto Mori from the Barnes Collection.

Although travel is fun, I didn’t create any of those places. I only visited them. The best picture I have is this, taken today, as Gorilla Mindset continues to be a smash hit.
29.8.2016 – Sick Hillary Clinton – When Persuasion and SEO Collide

Sick Hillary Clinton’s poor health is a concern among a majority of Americans, with 60% of Americans asking to see detailed health records from both candidates. Sick Hillary’s health has also been a matter of concern for tech people, with one columnist for Carlos Slim’s blog (NYT) suggesting that Google alter its algorithms to remove the video interview of Paul Joseph Watson and me.

In an effort to win the SEO war, Sick Hillary Tweeted this out:

Too many Americans living with mental illness have been left to face it on their own.

Sick Hillary knew that the media would write articles keyword rich with “Hillary Clinton” and “health,” thus pushing down my articles off of page 1 of Google.

Sick Hillary has instead focused attention on her own failing health.

Sick Hillary’s meme is spreading into real-life, with this caricature appearing at #OperationTacoBowl, a pro-Trump rally organized by several Latino Trump supporters.

Sick Hillary made it to #OperationTacoBowl. pic.twitter.com/m2djaoANXR — Mike Cernovich (@Cernovich) August 28, 2016

Speaking of #OperationTacoBowl, the hoaxing media claimed I organized it or was “featured.” I didn’t speak and was not “featured.” I covered the event as a journalist, as I often do.

Hoaxing media claims I was "featured" at Latino-organized, pro-Trump rally. I never spoke. I was doing journalism. pic.twitter.com/cAVaynhDV0 — Mike Cernovich (@Cernovich) August 29, 2016

The new media game is a complicated one, and the next winners are going to have a comprehensive understanding of SEO and persuasion.

Note: skills to acquire – SEO and PERSUASION.

As good as Trump is, not even his team is playing the game at the level currently possible.

The next massively influential candidate for President or Congress will be a student of SEO, persuasion, marketing, and mindset.

In other words, they’ll have read and applied Gorilla Mindset to their lives.
30.8.2016 – Applied Gorilla Mindset (Mike Cernovich Interview)

Life is engagement and action and then solitude and reflection. I’m in the action phase of my life, or what I call applied Gorilla Mindset. Soon I’ll take some time off to reflect on what I’ve done and what’s next.

In the meantime, read the only long-form interview I’ve done in several months at Regated.

- Mike Cernovich interview.

Mike Cernovich is an influential lawyer, free speech activist, documentary film maker and author of Gorilla Mindset. He’s also the force behind Danger & Play. Mike agreed to an exclusive interview with Regated to discuss his views on the 2016 Presidential Race, emerging political thought, and social influence.

In March I did a long interview with sportswriter and best-selling author Jeff Pearlman, who despite being a liberal is a cool guy who gives a fair hearing to those he doesn’t agree with.

- Mike Cernovich / The Quaz Interview

Mike Cernovich #249 He’s an author, he’s a motivator, he knows the secrets to meeting women, he believes Donald Trump should be the next president, he thinks we’re in the midst of a war on men and he has no patience for your weak-ass shit.

I know you want some new podcasts. Those will be coming soon.

My Periscopes aren’t mindset related, although people love them.

- View my Periscopes here.

Other items on the to-do list:

Silenced: I’ll be looking at a first cut in three weeks.

Un-Conventional (a look at the media hoaxes during the RNC/DNC): First cut heading my way in 7 to 10 days.

Trump book: Finishing up the last section; this project was moved down the to-do list due to breaking media stories and growth of Twitter.

Cernovich call-in/talk radio/video show: Moving into a new place where I’ll have a dedicated studio space.

Gorilla Mindset now has over 400 reviews on Amazon (more than 500 counting the UK and other international stores) and has done way better than imagined.

Due to social proof and sales patterns, it’s safe to say Gorilla Mindset is entering “classic” status, which is cool. Thank you!
31.8.2016 – Is Mike Cernovich Part of the Alt-Right?

The latest fake news about Cernovich is that I’m part of the alt-right or a leader of the alt-right.

This would be alt-wrong.

Contrary to popular belief, I don’t enjoy talking about myself, but since fake news media “journalists” continue to obsess over me and to lie about me, there’s no other choice.

1. My only membership is in Gorilla Mindset and Cernovich Media.

I do work better than Pulitzer, and have exposed media hoaxes ranging from the “refugee” crisis to Michelle Fields. My work is in journalism, and I tell the truth about people and groups. The media has lied about the alt-right, and thus I have covered it as a journalist.

My primary source is income is from Gorilla Mindset.

Here’s how my business model works:

- I break a hot story (on my own dime, or via reader contributions).
- Story goes viral.
- People learn about me.
- They buy Gorilla Mindset
- Their own lives improve in ways they had never imagined.

I don’t earn a salary for my journalism, and all reader contributions cover my hard costs, or go towards projects like commissioning a Ben Garrison original work.

I even waive the copyright on my journalistic work and Periscopes.

I do my best to put 100% of all reader contributions back into our micro economy by paying people who are on the right side of history for their work.

Silenced, my film on free speech, is also being crowd-funded, and I waived any salary or producer’s fee.

The Red Pill, which I’m an associate producer on, raised $10,000 from me directly and many times more than due to the publicity I gave it.

In other words, without Gorilla Mindset you don’t have Cernovich Media.

(I sold crazy amounts of Gorilla Mindset before ever doing journalism, and can always go back to doing mindset work 100% of the time.)

2. I don’t join movements, as that leads to gossip and drama.

Far too many in alt-right are obsessed with who is “real” and who can be a “member.” Nearly every day several people ask me “hard questions,” which they claim I’m “afraid to answer,” when really they are too stupid to be allowed to talk to me. Far too many alt-right conversations are more fitting for E! or People.
3. The alt-right cries about people who want to actually make a living.

The alt-right has more intellectual firepower than any other political organization. Yet the minute someone writes a book or does a crowd fund, people cry about “shills.” Again, the alt-right is too obsessed with gossip and drama for my tastes.

The alt-right should be actively funding documentaries about it and supporting people who get the message out. Yet where are the films? Where are the books? It costs money to create art and to do journalism. Reality.

4. When I think of the alt-right, names like RamZPaul, Richard Spencer, and Jared Taylor come to mind.

- Here is RamZPauls' YouTube channel.
- Here is Richard Spencer's website.
- Here is Jared Taylor's book.

Ask them rather than me about what the alt-right stands for.

5. People think I’m alt-right because I will never disavow people.

When people say, “So-and-so is racist,” I don’t disavow that person.

- My reasons for not disavowing are here.

That is gossip and drama. Who cares if someone is racist? Intellectuals debate ideas rather than cluck like hens.

Vox Day for example is editing one of my books. I don’t sift through his blog and care about what he says and I don’t respond to people who point out stuff he’s written. Take that crap to the gossip girls – or, even better, get a life.

6. People think I’m alt-right because no ideas are off limits with me. Ask any question, I don’t care.

- Do you think there are racial differences in IQ?
- Do you believe global warming is real?
- Should women be allowed to vote?
- Is cucking the “thinking man’s fetish”?
- Can jet fuel melt steel beams?
- Does God exist?
- Are there racial or ethnic groups who seem to care more about their “homeland” than they do the United States, where they are citizens?
- Is it hopeless to expect immigrants to see themselves as Americans first?

Happy to read and think about those issues. There should be open debates in every classroom about them, as those questions go to the very concept of what a nation is.

No one is a “bad person” for disagreeing. We all have different thought processes and filters on reality.
7. People think I’m alt-right because I don’t judge others for “bad think.”

I’d rather know a “racist” who treats people with respect than a hypocritical SJW who talks about “white guilt” while treating others like crap.

- Chris Sacca is a great example of the latter.

Also why does Tim Cook take money from Saudi Arabia?

Do venture capitalists who get wound up about my “mean Tweets” (and call me Hitler) feel any guilt about taking Saudi money? — Mike Cernovich (@Cernovich) August 31, 2016

8. Here is a list of my policy preferences.

Because people ask my politics, here’s what I’d do and what America needs. pic.twitter.com/j3ilzooY7D — Mike Cernovich (@Cernovich) August 30, 2016

9. The alt-right and I share interests (intellectual and personal).

Who you allow into your country dictates the nature of the country.

If you allow in more Nigerians, then Nigerians are less likely to become Americans than America is to become Nigeria. Do you want America to be more like Nigeria? If so, then explicitly state this, make your arguments, and persuade other people. Can America continue to exist as a Western nation without Christians and Europeans? This is a fair conversation to have, just as people discuss whether Israel can exist without Jews.

- There is even an act of Congress declaring that Israel shall remain a Jewish nation.

We should be having an open discussion about what it means to have a nation, and who should be allowed into our nation. We should ask why the Department of Homeland Security is putting out the red carpet for refugees rather than doing it’s job of protecting America from terrorism.

Still don’t think Obama is pro-ISIS? pic.twitter.com/9h2KWF3rkF — Mike Cernovich (@Cernovich) August 30, 2016

10. I’ll “fight” with the alt-right when the right wins something for once.

I have my disagreements with the alt-right, but let’s get a win for the right in America before hashing it all out.

The current attitude on the right is to fight with your own side rather than to give leftists hell. Under that model of politics, men are losing due process rights, the suicide of whites is at a record high, and there are several Islamic terrorist attacks on American soil.

Until the right wins for once, I have no interest in arguing with the alt-right or disavowing anyone. Once the right has some actual power, then it will be time to have an ideological civil war. Until then, nah.

Besides, the entire fake news media – funded by billionaire Mexican monopolists like Carlos Slim/NYT – is at war with the alt-right. What value would I add by joining that fight?

No, Mike Cernovich is not part of the alt-right.

If you care what I think, then you should read Gorilla Mindset.

You can fund my independent journalism here.
September – 2016

1.9.2016 – Twitter’s Racism Problem may Lead to Lawsuits, Lawyer Explains

“People stay reporting me for doxxing and twitter never does anything about. The only people I’ve ever doxxed are ignorant & racist people.” – BlvckConscious

When an underage white girl posted an Instagram comment that fit anyone’s definition of racist, Black Twitter went into action. Despite being under 18 and despite not having made a threat herself, the young girl found out her home address had been given out online.

I reported this clear violation of Twitter rules to Twitter CEO Jack Dorsey and other members of the media.

BlvckConscious gloated, noting that Twitter allows her to dox with impunity.

Her original Tweet (which I’m not going to post as that would only spread the dox further) received over 3,000 RTs. The mainstream media never reported on it, despite claiming Twitter has a problem with harassment.

What’s striking about this dox is that it intended to incite violence against an underage girl.

When someone on Twitter posted, “she only lives 2hrs away from where I’m from, she better hope I don’t see her when I’m down there,” BlvckConscious replied, “pop a cap in that ass.”

Under any understanding of Twitter’s policies, let alone state and federal law, this Twitter user incited violence against an underage girl.

She was not banned from the platform, and the media never wrote this story up. Meanwhile Milo Yiannopoulos was banned for “inciting harassment” against a multi-millionaire celebrity. Unlike the user above, who doxed and made death threats, Milo merely mocked and ridiculed an overpaid bore.

Black Twitter – so-named by its own members – has a history of publicly doxing people who post offensive images.

An offensive image of Trayvon Martin led users to dox and harass openly on Twitter.

@TheMelaninPlug and look at this fuckery right here but her lame ass deleted the tweet smh we’ll find her pic.twitter.com/hz93xW6wxf — lazy lola (@lolaatimaa) November 1, 2015

A black supporter is threatened with violence for his support of Trump.

#BlackLivesMatter is threatened to dox and “f*ck up” a black Trump supporter. pic.twitter.com/Xd7lZeyqvd — Mike Cernovich (@Cernovich) June 28, 2016

High school girls are hunted down on Twitter.

Why does @jack allow his platform to be used to dox teenage girls? @Nerohttps://t.co/akDYnyk6n9 pic.twitter.com/oErqkW94Eg — Mike Cernovich (@Cernovich) January 22, 2016
**Today on Twitter** Deray Mckesson posted on Twitter, “Who is tasked with calling Cam?”

Deray was referencing Cam Newton, an NFL player who left the SJW slave plantation by thinking for himself and radically declaring that All Lives Matter.

In my view, boycotts and outrage mobs are permission on Twitter, as Twitter is a platform for activism. If a bunch of people want to form a hate mob and be mean, then there are exercising their free speech rights.

(Inciting violence against others, however, is not protected under the First Amendment or anyone’s sense of moral decency.)

But there is simply no way to reconcile Milo’s ban while allowing Deray to remain on the platform. Deray is asking his millions of fans to flood Cam Newton’s phone and presumably other social media. Milo never overtly asked anyone to say anything to Leslie Jones, and yet he was banned when his fans mocked her.

**“Punching up.” – Social justice vs. legal justice.**

Under the rules of social justice, Deray may incite harassment against Cam Newton because he’s not “punching down.” Punching “up” or “down” does not refer to personal power or status, but rather to structural status.

A white man is the most privileged and thus can be threatened with any conduct, and even defending himself could be racist. A white woman is less privileged than a white man, but even a white woman may have her life threatened by a black woman without offending social justice warriors.

Thus someone like Deray, who with his wealth and connection is privileged under any definition of the word, is incapable of harassing me, because I’m a white male.

Multi-millionaire Anil Dash (who lives in a 97% white neighborhood) infamously stated, “Doxx up, don’t dox down.” In other words, it’s OK to dox white teenage girls, but it’s not OK to dox him.

Hi @vezyes, your article on #Gawker’s doxing cites Anil Dash, but he’s pro-dox. What’s up? https://t.co/d4xj1fTRh pic.twitter.com/px4idzmcSn — Mike Cernovich (@Cernovich) July 17, 2015

Twitter’s problem, as it may find out sooner rather than later, is that the legal justice and “social justice” do not align.

Under the rules of “social justice,” inciting violence against an underage white girl is allowed. “Pop a cap in that ass,” is an appropriate Tweet when typed by a black woman.

The law has other views, and indeed demands that companies not discriminate on the basis of race. Twitter’s policy is clearly racially discriminatory. Black users may dox and incite violence against whites without being in violation of Twitter’s rules. Meanwhile Milo and other white users may be banned for merely snarking at rich black celebrities.

As of press time, Milo was not interested in filing suit against Twitter.

Should I be banned, I most certainly will be.
I’ve collected hundreds of death threats made by “Black Twitter,” and it will be interesting to conduct discovery into Twitter’s banning practice.

But as I’ve not be banned, I can’t sue them.

Given Twitter’s lawless behavior, my days there are likely numbered, though as you can see, plans are already in place to address that.

Gorilla Mindset hit 420 reviews, it’s better than marijuana, too?
3.9.2016 – I Sit With Colin Kaepernick

Shortly after converting to Islam, NFL player Colin Kaepernick developed an anti-American sentiment.

He now chooses to sit during the National Anthem. I sit with him.

I sit with Colin Kaepernick because his symbolic speech is politically incorrect. Today when we imagine politically incorrect speech, we think of the mainstream media or left-wing academics censoring us. Yet anti-American speech is politically incorrect as well.

My vision of American includes people like Kaepernick saying he hates America and calling police officers pigs.

My vision of American also includes being able to ask if Islam is consistent with Western values. Did Kaepernick’s conversion to Islam make him hate America? Today I’d be banned from universities for suggesting that Islam is incompatible with the West, and that all Muslim immigration to the U.S. should cease.

If you believe, as I do, that no topics should be off limits, then you have no choice but to sit with Kaepernick – metaphorically, of course, as I’ll always stand during the National Anthem.

(Here’s a picture of a very confused 17 year old Mike Cernovich.)

I sit with Colin Kaepernick not because I’m more high-minded than my fellow Americans, who overwhelming are outraged at him. I sit with Colin Kaepernick for, as Thomas More said in A Man for All Seasons, my own safety’s sake.

Wife: Arrest him!
More: For what?
Wife: He’s dangerous!
Roper: For all we know he’s a spy!
Daughter: Father, that man’s bad!
More: There’s no law against that!
Roper: There is, God’s law!
More: Then let God arrest him!
Wife: While you talk he’s gone!
More: And go he should, if he were the Devil himself, until he broke the law!
Roper: So, now you give the Devil the benefit of law!
More: Yes! What would you do? Cut a great road through the law to get after the Devil?
Roper: Yes, I’d cut down every law in England to do that!
More: Oh? And when the last law was down, and the Devil turned ‘round on you, where would you hide, Roper, the laws all being flat? This country is planted thick with laws, from coast to coast, Man’s laws, not God’s! And if you cut them down (and you’re just the man to do it!), do you really think you could stand upright in the winds that would blow then?

Yes, I’d give the Devil benefit of law, for my own safety’s sake!

Of course everyone in America has a right to be angry and upset at Kaepernick, although that doesn’t seem like a great way to go through life. Kaepernick isn’t breaking any laws, you don’t have to look at him, you don’t have to think about him at all. Why be angry?

If you are angry, remind yourself that it’s the left who is seeking to silence and censor. Join the Kaepernick outrage mob and you’ll see it turned back on you.

Stand up for free speech, be more tolerant, don’t get wound up because others disagree.

That’s Gorilla Mindset.
**4.9.2016 – How to Save Twitter**

My relationship with Twitter and their video-streaming Periscope is complicated. I love the products, but Twitter has been run like Jack Dorsey’s hard left Super PAC rather than as a business that cares about users. No one in Twitter will listen to this, but when the shareholder lawsuit is invariably brought, at least shareholders will have evidence of how badly they are being ripped off.

**Since I love Twitter, here is how it can be saved.**

*(28 days of Twitter, yes I understand Twitter better than 99% of people who work there.)*

**The biggest problem of Twitter isn’t “harassment,” it’s silence.**

High profile Twitter users, many of whom are celebrities, live in bubbles where everyone sucks up to them. Twitter gives the masses access to celebrities, and thus celebrities cry about harassment.

Nonsense.

The biggest problem with Twitter can be seen by comparing it to an online message forum. If you post a comment to a message forum, people reply. Twitter is a wasteland until you’ve build up a following.

Twitter is great if you want to only read what others have to say. If you have something to say yourself, it’s hard to build a following.

How can this be fixed? Beats me, but remember that **business is focus.** When everyone is focusing on “harassment,” they aren’t focusing on other issues such as the ones I mention.

**A Quick Note on “Harassment.”**

Everyone on Twitter is able to change their notifications from “see notifications from everyone” to “see replies only from people I follow.”

Most of what people consider harassment occurs as such:

- Celeb runs a search for their name on Twitter.
- Celeb sees mean things being said.
- Celeb cries!

If people stopped name searching themselves and only read notifications from people they follow, 99% of “harassment” would be over.

Most people lie about harassment or exaggerate it. Here’s proof.

A “herpes activist” (her words, not mine) recently said, “Mike Cernovich has tweeted about me at least three times to his 91,000 Twitter followers.”

I had no idea who this was. The Tweet she complained of was from September 2015, when I had around 10,000 followers (so she already lied about the scope of whatever she claimed I did).

I didn’t Tweet at her, didn’t include her name, didn’t even link to the article. I **screen capped** a blog she wrote at Buzzfeed.
Ugly and has herpes. Maybe an SJW male might actually be able to get at these table scraps. (Doubtful.) pic.twitter.com/EOH8Slf4Qi — Mike Cernovich (@Cernovich) September 13, 2015

Much of what’s considered “harassment” online never happens at all or is exaggerated.

**Give everyone the features of “Verified status.”**

When you make a Tweet, you receive “notifications,” which tell you who is RT, favoriting, and @-replying to you. As your account grows, your notifications become too much to handle.

With Twitter verified, you are able to sort your notifications and @ replies. I am more interested in seeing who is replying to me rather than watching the wall of notifications build up.

*Everyone should be able to similarly sort their Twitter profile accordingly.*

**Record HD videos while I Periscope.**

Periscope is a live-video streaming service. It is amazing for covering live news, as you simply turn on the app and you are live. There’s a huge problem, however.

The video that is saved to your iPhone is the pixilated version that you streamed live. Covering live events, as I did at the RNC and DNC, is a deal with the devil. If I Periscope the events, viewers get the live experience, but I can’t have HD videos to upload later to YouTube.

When I click “Broadcast” on Periscope, my phone’s video recorder should be engaged, thus giving me the benefit of streaming live while recording HD quality video.

**Charge media companies a subscription fee or create a platinum, sub-based tier.**

I pay for my email list and my Lead Pages and I would pay $999 a month for Twitter Premium.

Here are some basic features that should be offered.

No way to search DMs. My notifications reset at 999, so I miss a lot of them. No way to sort followers. Plenty of premium services available — Mike Cernovich (@Cernovich) May 4, 2016

*There are more ways to save Twitter, but right now the company is being run by rabid SJWs who don’t care about users.*

Baby steps.

P.S. If you like my Twitter, wait until you [read Gorilla Mindset](https://gorillamindset.com).
5.9.2016 – Mike Cernovich/Jesse Lee Peterson: Manhood, Trump & America

Talk radio host and author Jesse Lee Peterson and I discussed Donald Trump, masculinity in America, and the true evil facing the West – including attempts by Salon and other members of the left to normalize pedophilia.

Jesse is a great guy because he’s a peace maker, which isn’t my way but you need men with different ways. You could drop n-bombs to his face and he’d feel no anger.

Jesse even thinks the alt-right/cuckservative dramas should be set aside:

I interviewed Trump supporter Mike Cernovich, a very successful author (“Gorilla Mindset”), influential reporter and lawyer. He left Christianity, at least for a time, as many young people do. He seems to welcome the alt-right; he’s sharp and cutting in his political dialogue. More importantly, he recognizes the deeper need for calm emotions and restoration of manhood.

- Learn more about Jesse Lee Peterson here.

Watch the full on YouTube.

Most people don’t know I have a second book out.

It’s called Danger & Play: Essays on Masculinity.

A lot of long-time readers think it’s better than Gorilla Mindset.

Read it here.
5.9.2016 – #HackingHillary Coughs Out Another Media Hoax

Sick Hillary Clinton had a coughing spell on stage today in Cleveland, Ohio. She claimed it was “allergies,” which her stooges in the mainstream media dutifully reported. This was a media hoax.

The pollen count in Cleveland was “green” today, that is, there was nothing in the air to trigger allergies.

First of all it’s silly to claim a deep cough is caused by allergies, as people with allergies have runny eyes and sneeze. However, a basic fact-check confirms that Cleveland was allergen-free today.

Pollen count in Cleveland is low today, allergies do not explain coughing fit. Media lied! #HackingHillary pic.twitter.com/9xnd9XVPqI — Mike Cernovich (@Cernovich) September 5, 2016

Sick Hillary has had many coughing fits.

Sick Hillary has had many coughing fits, including while indoors.

Did she have allergies all of these times, too?

Sick Hillary’s cough is due to Parkinson’s Disease.

Today’s coughing fit more proof that sick Hillary has Parkinson’s. #HackingHillary pic.twitter.com/GoEomZYBKG — Mike Cernovich (@Cernovich) September 5, 2016

Hillary Clinton’s Health | Mike Cernovich and Stefan Molyneux

Hillary’s Health: What They’re NOT Telling You

Hillary’s Health problems go back to at least 2009 and include dizzy spells, falling down, and memory problems.

Hillary’s Health was a problem as far back as 2009.

Hillary Clinton’s health was a serious concern among friends as far back as 2009, recent emails obtained through a Freedom of Information Act lawsuit reveal.

Disgraced “journalist” Sidney Blumenthal reached out to Hillary, who had apparently fallen down due to exhaustion. “Hope you are resting comfortably. Please take this as an excuse to get much needed rest,” Blumenthal advised. Many people had not contacted Hillary as she was hiding “behind a wall.” The email concluded, “Get well.”

In another email, sick Hillary tells her aide Huma Abedin (who was recently revealed to have ties to an anti-gay, pro-terrorism journal) that she is too exhausted to take a bus and instead must be flown via Air Force Once. Hillary’s longtime and her most trusted ally, Huma Abedin, emailed staff to warn them that Hillary is often confused. This was revealed during the Clinton email scandal. The often-confused Hillary Clinton has also had “short circuits” live on camera. Something is going on, and the media won’t cover it.
**Hillary falls down while boarding an air plane (in 2011).**

**Hillary needs help walking up the stairs.**

Hillary sought advice from NFL officials after suffering a concussion from her stroke.

**Even the liberal, anti-Trump Daily Beast** asked questions about Hillary’s health.

*Hillary Clinton Aide Sought NFL Concussion Advice After Boss Fell After Hillary Clinton fainted and hit her head in 2012, her press aide reached out to NFL Commissioner Roger Goodell, among others, for advice as to how to deal with the negative press.*

**Hillary Clinton wears special “prism” glasses as she suffers spells of dizziness.**

**Hillary had a seizure while talking to reporters.**

**Hillary has a seizure at the DNC.**

**Hillary short-circuits at a rally, has to be hypnotized back into giving her speech.**

**Hillary has coughing fits that last several minutes.**

**Hillary has a hole in her tongue, which some say is signs she has a cancer biopsy.**

**Hillary has not given a press conference in over 250 days.**

Hillary hasn’t given a press conference in over 250 days.

She is getting a free pass.

The media has even claimed Hillary’s health is off-limits.

Read my two other Pulitzer-worthy articles on Hillary’s health:

- [Who is Hillary’s handler?](#)
- [Expert Analysis of Hillary’s Physical and Mental Breakdown](#)

**Clearly Hillary has severe health problems, and I will continue to investigate these issues.**

You can join the fight.

- [Fund honest journalism here.](#)

Hillary’s health is declining, as anyone who has looked at her can see. The question is: What condition does she have? A board certified Anesthesiologist has written a memo of Hillary’s health.

Feel free to pass it along to doctors and to analytics and criticize it.

**UPDATE!** The doctor who wrote this has agreed to give up his anonymity. [Here is a video summary of his findings.](#)
**Hillary Clinton’s Probable Diagnosis**

(Download the PDF here, share with doctors for their opinion.)

**Intro:**

Hillary Clinton (HRC) has suffered a variety of health issues. Unfortunately, she has declined to make her medical records public. In July of 2015 her personal physician released a letter asserting her “excellent physical condition.” Unfortunately, multiple later episodes recorded on video strongly suggest that the content of the letter is incorrect. This discussion is designed to sort through the known facts and propose a possible medical explanation for these events. In keeping with Occam’s Razor, a single explanation that covers everything is preferred.

**History of Hillary’s Health:**

- **In 2009, HRC fell and broke her elbow.** Little else was made public.[i]
- **On December 17, 2012, while Secretary of State, HRC fell and suffered a concussion.[ii]** Later, a transverse sinus thrombosis was diagnosed, resulting in chronic anticoagulation therapy. [iii] Her post-concussion syndrome was declared “recovered” in about six months.[iv] The original fall was publicly attributed to dehydration following gastroenteritis.
- **An email from Huma Abedin (HRC’s closest advisor) on January 26, 2013, says that HRC “is often confused.”[v]
- **Photos show being assisted up what appears to be the steps of a residential porch.** This apparently happened in February of 2016. On August 4, 2016, Reuters and Getty published the photos.[vi]
- **At a rally on May 2, 2016, HRC demonstrates classic PD hand posturing.[vii]** She has no lectern in front, so she starts with her right hand pressed against her chest. At the 18:02 mark, she starts gesturing with her right hand, which is in a very unnatural position that is common in PD.
- **On July 21, 2016 HRC was filmed talking to reporters at close range when several spoke at once.** Without warning, she started a bizarre head-bobbing episode that must be seen rather than described. After several cycles, she regained control and declared that the reporters “must try the iced chai.”[viii]
- **On July 28, 2016, during the balloon drop, HRC suddenly looks up with a frozen wide-mouth and wide-eyed stare.** After a couple of seconds she regains control and a more normal expression.[ix]
- **On August 5, HRC declared that she had “short circuited”[x] a response to Chris Wallace in an interview that aired July 31 on Fox News Sunday.[xi]
- **August 6, 2016, at a campaign rally, HRC freezes with wide eyes in response to protestors.** A large black male who commonly accompanies her leans in and tells her “It’s OK. We’re not going anywhere. Keep talking...” Shortly after, she laughs strangely and then says “OK. Here we are. We’ll keep talking.”[xii]
- **Several recent photos show HRC with an inappropriately exaggerated wide-mouthed smile and extreme wide-open eyes.** Several videos show her laughing inappropriately and for extended periods. Numerous events have been interrupted by prolonged episodes of coughing unrelated to any infectious cause.
- **This discussion will not argue that the black male is carrying a diazepam injector, since there is a plausible argument that it is actually a small flashlight, and is seen in other video to be such.** We will also not discuss the circular area on her tongue. It appears to be the site of a mass excision. Benign explanations that do not bear on chronic health issues may easily be proffered.
Discussion:

The HRC campaign meme is that “there’s nothing to see here.” But numerous trained observers have noted multiple other, more subtle bits that strongly support the argument below.

After the 2012 fall, HRC had post-concussion syndrome (PCS). She should have declared herself unable to fulfill her duties as Secretary of State. Her resignation from the position shortly thereafter may have satisfied this need without public medical discussion. If no other questionable medical signs had appeared, this discussion would end here. But the other events and signs point to a single cause for the fall, and it is not the public explanation. Further, HRC’s statement early in her tenure as Secretary of State that she would serve only four years can be read in the context of a progressive disease that was known as she assumed the post.

It is the premise of this discussion the HRC is most likely suffering from Parkinson’s Disease (PD).

It explains every one of the items listed above. Further, since it is a diagnosis primarily made by observation, the video record is sufficient to create a high degree of certainty.

The 2009 fall where HRC broke her elbow suggests that she had working protective reflexes, and her arm took the brunt of the fall. But three years later, she had a catastrophic fall where her reflexes were unable to help her. It is notable that this fall took place at home, where she would have been unstressed and in a familiar setting. Failing reflexes are common in PD. Poor balance is also common in PD, and a fall without working protective reflexes is a prescription for head injury. Her subsequent concerns with transverse sinus thrombosis are plausibly related to the fall. Her need for fresnel lens glasses also fits with post-concussion syndrome.

Huma Abedin’s email comment can be referring to PCS as well, since it was during the six-month period of rehab. One must, however, be cautious not to overlook persistent cognitive problems that PCS can have. (Editorial note: The reader will note that this discussion is giving the benefit of the doubt to as many HRC memes as can reasonably earn it.)

2016 starts a spate of new data. The photos of HRC being helped up the steps is consistent with a fall similar to 2012, but with a security detail close enough to catch her before she fell to the ground. This matches the loss of reflexes and balance with PD.

On July 21 a video of HRC is posted that has many observers calling a “seizure.”

We should note the setting. She is answering questions, and then multiple reporters call out at the same time. Such a shock is often too much stress for a PD patient, and the patient suffers an “on/off” episode. Higher control turns off and an unpredictable dyskinesia takes over. Shortly she switches back “on” and regains control. Her mind froze during the “off” state, but was aware, so she is able to speak again, but inappropriately. It should be noted that such dyskinesias are sufficiently common with long term treatment that they have a name: Parkinson’s Disease LevoDopa Induced Dyskinesia (PD LID).

A week later, during the balloon drop at the Convention, HRC suddenly “freezes.” This is an “off” moment manifested by bradykinesia, another PD problem. The particular form is a brief oculogyric crisis, complete with head arched back, fixed gaze, and wide open mouth. Again, this is common in PD. We should compare it to HRC’s facial expressions on “Live with Kelly and Michael” on November 19, 2015.[xiii] At 6:30 in that video, we also see a PD tremor and posture in her left hand when it comes to rest momentarily. In most videos her hands are in constant motion or clasped against some object. These are strategies to suppress a tremor.
HRC’s description of her false answers to Chris Wallace as a “short circuit” is extremely unusual.

It comes from the field of electronics, in which HRC has never been involved. The Urban Dictionary definition is electrical, and there is no popular or slang usage. But one semi-technical description of PD calls it “short-circuiting” brain circuits.[xvi] Did she hear this during a doctor’s explanation of her disease? It would not be unusual to parrot such a phrase if she has PD.

Days later, HRC “freezes” again at a campaign rally. This “off” state is like the others, triggered by a startle/stress reaction. But what is more telling is that the security detail gives her specific instructions in an attempt to get her to turn “on” again. She then parrots those exact words as she restarts. This is another PD sign.

The numerous episodes of prolonged coughing are another tell. Swallowing disorders are very common in PD. They can lead to aspiration pneumonia, the most common cause of death in PD. But before that they lead to chronic difficulty swallowing saliva. It gets onto the vocal cords, leading to coughing in an attempt to clear them. The high frequency of these episodes strongly suggests a major swallowing disorder.

Multiple episodes of inappropriate and extended laughter have also been documented. This, again, is common in PD.

We do not have video evidence of the “pill rolling” tremor that is common in PD. But that is not a major concern for our thesis. Treatment with levodopa can reduce it. Also, PD sufferers develop a variety of techniques to hide it. Since it is a tremor at rest, keeping the hands in motion suppresses it. Grasping objects such as a lectern can also hide it. As long as the hands are busy, it is usually not visible.

**Summary:**

**HRC probably has PD.**

She has had clinical symptoms for a minimum of 4 years, and probably much longer, given that the fall leading to her head injury required a significant progression of the disease. All of her bizarre physical actions since that time fit nicely into the spectrum of signs that we expect in PD. And since PD explains all of them, we have a high probability of a correct diagnosis. It has almost certainly been treated with levodopa. Some of her symptoms may be related to this drug treatment.

It is most curious that all of the bizarre physical signs seem to be in 2016 videos. HRC was a public figure in 2015, with a lot of campaign work underway. Yet all of the oddities seem to be within the last several months. This suggests a significant progression of her PD. We also know that her contact with the public has been rigidly controlled. She has not done news conferences during the campaign. These would be highly stressful to a PD sufferer and would elicit many PD signs.

PD is a chronic disease with a downhill prognosis. HRC’s instability and frequent cough suggest that her PD is advanced. This is not a good outlook for someone running for the Presidency. The office of the President is one of the highest stress jobs in the world. Stress sets off PD episodes, which render the sufferer incapable of proper response.

At this point, a bit of speculation seems appropriate. HRC talks about her yoga sessions. But no one we know of has ever documented one. It is possible that this is cover for sessions designed to teach her coping mechanisms for PD or for rest breaks. Exhaustion makes PD worse.

HRC’s coughing suggests that her swallowing disorder is advanced, placing her closer to an aspiration pneumonia that would disable or kill her. That’s bad enough, but PD has one more, even more dangerous step in its progression.

As PD continues, cognitive problems can develop. In time, they become full-blown dementia. The United States cannot survive if its President is mentally impaired.
Conclusion:

It is not appropriate for a physician to make a diagnosis at a distance. But since the evidence in the public record so strongly suggests that HRC has moderate to advanced PD, it is imperative that HRC release her complete medical record to an impartial panel of physicians for review. It is not necessary for the public at large to see them. Such a panel should be secure in its deliberations and should present a summary to the public. If she has PD, the panel would know and it would be made public. If not, then the air would clear.

Note on authorship:

The author of this document is a board-certified Anesthesiologist with 36 years of experience. That brings with it the ability to understand medical discussions, but not the expertise to evaluate PD signs and symptoms.

The first subject matter expert is a close friend of the author. This person is a brilliant businessman who was forced to sell his interest in eight successful businesses because early onset PD made him unable to continue in the daily duties of business. He is well versed in PD and sees its ravages in himself.

The second subject matter expert is the author’s brother. He is an RN who spent two years working 12-hour shifts caring for PD patients in a nursing home. This saturation experience allows him to pick up PD signs automatically. He notes that he called HRC’s PD and levodopa therapy when he watched the famous “What difference does it make?” exchange. Her mannerisms and behavior were classic and stereotypical.

Of interest is that during a teleconference, the author called the others to look at HRC’s left hand during the “Live With Kelly and Michael” video. The clip was played, and neither of the others even saw her hand. They were both riveted to her eyes, and both exclaimed that her eyes were “classic PD.” The clip had to be played a second and third time before they could even take their gaze away from her eyes. They did finally see her hand and agree that it was also demonstrating PD.

[vii] https://youtu.be/jkOUwI0sd1Ocg
[xiii] https://youtu.be/OKUi0sd1Ocg
For the first time in its history, the National Press Club has prohibited a peaceful organization from holding an event in the ironically titled Free Speech Lounge.

NPC, which has defended revenge porn sites like Gawker, agreed to allow Richard B. Spencer of the National Policy Institute to hold an event called, “What is the Alt-Right?”

On August 24, Democratic presidential nominee Hillary Clinton dedicated a major campaign speech to the “emerging” ideology known as the Alt Right.

So what is the Alt Right? Who makes up the Alt Right, and what are its central ideas?

On Friday, September 9, The National Policy Institute will host a conference — free and open to the public and press—in which Alt-Right leaders discuss their movement.

When I called NPC’s reservation office to ask if NPI’s alt-right event had been cancelled, the polite Michelle said that it sounds like an Internet rumor, as it’s not the policy of NPC to censor speakers. However I’ve obtained a copy of the signed contract between Spencer and NPC, along with billing receipts.

Hi @NPCPresident here is a contract between @PressClubDC and @RichardBSpencer. Why did you break the contract? pic.twitter.com/dzvtZmVv8E — Mike Cernovich (@Cernovich) September 7, 2016

Some will say the National Press Club has the right to censor. If that’s true, then so do presidential candidates.

Presidential candidate Donald Trump is a private citizen. Running for office does not magically transform a private citizen into a government official. Thus by NPC’s logic, Trump should be able to refuse to give press passes to hoax sites like BuzzFeed and Carlos Slim’ blog (NYT).

Yet just today NPC issued a press release claiming black lists are wrong. The National Press Club supports free speech for itself but not for anyone else.

Press Club cancelled an alt-right event that was schedule. How can you talk about others having black lists? @NPCPresident @PressClubDC — Mike Cernovich (@Cernovich) September 7, 2016

NPC’s move is a surprising one, with NPC member and fearless journalist Cassandra Fairbanks initially expressing skepticism that NPC would cancel an event, “I’ve never heard of an event being cancelled, even when there were potential security threats,” Fairbanks told me.

Fairbanks publicly expressed disgust with NPC. Fairbanks has no ties to the alt-right and finds some of their ideas odious.

I would have liked to have attended this. As an NPC member I am disappointed. https://t.co/dF8i14dqm8 — Cassandra Fairbanks (@CassandraRules) September 7, 2016

Developing…

By the way, you can fund independent journalism here. As NPC shows, the only people who should have the right to free speech are those backed by billionaire sugar daddies.
8.9.2016 – It Never Gets Easier but it Does Get Better

To get what you want you must do what others won’t do, and that is never easy.

But you’ll find that your hard work eventually is rewarded.

Life never gets easier, but it does get way better.

Find out more in the latest Mike Cernovich Podcast.

Subscribe for Android here, and iTunes here.
8.9.2016 – The Truth About sick Hillary Clinton that the Media Won’t Tell You

Sick Hillary Clinton has health problems, and she also treats the media like trash. While it’s great she treats the media as they deserve to be treated, the media covers up for her. Trump, the media claims, is mean to the media even though Trump had 17 press conferences where as Hillary didn’t have one for 280 days.

“Journalists” climb on trash cans to address Queen sick Hillary.

Media is in trash. Sick Hillay finds a leaning stool replacement. What is up with her purple hand? Perfect picture. pic.twitter.com/bcylhonRNP — Mike Cernovich (@Cernovich) September 5, 2016

Sick Hillary uses rope to keep the media away from her.

Nevertheless the media supplicates before her.

Compare. pic.twitter.com/QPanX9IHaD — Mike Cernovich (@Cernovich) September 6, 2016

Are these professional journalists or teenage fan girls and fan bois?

Bieber fans? Nope. This the "press corps" who follow Hillary around. pic.twitter.com/zNIDd8GuFB — Mike Cernovich (@Cernovich) September 7, 2016

The media isn’t allowed to ask sick Hillary about her health.

There's nothing to see here. Move along. (If you don't, we'll pull your press pass.)#HillarysHealthhttps://t.co/TB8AFg0YyI — Mike Cernovich (@Cernovich) September 8, 2016

Not that the media would ask her any tough questions.

@Cernovich pic.twitter.com/Lc3VT0JGll — Offgridr (@offgridrr) September 8, 2016

Sick Hillary’s media fan girls pass notes on the airplane like they are in junior high.

This is "journalism," my friends. I don't make this stuff up. pic.twitter.com/sTi0RUPtZJ — Mike Cernovich (@Cernovich) September 7, 2016

The media won’t ask sick Hillary about her health because they are not watch dogs, they are fans.

But its clear Hillary is sick.

Look at sick Hillary’s hand. It's purple due to no blood circulation.

Media is in trash. Sick Hillay finds a leaning stool replacement. What is up with her purple hand? Perfect picture. pic.twitter.com/bcylhonRNP — Mike Cernovich (@Cernovich) September 5, 2016

Hillary has to be held up by her handlers.

Whoa! Look at the brown jacketed agents hand. What's he holding? Diazepam pin! #HillarysHealth pic.twitter.com/CdVHYP3Bit — Mike Cernovich (@Cernovich) August 10, 2016
Sick Hillary is never far from a handrail.

@MoniQueMoniCat Great catch! Hillary immediately leans against the newly-installed hand rail. pic.twitter.com/FSztG4OJTK — Mike Cernovich (@Cernovich) August 18, 2016

Her best friend is a stool.

Sick Hillary can't stand up on her own, had hidden stool behind to keep her held up. pic.twitter.com/oeCmNaNP6S
— Mike Cernovich (@Cernovich) August 16, 2016

Trump stands tall.

Says it all. pic.twitter.com/9rZ554Fzgj — Mike Cernovich (@Cernovich) September 7, 2016

The media lies, and now you understand why.

Modern journalists aren’t watch dogs. They are giddy little fans.

To learn the truth about the world, follow real journalists on Twitter.

Some more:@CassandraRules @LeeAnnMcAdoo @PrisonPlanet @bakedalaska (I'll type out the full list later!) — Mike Cernovich (@Cernovich) August 14, 2016

Thanks! However add @stranahan, @CassandraRules, @DustinStockton, @JenLawrence21, @TracyLConnors to that list! https://t.co/i4O8jG8xA — Mike Cernovich (@Cernovich) August 7, 2016

You can also fund independent journalism here.
In a remarkable conflict-of-interest, Fox News analyst and former Clinton operative Douglas E. Schoen has failed to disclose to readers that he’s been paid millions of dollars from Ukrainian agents to incite a war between the United States and Russia. Before inciting war with Russia, Schoen worked for Bill Clinton and brokered meeting (for $40,000 a month) between then-Secretary of State Hillary Clinton and billionaire oligarchs.

This shocking story reveals an entangled web of foreign money, propaganda, and a complete lack of ethics and transparency at Fox News.

Douglas E. Schoen has been paid millions of dollars by Victor Pinchuk, Ukrainian oligarch, former member of Ukrainian parliament, and George Soros confederate.

Amy Chozik of the New York Times wrote about Schoen’s connections with Victor Pinchuk. In “Trade Dispute Centers on Ukrainian Executive With Ties to Clintons,” Chozik reveals:

Mr. Schoen had been on a $40,000-per-month retainer as an adviser to Mr. Pinchuk since 2000. In 2011, Mr. Schoen, who had never previously done any lobbying, registered as a lobbyist for him to set up meetings with Washington officials to discuss the political crisis in Ukraine.

Pinchuk was a member of Ukrainian parliament from 1998 to 2006, and thus Schoen was paid $40,000 a month by a foreign government while he himself had close Clinton ties.

Schoen began as an errand boy for Pinchuk, doing run-of-the-mill corruption like using his access to the Clinton family to arrange meetings.

Bill and Hillary Rodham Clinton have built a sprawling network of powerful friends around the globe, one that could aid Mrs. Clinton’s chances were she to seek the presidency. But those relationships often come with intersecting interests and political complications; few people illustrate that more vividly than the Ukrainian oligarch Victor Pinchuk.

A steel magnate and major contributor to the former president’s foundation, Mr. Pinchuk was in frequent contact with Mrs. Clinton’s State Department, at meetings arranged by a Clinton political operative turned lobbyist, Douglas E. Schoen.

Schoen has moved beyond “Clinton Cash” style corruption and into agitating for a war between the United States and Russia.

Americans who lobby for foreign governments are required to register as Foreign Agents under the Foreign Agents Registration Act. The Department of Justice makes these reports, along with financial disclosures, available.

Nevertheless Fox News does not require its analysts to disclose these ties.

Schoen’s bio is for all to see on Fox News (Archive). Notice what is missing. His ties to Pinchuk go unsaid.

Fox News does not require its analysts and guest to disclose their lobbying ties.
According to the report dated Dec. 31, 2011, Schoen began receiving semi-annual payments of $40,000.

These payments of $80,000 a year continued every year according to the FARA reports.

Links to reports:

Schoen is trying to start a war between Russia and the United States.

Schoen writes about the Ukraine regularly at FoxNews.com. In one such article, “In a world of chaos, the only clear winner is Vladimir Putin,” Schoen writes:

Before Putin illegally annexed Crimea, Clinton went to Yalta and warned the Russians against aggression. The Russians came anyway. Since then, she has scarcely criticized the administration for its refusal to meaningfully aid an increasingly desperate Ukraine.

His article continues:

Putin has a clear strategy that has propelled him to military victory in Crimea, and he holds strong positions in Syria and Ukraine. He is on a mission to advance Russian interests around the world and reestablish Russia as a global superpower. **We are doing nothing to stop him**, and our politicians have no serious plan for the future.

At the bottom of the article is Schoen’s biography. Nowhere does he mention his handsome yearly stipend nor mention the millions of dollars he received from a member of the Ukrainian parliament.

Douglas E. Schoen has served as a pollster for President Bill Clinton. He has more than 30 years experience as a pollster and political consultant. He is also a Fox News contributor and co-host of “Fox News Insiders” Sundays on Fox News Channel at 7 pm ET. He is the author of 12 books. His latest is “The Nixon Effect: How Richard Nixon’s Presidency Fundamentally Changed American Politics” (Encounter Books, February 2016). Follow Doug on Twitter @DouglasESchoen.

Schoen writes about the Ukraine often at Fox News. In “On foreign policy, Hillary Clinton leans more to the right than Donald Trump,” co-authored with Judith Miller, Schoen states:

On Russia, while Mrs. Clinton has called Putin a “bully” and has described the relationship between Washington and Moscow as “complicated,” Mr. Trump has floated the idea of establishing a new alliance with Russia, whose cooperation he says is needed to help end the six-year war in Syria, fight terrorism, and diffuse tensions. **While he says that more should be done to support Ukraine, which has been battling Russia-backed separatists since Russia annexed Crimea, he has not detailed what specifically he would do to help end Russia’s occupation of Crimea and combat Russian meddling in Kiev’s internal affairs.**
When you scroll to the bottom of the page, you’ll see that Schoen has neglected to admit his payments from a Ukrainian agent yet again.

A review of Schoen’s articles note a similar pattern. He does not disclose payments he is required to disclose under the Foreign Registered Agents Act.

See, “Putin Is Sponsoring Sectarian Violence in Ukraine” by Schoen, a NewsMax article taking a strong anti-Russia, pro-Ukraine stance:

*We can only hope that Obama changes his mind and chooses to defend the global values that the United States and its allies stand for. But if he does not, then he should consider that while America stands idly by, Putin is sponsoring sectarian violence that is claiming the lives of hundreds of Ukrainians and could easily claim the lives of hundreds more.*

**Schoen has made millions of dollars advocating for war with Russia.**

An informal survey of Cernovich readers reveals that undisclosed financial conflicts of interest are indeed newsworthy.

If a Fox News analyst received $80,000 a year from a foreign government, should this payment be disclosed to readers and viewers? — Mike Cernovich (@Cernovich) September 10, 2016

According to Chozik, Schoen was earning $40,000 a month advocating on behalf of Ukraine. Recent reports suggest he may “only” be earning $80,000 a year, although it’s startling that Fox News has not disclosed these connections to readers.

**Foreign money controls U.S. media.**

**Even Fox News is on the take.**

Until Fox News and all media outlets require their guests to disclose financial conflicts of interest, you must assume everything you read or hear was bought and paid for.

The mainstream media is dead.

There are almost no real journalists left.

Even analysts at Fox News are nothing more than paid mouth pieces of oligarchs and billionaires.

Some like myself are crowd-funding the news.

You can support honest journalism, which is not funded by foreign governments, by clicking here.
11.9.2016 – Sick Hillary Fainted on Camera, is Saved by Her Handler #ClintonCollapse

Sick Hillary Clinton’s health problems were exposed by best-selling mindset author Mike Cernovich.

Today sick Hillary collapsed while walking, and had to be saved by her mysterious handler.

Sick Hillary fainted today in New York.

Here’s a second camera angle of sick Hillary fainting.

In the video you’ll see sick Hillary was saved by her mysterious handler.

Sick Hillary has Parkinson’s Disease.
11.9.2016 – Media Hoax! Sick Hillary Clinton Does Not Have Pneumonia

After sick Hillary Clinton fainted or had a seizure today, the media went into overdrive with hoaxes. Based on a note from sick Hillary’s doctor, the media agreed to say she had pneumonia.

If sick Hillary has pneumonia, she infected a small child.

The statement from sick Hillary’s doctor read:

Secretary Clinton has been experiencing a cough related to allergies. On Friday, during follow up evaluation of her prolonged cough, she was diagnosed with pneumonia. She was put on antibiotics, and advised to rest and modify her schedule. While at this morning’s event, she became overheated and dehydrated. I have just examined her and she is now re-hydrated and recovering nicely.

Pneumonia is contagious.

Pneumonia is inflammation (swelling) of the tissue in one or both of the lungs. It’s usually caused by an infection – most commonly, bacteria and viruses, which are contagious. It can also be caused by breathing in a foreign object (aspiration pneumonia) or, in rare cases, a fungal infection, which is not usually contagious.

After her seizure, sick Hillary staged a photo op with a small child.

Clinton hugged a child for a photo op after fainting. Pneumonia is very contagious. Reckless Hil strikes again. #HillarysHealth — Cassandra Fairbanks (@CassandraRules) September 11, 2016

Children have compromised immune systems. If sick Hillary indeed has pneumonia, she put a child’s life at risk.

Pneumonia, incidentally, is a complication of Parkinson’s disease. One doctor, which I reported exclusively at DangerAndPlay.com, diagnosed sick Hillary with Parkinson’s.

- Read his report here.

Sick Hillary was wearing anti-seizure glasses earlier today.

Sick Hillary was wearing anti-seizure lenses (Zeiss Z1 blue lenses). #ClintonCollapse pic.twitter.com/RijYfY3OtJ — Mike Cernovich (@Cernovich) September 11, 2016

Sick Hillary was accompanied by her doctor, who dragged her around, and her handler.

Sick Hillary is trailed by her hypnotist/handler while a nurse monitors her pulse. #ClintonCollapse pic.twitter.com/nRIEJBR7wa — Mike Cernovich (@Cernovich) September 11, 2016

Astute observers noted that sick Hillary was being given a neurological exam, which is what a Parkinson’s patient would receive.

@Alexa_Belle__@Cernovich Typical neurological test. Squeeze the Drs fingers #HillarysHealth #ClintonCollapse pic.twitter.com/T7QQbdIpO — Handcuff Hillary (@russellwiley) September 11, 2016

Read more about sick Hillary’s health issue here:

- Sick Hillary Fainted on Camera, is Saved by Her Handler #ClintonCollapse

Fund honest journalism here.
**11.9.2016 – Sick Hillary Clinton Seen Wearing Anti-Seizure Sunglasses After Fainting Spell**

After suffering what was reported as a fainting incident today, sick Hillary Clinton is seen wearing anti-seizure sunglasses.

Zeiss Z1 blue lenses are worn by epileptic patients to help fight off seizures.

Sick Hillary was wearing anti-seizure lenses (Zeiss Z1 blue lenses). #ClintonCollapse pic.twitter.com/RijYfY3OtJ — Mike Cernovich (@Cernovich) September 11, 2016

You can see a better picture of Hillary in the anti-seizure glasses here.

Sick Hillary wore anti-seizure glasses to a congressional hearing years ago, after suffering a concussion in 2012.

Although Clinton claimed to have had “allergies,” she was seen wearing those same prism glasses on September 8, 2016.
Sick Hillary Clinton’s health problems, which hit a new crescendo with her seizure on 9/11, date back to at least 2005. What is being called “Hillary’s pneumonia” after she passed out during a September 11th memorial, and which the hoaxing media is treating like an “isolated incident,” is part of a lengthy health history that includes:

- **Multiple falls since 2005** – one leading to a broken elbow and another to a concussion
- Emails from Huma indicating sick Hillary is “often confused”
- **Lengthy naps**
- Lesion/biopsy of a tongue
- **Repeated coughing fits**
- Inability to stand without a stool
- **Several mini-seizures**
- Peculiar travel habits, including taking a private jet on 20 mile trips
- **Refusing to do a press conference for over 280 days, a world record**

**Hillary’s multiple falls**

**Sick Hillary fainted during a 2005 speech.**

*(CNN) — Sen. Hillary Rodham Clinton fainted during a luncheon speech Monday in upstate New York, citing a 24-hour virus, but she recovered and resumed her public schedule. Clinton, 57, was speaking at the Saturn Club in Buffalo, said Erie County Democratic Chairman Len Lenihan, who greeted her upon her arrival. “She said she was not feeling well, looked pale,” he said. “She told the crowd she was queasy.”*

**Sick Hillary had a fall in 2009, leading to her breaking her elbow.**

*(CNN) — Sen. Hillary Rodham Clinton fainted during a luncheon speech Monday in upstate New York, citing a 24-hour virus, but she recovered and resumed her public schedule. Clinton, 57, was speaking at the Saturn Club in Buffalo, said Erie County Democratic Chairman Len Lenihan, who greeted her upon her arrival. “She said she was not feeling well, looked pale,” he said. “She told the crowd she was queasy.”*

In another email, sick Hillary tells her aide Huma Abedin (who was recently revealed to have ties to an anti-gay, pro-terrorism journal) that she is too exhausted to take a bus and instead must be flown via Air Force Once.

**Hillary fell down while boarding an air plane (in 2011).**

**Hillary fell in 2012, causing a concussion.**

Hillary sought advice from NFL officials after suffering a concussion from her stroke.

The stroke led sick Hillary to, using the words of her handler Huma Abedin, to be “often confused.”
Even the liberal, anti-Trump Daily Beast asked questions about Hillary’s health.

*Hillary Clinton Aide Sought NFL Concussion Advice After Boss Fell After Hillary Clinton fainted and hit her head in 2012, her press aide reached out to NFL Commissioner Roger Goodell, among others, for advice as to how to deal with the negative press.*

*Hillary Clinton wore special “prism” glasses as she suffers spells of dizziness.*

The media tried to hide sick Hillary’s health problems, but images emerged showing she was not well.

*Hillary was unable to maintain her balance, and is seen being helped up stairs in several photographs from 2014 to 2016.*

*In this 2016 picture, you can see sick Hillary being supported by secret service agents.*

Sick Hillary began having seizures in 2016.

*Hillary had a seizure while talking to reporters.*

*Hillary has a seizure at the DNC.*

*Hillary short-circuited at a rally and had to be talked back into continuing her speech.*

*Hillary had coughing fits that last several minutes.*

Sick Hillary had several coughing fits lasting several minutes, with the most recent one occurring on September 5th. Clinton claimed to have had allergies due to pollen, and the hoaxing media repeated her assertion. Yet the pollen count during her talk was normal.

Pollen count in Cleveland is low today, allergies do not explain coughing fit. Media lied! 

[Media lied! #HackingHillary pic.twitter.com/9xnd9XVPq](https://twitter.com/Cernovich) — Mike Cernovich (@Cernovich) September 5, 2016

*Besides, Clinton had had several coughing fits, as you can see below.*

*Sick Hillary was unable to maintain her balance, and had to rely on stools frequently.*

*Hillary had not given a press conference in over 280 days.*

Hillary didn’t give a press conference in over 280 days, which was the longest recorded time in presidential campaign history. The media gave her a free pass, as they knew she was sick.

When sick Hillary finally gave a press conference to pre-screened members of the press, the conference was stopped mid-way through due to her coughing fit. (Pollen on airplanes?)

*Sick Hillary’s September 11th Seizure*

The mainstream media lied about me to discredit my Pulitzer-worthy journalism. Chris Cillizza, Dave Weigel, and Matt Yglesias used to belong to an email list called Journolist. From J-List they’d dream up hoaxes to spread to the public. Sick Hillary’s health, to these proven hoaxers, was off-limits. Or so they thought.
When sick Hillary passed out while walking to her van, a citizen journalist video recorded the incident. The press pool had been told not to film Clinton, and obeyed like good lap dogs.

Worth noting: because HRC campaign aides blocked out the press pool, we only know about her collapse thanks to an alert private citizen — Michael Tracey (@mtracey) September 11, 2016

Sick Hillary can be seen having a seizure on her way to the van.

Here’s a second camera angle of sick Hillary fainting.

Sick Hillary claimed to have pneumonia. Without doing any fact-checking, the media spread this hoax.

After sick Hillary Clinton fainted or had a seizure today, the media went into overdrive with hoaxes. Based on a note from sick Hillary’s doctor, the media agreed to say she had pneumonia.

If sick Hillary has pneumonia, she infected a small child.

The statement from sick Hillary’s doctor read:

Secretary Clinton has been experiencing a cough related to allergies. On Friday, during follow up evaluation of her prolonged cough, she was diagnosed with pneumonia. She was put on antibiotics, and advised to rest and modify her schedule. While at this morning’s event, she became overheated and dehydrated. I have just examined her and she is now re-hydrated and recovering nicely.

Pneumonia is contagious.

Pneumonia is inflammation (swelling) of the tissue in one or both of the lungs. It’s usually caused by an infection – most commonly, bacteria and viruses, which are contagious. It can also be caused by breathing in a foreign object (aspiration pneumonia) or, in rare cases, a fungal infection, which is not usually contagious.

After her seizure, sick Hillary staged a photo op with a small child.

Children have compromised immune systems. If sick Hillary indeed has pneumonia, she put a child’s life at risk.

Pneumonia, incidentally, is a complication of Parkinson’s disease. One doctor, which I reported exclusively at DangerAndPlay.com, diagnosed sick Hillary with Parkinson’s.

- Read his report here.

After making a public appearance, sick Hillary can be seen wearing anti-seizure sun glasses.

After suffering what was reported as a fainting incident today, sick Hillary Clinton is seen wearing anti-seizure sunglasses.

Zeiss Z1 blue lenses are worn by epileptic patients to help fight off seizures.

You can see a better picture of Hillary in the anti-seizure glasses here.
Sick Hillary wore anti-seizure glasses to a congressional hearing years ago, after suffering a concussion in 2012.

Although Clinton claimed to have had “allergies,” she was seen wearing those same prism glasses on September 8, 2016.

The media completely hoaxed the public and covered up sick Hillary’s health for over a decade.

Even after sick Hillary’s latest seizure, the media is telling us to stop doing journalism.

"Stop doing journalism." No. #HillarysHealth pic.twitter.com/rC9bl6xQDo — Mike Cernovich (@Cernovich) September 12, 2016

Sick Hillary is now traveling with her doctor.

Sick Hillary is trailed by her hypnotist/handler while a nurse monitors her pulse. #ClintonCollapse pic.twitter.com/nRIEJBR7wa — Mike Cernovich (@Cernovich) September 11, 2016

Sick Hillary’s doctor is seen here performing a neurological test on Clinton.

@Alexa_Belle_ @Cernovich Typical neurological test. Squeeze the Drs fingers #HillarysHealth #ClintonCollapse pic.twitter.com/T7OQbdlPpO — Handcuff Hillary (@russellwiley) September 11, 2016

Dr. Ted Noel, the physician who first suggested Hillary had Parkinson’s discusses the claims she had pneumonia.

We will continue providing honest, Pulitzer-worthy journalism at Danger & Play.

• You can fund honest journalism here.
14.9.2016 – How the Media Hoaxed the DNC and RNC

“Democrats unite with Hillary Clinton,” fawning press coverage read.

Meanwhile, according to those same media outlets, there were massive protests at the RNC.

Those who watched CNN or read Carlos Slim’s blog had no reason to doubt the narrative.

The media lied.

Un/Convention is the debut documentary of Mike Cernovich, the author of Gorilla Mindset who grew tired of media lies.

Directed by Loren Feldman and edited by Scooter Downey, Un/Convention takes you behind the media lies.

Un/Convention was a short film, which unfortunately wasn’t able to tell the whole story.

There were several arrests at the DNC, which the mainstream media didn’t cover.

There were also a few other independent journalists in the field.

Hearing from them and telling their story would have been powerful.

Un/Convention could have been a feature-length documentary.

If you’d like to see more truthful journalism, you can fund documentaries and media here.
Talk radio host Hugh Hewitt has been deliberately sabotaging Trump’s campaign. One is left to wonder if Hewitt is being paid off or if he’s simply spiteful and jealous of Donald Trump’s success. Either way, Trump must watch his back around Hewitt, because as Trump transitions to the office of the presidency, Hewitt will no doubt put moles in Trump’s campaign.

**Hugh Hewitt supports Hillary Clinton, declaring certain attacks on her to be “off limits.”**

Bringing sick Hillary’s health into the public consciousness has been viewed by politicos as a seminal moment of this campaign season. Yet even one week ago Hewitt said, after sick Hillary’s coughing fit, “Anyone with allergies in broadcast – and I am one – has sympathy for @HillaryClinton and coughing. I’m voting for Trump but lay off the coughs.”

One week later, on September 11th, sick Hillary yet another seizure.

Why did Hewitt tell us to “lay off the coughs”? Why did Hewitt accept sick Hillary’s claim that she had “allergies.”

In what world does anyone take the word of sick Hillary at face value? This is the same sick Hillary who covered up her husband’s rapes, engaged in insider trading, took bribes, set up a private email server, lied to the FBI, and deleted over 33,000 emails.

Moreover, sick Hillary never had an “allergy attack.” That was a media hoax, as I revealed here.

- Read: [#HackingHillary Coughs Out Another Media Hoax](https://twitter.com/mickevich/status/771931804262555905)

Controlled opposition. [pic.twitter.com/jxTaWcpzSV](https://twitter.com/mickevich/status/771931804262555905) — Mike Cernovich (@Cernovich) September 6, 2016

Earlier in June, Hewitt gave Trump more terrible advice, telling Trump to allow proven media hoaxers into his events:

*Hewitt then recommended that Trump allow The Washington Post back into his events. Trump replied, “Well, you know, it’s a very dishonest newspaper. And it’s really there so that Amazon doesn’t pay tax, and, frankly, that’s just a toy for Amazon.”*  

Trump apparently listened to Hewitt, and as anyone who has followed this election closely saw, the media began spreading hoaxes again.

Either [Hugh Hewitt](https://twitter.com/hughhewitt/status/771932620081466880) is paid off by sick Hillary or he has terrible judgment. [@realDonaldTrump](https://twitter.com/realDonaldTrump/status/771932620081466880) watch your back! [pic.twitter.com/TaaKMPFjU](https://twitter.com/mickevich/status/771931804262555905) — Mike Cernovich (@Cernovich) September 16, 2016

**Is Hugh Hewitt taking bribes from the Clinton campaign to sabotage Trump?**

Right now it’s hard to prove whether Hewitt is taking bribes from sick Hillary. There is, however, ample evidence that Hewitt is deliberately trying to sabotage Trump’s campaign. Some have suggested that Hewitt is not taking under the table payments from Trump’s enemies but instead has horrible judgement.
@Cernovich @hughhewitt No judgment, no street smarts. Guys like Hewitt think left wingers will be nice if we're nice first. Dopey. — MAGICAL NINJA (@MagicMetalNinja) September 16, 2016

Thanks to our efforts, over 60% of the public want to see sick Hillary’s medical records, up from 40% over two years ago.

Sick Hillary is on the defense, and even the hoaxing media can’t cover up her medical problems.

**Hillary’s health is the story of this election cycle.**

**If we had listened to Hewitt, this story would have died.**

Fortunately the new media voices on the right know not to trust Hewitt and his type. We pushed the sick Hillary story from Twitter into the mainstream news.

Hewitt also created a “black list” with the help of #NeverTrump “leader” and failed author Ben Shapiro. This blacklist included me, one of the most powerful and influential voices this election season, and Roger Stone – one of Trump’s most trusted allies.

*(My Twitter creates the news, with my profile alone receiving over 5 million views in the past 28 days; total Tweet impressions are at over 95 million per 28 days.)*

As you can tell, Hewitt is a jealous person by nature.

He is jealous of my tremendous success as an author and journalist.

It’s easy to imagine Hewitt seething with rage over Trump’s rise, and Hewitt will do anything within his power to stop Trump.

Hewitt is either on the take, or he has poor judgment

Either way, Trump had better keep him at a distance and watch his back around the snake.

*For real journalism, watch Un/Convention, my documentary proving that the media – including Hugh Hewitt – has hoaxed the public.*
17.9.2016 – Explaining the Enthusiasm Gap to a Sick Hillary Supporter

Last night a lovely friend and sick Hillary “supporter” was over for dinner. She asked me why I was certain Trump would win. Here was our conversation.

Cernovich: You’re voting for Hillary, right?
Her: Yes.

Cerno: Are you excited about this?

Her: [Pause]…not really.

Cernovich: Now imagine it’s election day. You wake up. Your car won’t start. Maybe you got in a fight with your boyfriend. Maybe you had a bad day at work. Do you stop what you are doing to go to the polls to vote for Hillary?

Her: I really don’t care that much who wins.

A poll is an answer to a question about your intent do so something.

My business is mindset and motivation. I know all about people (myself included) who intend to do all sorts of things like

- Start a new business
- Gain some muscle
- Lose some fat
- Spend more time with family
- Read more books

On and on the list goes. I also know, as America’s top authority on mindset, that intent doesn’t mean anything unless you involve neurochemicals like dopamine. You must, in a word, GET HYPED.

Note: learn to hype yourself.

Read: Dopamine regulates motivation. The widespread belief that dopamine regulates pleasure could go down in history with the latest research results on the role of this neurotransmitter. Researchers have proved that it regulates motivation, causing individuals to initiate and persevere to obtain something either positive or negative.

Where’s the hype for sick Hillary?
How many of sick Hillary’s supporters FEEL excited about her?

Now compare the typical sick Hillary supporter with a Trump supporter.

On opening day of the NFL, on a Sunday, I am on Twitter talking about the election and other Trump-related news. My Tweets receive millions of impressions.

Pollsters are even starting to ask about the enthusiasm gap between Trump and sick Hillary. According to one recent poll, only 33% of sick Hillary voters are “very enthusiastic” about her. Forty-six percent of Trump supporters answered that they were “very enthusiastic about their candidate.” Keep in mind that polls are limited to those who have outdated landline telephones. Online the numbers for sick Hillary would be much smaller – and, for Trump, much larger.
Furthermore, only 80% of sick Hillary voters said they are absolutely certain to vote, compared to 93% of Trump supporters.

In May I began writing about the lack of enthusiasm for sick Hillary.

- Read: Sick Hillary and the Enthusiasm Gap.

Pundits and other “leading experts” said I was wrong. Today they are copying me and talking about enthusiasm all day, without citing me, of course, as the hoax media plagiarizes me daily.

There’s no hype for sick Hillary.

Without hype – a feeling, an inspiration – there is no action. Who is hyped for sick Hillary?

Even sick Hillary’s own ad campaign unconsciously recognizes this lack of hype. People are “ready for her.”


Meanwhile, this is what a Trump rally looks like.

This is what the media won’t show you. Huge rally, happy smiling people, energy, enthusiasm! [link] — Mike Cernovich (@Cernovich) April 29, 2016

Read: American’s Mindset Expert Tells You why Nate Silver’s Polls are bogus.

It’s Saturday and like most Trump supporters, I’m up reading election news.

Saturday used to be a slow traffic day for me, but because of this election, there are no slow days for me.

Trump’s supporters are hyped. Sick Hillary’s aren’t.

Expect gnashing and weeping of the teeth this coming November.

Now get hyped for your own life.

Gorilla Mindset shows you how, and yes people are excited about Gorilla Mindset, which has over 400 reviews after less than a year.

An improvised explosive device was detonated tonight in the Chelsea district of New York, sending at least 25 to the hospital with injuries.

The NYPD Counterterrorism Unit Tweeted out this picture from the Chelsea explosion.

#Update re: Explosion (photo) pic.twitter.com/AtqllF3JEZ — NYPDCounterterrorism (@NYPDCT) September 18, 2016

The explosion took place on 6th Ave and 23rd, according to a journalist who reported his findings to Cernovich Media.

Sources within FDNY report an IED exploded.

FDNY source reports the explosion in Chelsea/NYC is a confirmed IED. #NYCExplosion — Mike Cernovich (@Cernovich) September 18, 2016

“The whole building shook. It felt like an earthquake.”

"The whole building shook. It felt like an earthquake." – @juliangwan interviews an eye witness. #NYCExplosion pic.twitter.com/buLYjBnF8A — Mike Cernovich (@Cernovich) September 18, 2016

One witness heard a “very loud explosion” while walking down 5th Ave and 23rd.

"When I was walking on 23rd and 5th, I heard a very large explosion." Via @juliangwan #NYCExplosion pic.twitter.com/Lspw19z6yB — Mike Cernovich (@Cernovich) September 18, 2016

The source of the explosion was unknown, although there are current reports that a bomb was placed in a trash can.

Reports are coming in that the NYC explosion was a bomb placed in a trash can. Awaiting official confirmation. #NYCExplosion — Mike Cernovich (@Cernovich) September 18, 2016

FDNY source reports the explosion in Chelsea/NYC is a confirmed IED. #NYCExplosion — Mike Cernovich (@Cernovich) September 18, 2016

Liz Mandel has been posting updates as it occurs.


Police have the area around 6th Avenue and 23rd sealed off.

#NYCExplosion — area past 6th Ave closed off. pic.twitter.com/oeZImYgtGi — Mike Cernovich (@Cernovich) September 18, 2016

@juliangwan is reporting live from #NYCExplosion. Area sealed off. Police, NYFD everywhere! pic.twitter.com/tEdOntt1lh — Mike Cernovich (@Cernovich) September 18, 2016

Developing...
Police are canvassing the area looking for other potential explosive devices. #NYCExplosion via @juliangwan pic.twitter.com/Tv4IcpfGnH — Mike Cernovich (@Cernovich) September 18, 2016

"Pipe bomb" earlier in Seaside today. Now there's an explosion in NYC. "Unrelated incidents," media claims. https://t.co/LgRTFkiyuD — Mike Cernovich (@Cernovich) September 18, 2016

Police are breaking crowds up, seems they're worried about "bait’n’blast." #Chelsea #NYCExplosion — Mike Cernovich (@Cernovich) September 18, 2016
21.9.2016 – Viewers React to Un/Convention (How the Media Lied About Trump and Bernie Supporters)

Un/Convention, a documentary produced by Mike Cernovich with Loren Feldman and Scooter Downey, exposes the medias hoaxes at the Republican National Convention and the 2016 Democratic Convention.

I released Un/Convention to the public for free, as it’s in the public interest.

Critical response has been overwhelming, wit Un/Convention have the equivalent of a 98% rating on a site like “Rotten Tomatoes.”

- Thank you for exposing the truth! We need more like you!
- Nice man!! Keep fighting the good fight my friend!!
- Fantastic journalism! Keep up your great work!
- The MSM can only hoax their viewers.
- Mike this is amazing dude. True journalism. You rock.
- Truth .... About time!
- Tell the editor, Scooter, good work!

Post Un/Convention to your own YouTube/social media for free.

Yes, that’s correct.

I am giving a Creative Commons attribution license for Un/Convention.

As long as you leave on the watermarks and credits, you may post Un/Convention to your YouTube, Twitter, Facebook, blogs, etc.

You can even monetized Un/Convention on your page with ads, and that money is yours.

Watch Un/Convention here.
Call it a vibe, aura, mood, or spirit...

**But when you know how to FEEL reality, the world will begin making a lot more sense.**

The "mood in the room" has changed. Debate in 7 days, no one is talking about it. There's no hype. President Trump viewed as inevitable. — Mike Cernovich (@Cernovich) September 20, 2016

I’m more plugged into the collective unconscious than most, but there are signs that even logical people can see.

"The ultimate purpose of war is the destruction of the enemy's ability to fight and will to fight." – General Pepe pic.twitter.com/r9xWkwuXAL — Mike Cernovich (@Cernovich) September 20, 2016

**Today sick Hillary advocated a 65% estate tax.**

This is a disastrous policy position to take. It’s an extreme position that, at best, will shore up support among her far-left supporters. The middle and moderate voter will find this extreme position off-putting.

Why did sick Hillary release this policy position? “Pundits” will debate details, but the truth is that she knows she lost. She wants to quit the race while saving face.

Sick Hillary's 65% estate tax... Unconsciously, she knows she has lost the election. This is a "Take the ball and go home" move. — Mike Cernovich (@Cernovich) September 23, 2016

Think Aesop and sour grapes.

Sick Hillary’s supporters are already assuming a loss. Using the same sour grapes mindset, they are saying she at least had her “integrity.”

We’ve broken their will to fight. This is one of Sick Hillary’s closest confidants. pic.twitter.com/HDxktiippb — Mike Cernovich (@Cernovich) September 21, 2016

**Life is about feeling the music rather than listening to the words.**

Even though Myers-Briggs is a scam, I’m an INTJ (or ENTJ when being more social).

You may find it hard to believe that I’d tell you to feel the world rather than listen to the world.

But as I said over a year ago, Danger & Play would become more esoteric.

*Did you know there’s an entire universe existing within your mind? When is the last time you meditated, focused inward, and traveled to parallel dimensions? I know, I know... God is dead. The reality you perceive with your eyes, ears, mouth, skin, and nose is all that exists. What if that’s not true...*

There are people who think I’ve been writing about Trump and Clinton. They are reading the words. When you feel what I’m writing, when you look behind the text, you see something far deeper and more spiritual.
What if we caused sick Hillary to have her coughing fit?
What if we manifested her health problems?
Sound crazy? Then don’t look at the date of this Tweet.
Let's all imagine @HillaryClinton going into a coughing fit and remind her and her staff to make sure to not COUGH. https://t.co/50WOcVnKxL — Mike Cernovich (@Cernovich) July 22, 2016
And don’t read this article, Imagination Creates Reality.
Forget that the New Yorker is already writing articles about President Trump’s first term.
And please do not check the Google trend line for “mindset,” observing the date when Gorilla Mindset (June 2015) was released and then what happened to the usage of the word (at the far right of the trend line).
It’d be crazy talk to say I’ve influenced the language and public consciousness from “just a Twitter.”
(Cernovich Twitter stats for the past 28 days – 101,000,000 impressions and 5,558,000 profile visits.)
Even Obama is using the word mindset to describe geopolitical movements.
Glad to see Obama is reading me. He has been talking about mindset 24/7! https://t.co/rU1WTkhxA — Mike Cernovich (@Cernovich) September 22, 2016
I’ll be getting more esoteric.
Until then, get caught up with Gorilla Mindset, which has outsold sick Hillary Clinton’s latest book.
**24.9.2016 – Coward! Botox Mark Cuban @mcuban’s Lawyer Responds to Mike Cernovich Charity Debate Challenge**

Botox abuser, wannabe public intellectual and sick Hillary errand boy Mark Cuban issued a debate challenge to Trump supporters. I ignored it because he’s not on my level, however after high reader demand I accepted his challenge.

**Botox Mark Cuban punked out of the debate and had his lawyer and brother respond to me.**

In a now-deleted Tweet, Botox Mark Cuban’s lawyer wrote, “Mark doesn’t give a shit about this guy.”

Lol! Mark is shook, has his brother letting us know they TOTALLY don’t care. At all. For real! @bcuban @mcuban pic.twitter.com/P7XrbVpgX1 — Mike Cernovich (@Cernovich) September 24, 2016

Brian Cuban had me blocked on Twitter, he unblocked me to Tweet that he totally didn’t care.

(If he didn’t care, then why was he reading my Twitter? Why did he unblock me only to respond and then block me again?)

The Cubans doth protest too much, me thinks.

The people agree – Botox Mark Cuban is a coward.

In an online poll, over 94% of people answered that Mark Cuban is afraid to debate me, or they didn’t know who he was.

Is @mcuban afraid to debate @Cernovich? — Mike Cernovich (@Cernovich) September 24, 2016

People are laughing at Botox Mark Cuban.

Botox Mark. Remember when you were too scared to debate @Cernovich for charity and were humiliated? #truestory https://t.co/ZilodoYuTt — Stormqvist One (@stormqvist) September 24, 2016

@Cernovich @bcuban @mcuban Mike Cernovich would wipe the floor with Mark Cuban in a debate. #MAGA — Francisco Gonzalez (@FranciscoMedRep) September 24, 2016

@mcuban #CowardCuban man up and debate @Cernovich #CowardCuban — Nestor Mendoza (@NestorMendoza66) September 24, 2016

@Cernovich @bcuban @mcuban OMG, was it something we said? Cuban must be in his safe space. — KATHIE わ (@MustangGirl3) September 24, 2016

Sick Hillary has Botox Mark Cuban’s balls in a jar.
24.9.2016 – Which Book Should You Read First? Gorilla Mindset or Danger and Play?

A lot of people ask me whether they should read Gorilla Mindset or Danger & Play: Mike Cernovich’s Guide to Life first. It’s a complicated question, so here’s the short answer:

- If you are over 18 and enjoy edgier content, read Danger & Play first.
- If you’re under 18 or want a more accessible, helpful version of me, then read Gorilla Mindset first.
- Every man, woman, and child can benefit from Gorilla Mindset. Danger & Play is for dominant adult men and the women who want to understand their mindset.

Gorilla Mindset is my general interest book.

Women read Gorilla Mindset. Aggressive alpha men read Gorilla Mindset. Teenagers read it. You could bring Gorilla Mindset to church. There’s zero politics in it. You wouldn’t know which political candidate I support.

Danger & Play is my edgier, aggressive book.

Long-time blog readers prefer Danger & Play to Gorilla Mindset. That doesn’t mean one book is better than the other.

As Vox Day observed in his review of Danger & Play:

It’s not a book you would necessarily want to give to a young man under the age of 18. The saltiness and worldliness of the book is not inappropriate, nor is it particularly offensive by modern standards, but it does tend to preclude giving it to teenagers or putting it in your local school library.

I didn’t hesitate to have my son read Gorilla Mindset, I would probably wait until he was 18 or 19 to have him read Danger & Play: Essays on Embracing Masculinity.

That’s a fair criticism, and indeed Danger & Play is a niche book. That’s why I don’t promote it much. I published Danger & Play due to reader demand. You wanted a collection of some of my best writing in an ebook form.

Gorilla Mindset is my magnum opus, and it’s unlikely I’ll outdo it for at least another five years.

(It’s the best mindset book ever written. It’s hard to top a personal best, although I WILL in the future.)

Gorilla Mindset has more reviews than New York Times best selling books

Gorilla Mindset outsold books in my category, and yet those other books made the best seller list.

Most don’t know that the NYT best seller list is not a list of best-selling books. It’s a “curated” list.

Feminists editors select the books, and they excluded Gorilla Mindset.

Amy Cuddy’s book Presence is amazing, and I recommend it.
Yet facts are facts. According to Amazon sales rank, my book, which was released before hers, is selling more copies on Kindle.

(This varies based by the hour, and sometimes she outsells me. However we are in the same league, and anyone who disagrees may monitor our respective sales ranks and reviews.)

Gorilla Mindset has almost 500 reviews in the main Amazon store, and hundreds more once you look at each country’s store.

Can women read Gorilla Mindset?

@Cernovich Would you recommend Gorilla Mindset to women?
— Jill Tremblay (@jilltremblay) September 1, 2016

Yes, at least 25% of Gorilla Mindset readers are women. I marketed Gorilla Mindset for men because we had been left out of the mindset market. Most mindset books are general interest basic bitch books. Boring.

My mindset when writing Gorilla Mindset was to step away from crap about, “Learn to love yourself.” No, learn to push yourself. Learn to take responsibility for your choices. Love is not the answer, taking control of your life is.

Note: learn to control your life. Not simply love it!

However read the reviews on Amazon for yourself.

Great read if you want to improve your mindset – coming from a woman (wife & mother)

I think it’s important to live life to the fullest and to your full potential – without taking any bull**** in the process. This is a great read and motivator to help achieve those principals. I am probably not Mike’s target demographic but I found this book quite helpful and entertaining. I am a wife and mother of two boys and I hope they will grow up with a gorilla mindset!


You can also find many women praising Gorilla Mindset on social media.

I can't stop telling people to read Gorilla Mindset. It's really so worth the 4 or fewer hours of your life. — Ally Taft (@AllyTaft) September 5, 2016

Women need to read Gorilla Mindset by @Cernovich — Sheila Elayne (@SheilaRomano1) May 29, 2016

Is Gorilla Mindset suitable for all ages?

Yes.

Gave my 16yo cousin Gorilla Mindset at Thxsgiving, our grandmother, a successful business women, started reading it and loves it @Cernovich — The Deplorable CQW (@calebqwash) November 27, 2015
Is Gorilla Mindset available in audiobook.

Yes, it’s on Amazon and Audible.

The reviews on Audible are fantastic, with over 550 ratings.

Is Gorilla Mindset available at Barnes & Noble.

I’d have to take a massive pay cut to publish with Harper Collins or another traditional publishing house, which is the only way to get your books in Barnes & Noble.

B&N has created a new program where they will publish my hard backs directly. I’ll make that happen.

In the meantime, you can find my books on Amazon

- Paperback
- Audio
- Kindle

“I’m not persuaded.”

All good.

Did you know it takes 50% of people who read an author over 2 years to buy a book?

Every day thousands of people find me. Take your time. Gorilla Mindset has already hit its tipping point, and no one should be “guilted” into buying my books!

- Go read my Archives.
- Or listen to my podcasts.

Take your time.

I’m not going anywhere.
25.9.2016 – Author and Journalist Mike Cernovich Outsells sick Hillary Clinton and Botox Mark Cuban, Independent Analysis Confirms

Independent author and documentary film maker Mike Cernovich outsells sick Hillary Clinton, an independent analysis confirms.

Sick Hillary’s latest book, “Stronger Together” had an Amazon Kindle sales rank of 7,416 at press time (September 25, 2016). Cernovich’s magnum opus Gorilla Mindset had a sales rank of 5,509 and his edgier writing, Danger & Play, had a sales rank of 4,984.

The Kindle sales rank is an effective measure of book sales, as it can’t be gamed as easily as other measures. Based on an objective analysis of sales, Cernovich sells more than New York Times bestselling authors, as the NYT best seller list is rigged. (They admit it, calling it “curated.”)

When reached for comment, Cernovich told this reporter, “Book sales are yet more proof of the Enthusiasm Gap that I’ve written about. People say they will vote for Hillary, but they won’t even pay $4.99 for her brand new ebook.”

Further, Cernovich continued, “Look at my audience. I write for driven and motivated people. Sick Hillary’s ‘fans’ are cry babies who want government handouts. Why would they buy books? Sick Hillary should start giving them away.”

A reasonable observer would wonder if sick Hillary’s supporters are as educated as they claim to be.

Why aren’t her supporters buying and reading her book? Is it that bad?

Sick Hillary was unavailable for comment due to a coughing spell.

An expert in motivation and marketing, Cernovich has learned that writing articles in the third person enrages his haters, who tell him he’s not important.

Cernovich also sells more books than Botox Mark Cuban. Botox Mark Cuban’s ghostwritten book, discounted at $4.99, has an Amazon sales rank of 14,158. Unless Cuban is paying for people to read him, no one cares about him, which is why Cuban backed out of a debate with Mike Cernovich.

You can learn more about Cernovich’s books by reading this article.

You should also watch his documentary, Un/Convention: What Really Happened at the RNC and DNC.

Here’s a guide to deciding which Mike Cernovich book to read first.
28.9.2016 – Michael Savage’s Radio Show Pulled from Air for Quoting Mike Cernovich

Michael Savage’s world-famous and highly influential show, A Savage Nation, was pulled from the air as Savage was quoting an article from Danger & Play about Hillary’s Health.

- Read the article that got Mike Savage pulled from the air here.

I’VE BEEN SABOTAGED ON AIR. TO DESTROY SUPPORT FOR TRUMP. MORE LATER — Michael Savage (@ASavageNation) September 26, 2016

Readers excitedly contacted me via Twitter, Facebook, and email to tell me Savage was talking about my article on Hillary’s health. Savage was quoting from me, as he has done before.

When I turned on the radio station in NY to listen to the segment, Savage wasn’t on the air. This was weird. New York pulled his show entirely, and the other affiliates cut Savage off and began playing an older episode.

Multiple repeats that Mike Savage's show @ASavageNation was pulled after discussing my #HillarysHealth article. pic.twitter.com/oLRYve4gV1 — Mike Cernovich (@Cernovich) September 26, 2016

Savage told Breitbart:

Pure sabotage. No advance notice from me or my producers. Then ‘ISDN problems’ during my discussion of the side effects of Levodopa, used for treating Parkinson’s. Then the two fill-ins trying to sound informed and clever from WABC who have 40% lower ratings than me, boasting on air during my hours that they conducted a ‘coup’ by taking Savage off the air.

I’ve been banned from “conservative” talk radio, as Mike Gallagher explained in a radio segment.

“People told me I’m not allowed to talk to Mike Cernovich, Gallagher said.

Mike .@Cernovich tells Mike why the establishment GOP is afraid of the so-called alt-right

The media has moved from lying about me to attacking people for liking my Tweets.

My ego is far smaller than it seems online, as this is a truly absurd world we live in. Why, for example, is it newsworthy when I go on TV? Yet the Daily Beast wrote a massive article about me, full of lies and cries from Ben Shapiro and other cucks.

The mainstream media even attacked Luckey Palmer, a $700 millionaire, for liking one of my Tweets. USA Today “reported”:

For example, on September 12, Luckey liked a tweet by Mike Cernovich, conservative blogger and author of Gorilla Mindset, that criticized Canadian Prime Minister Justin Trudeau for speaking at a gender-segregated mosque.

The mainstream media, including its stooges in “conservatism,” like Ben Shapiro, are terrified of giving legitimacy to me.
That’s because I have an impact. My impact proves that Shapiro and National Review exist to keep
the left in power, as they roll over and do tricks for their masters at Carlos Slims blog (NYT).

- Read: [Cernovich Media v. Conservative Media](#).

I have some bad news for the media. My legitimacy is not defined by social approval from sexual
predators, sociopaths, and pedophile enablers.

My legitimacy comes from the people. My Twitter receives 3.8 million views a day, and nearly 110
million in the last 28 days.

I sell more books than the Democrat Party’s candidate for President, sick Hillary Clinton, and my
periscopes, podcasts, and blogs have more impact than any news anchor (other than Anderson
Cooper; I’ll need another 3 years to surpass his fame and influence.)

“Legitimacy” is a joke, and the idea that anyone within the media matrix can give or take it away
from me is provably false. Through my gorilla journalism tactics, my message goes directly to you, the
people.

Many have asked to fund my journalism anonymously. You can now send me BitCoin to
address: 1BTwSYqWPvD7ZrFYevaJmLrT96KmDjcxW

My BitCoin wall is set up. 1BTwSYqWPvD7ZrFYevaJmLrT96KmDjcxW pic.twitter.com/g23V98mZSI
— Mike Cernovich (@Cernovich) September 28, 2016

This has been a fun year, but the next 30 days are going to be intense. Be ready for lots more action!

- You can also fund gorilla journalism via PayPal.
28.9.2016 – How to Make a Business Proposal or “Pitch” that Works (Avoid These Biggest Mistakes)

Ninety-nine percent of business pitches are complete trash and are a waste of time for you and the person you’re sending it to. I know because people are constantly “pitching” me ideas, but what they send me is anything remotely resembling a proposal. If you want to make a business pitch that works, here’s what you do.

An “idea” is not a pitch.

Sending someone a few paragraphs about what your business can do isn’t a pitch. It’s an idea, and we all have ideas. Successful entrepreneurs know ideas mean nothing. Execution is what matters most.

Your pitch should include a mock-up of what the business would look like.

Someone sent me a proposal for a t-shirt line. It was a few paragraphs. I didn’t respond. Past experience has shown me that apparel is a tough business.

My t-shirt company was a poor use of my time, so I closed it down. If someone can run this for me, great, it’ll be a 50-50 profit split as this is “found money” for me. If you think you can run a t-shirt or apparel business for me, then I expect to see some graphics design work, logos, and at least a PDF of what a spec’ed website would look like.

If that’s too much work, all good. I won’t take it personally if you don’t want to spend a few hours articulating your vision of our company. Don’t take it personally when I don’t reply to you, either.

Stop asking to talk to me on the phone.

If you can’t articulate your business vision using the written word and graphics, there is nothing to talk about.

I can do a podcast or Periscope and reaches tens of thousands (often hundreds of thousands of people). Talking on the phone takes time and energy.

What are the odds that spending my time on the phone with you is a better use of my time than talking to the world through the power of the Internet?

Avoid taking rejection personally.

It’s nothing personal, it’s time management. As you know if you want to date beautiful women, they have options. The same is true of people you want to pitch. Men with options are busy, have many suitors, and you need to stand out. Any idea that you’re entitled to someone’s time, even “only 5 minutes,” is a time rapist’s mindset.

**Note: do not have a time rapist’s mindset!**

Similarly, I view a bad business pitch to me as rejection. You can’t spend more than 5 minutes typing out some bullshit? That says a lot about how you value working with me.
The people you want to pitch are busy.

I have a new puppy, a daughter on the way, a growing media empire, a podcast, blog, and am working on two documentaries in addition to finishing my Trump book.

That’s why you can’t get butt hurt when you are “ignored.” You’re not being snubbed personally. People are busy, that’s all.

If you don’t want to be ignored, then you have to put in a massive amount of work. Hey, don’t cry to me. Do you know how many years I worked to become Too Big To Ignore? (At least 15 years.)

If you’re rich, don’t order me around.

Lately rich people have contacted me ordering me to meet them at various places, often far from my home or cities I’m visiting. I do not respond to those messages.

Most journalists are desperate for a sugar daddy, and rich people assume that because I’m a journalist, they can order me around.

I am an author and do quite well, thank you.

While I’m happy to meet with people, remember that your social status or wallet means nothing to me. Money is easier to come by at this stage in my life than interesting people are.

“Be compelling” is my model for life, and it’s a slogan Seth Godin is fond of.

Note: be compelling!

Money is not compelling for me. Interesting people are. I’d rather meet with a “nobody” who is cool and has some insights than another basic-bitch billionaire like Botox Mark Cuban or wannabes like Chris Sacca.

If you do have a super busy schedule, then you need to ASK me, and if you want me to meet you somewhere out of the way, you had better send a car so I can work while en route, as I always work.

Again, if you don’t want to do that, cool. I don’t take it personally. Likewise, don’t cry when I ignore you.

“Show, don’t tell.”

What is the best pitch I received?
Cary Wan send me a proposal and I hired him immediate and referred him to several people. He is amazing.

He helped me build my e-mail opt-ins. Rather than tell me what he could do, he created a mock-up site.

• See Cary’s proposal.

There was no need for a phone call or any of that nonsense. He demonstrated he did great work and I sent him money to get started.
Some may find this criticism bracing, and that’s good.

Wasting times annoys me and other people you’re trying to pitch.

If criticism about your business makes you cry, then your pillow is going to be soaked. 90% of small businesses fail. The free market is far more ruthless than 1,000 words at Danger & Play. If you want to run a business that pays the bills, learn how to make a proper business pitch.

Remember the key concepts:

- **Show, don’t tell.** Demonstrate what the business relationship would look like. It’s the Internet. You can host videos for free on YouTube.
- **An idea isn’t a proposal.** I have plenty of profitable business ideas, but executing them would take me too much time. I don’t need to hear anymore ideas.
- **Rejection isn’t personal.** It’s simply an issue of time management.

Unlike others who give business advice, I’m not up-selling you on any programs.

**Everyone should start a business.**

(And why 99% of Business Advice is a Scam.)

There’s a reason most advice on business proposals are genetic and feel-good. That’s because they want to sell you on expensive courses that offer little value.

The truth is that making it in any business is brutal, and that’s why I usually advise people to work a real job, start a side business as a hobby, learn from your mistakes, and then go “all in.” The many success stories ignore the 9 in 10 people who used the same “success methods” and failed.

"When successful people give advice, I usually hear it like this: ‘These are the lottery numbers that worked for me…’" — @sivers — wallingf (@wallingf) August 2, 2016

Entrepreneur, world-famous cartoonist, political commentator, and rich guy Scott Adams didn’t quit his day job to go all in with Dilbert until he had built an actual business.

He didn’t quit his day job to “follow his dreams.” Adams worked full time even after *Dilbert* took off. He didn’t lose that source of income until he started doing speaking gigs, which became a river of income.

I worked as a lawyer before becoming an author. Once it looked like Danger & Play was big enough to sustain me, then I went all in.

**I want you to succeed, and that means “tough love.”**

The benefit of not selling mastermind groups is, well, if people cry they can do away. I don’t have to tell people what they want to hear to take their money. I tell people what they need to hear to change their life.

Besides, cry babies would never read and apply *Gorilla Mindset to their lives*, so they’d just give me bad book reviews. I’d rather only have people with the right mindset read my books.
29.9.2016 – What It’s Like to Work with a Type A Personality (While Changing the World)

Most CEO and other “success” books are about making the guy look like a nice guy. In truth most people who rise about the crowd are maniacs. Here’s what I expect from those who work with me.

Memo to [REDACTED]

The next 4-8 weeks are going to be fast paced, and that’s no exaggeration. I want to explain my work style to avoid any confusion or drama. In short, I’m an intense guy who expects people who work with me to be self-starters and on their game. We do major league work here and if you don’t intend to have an impact on the world, you won’t enjoy working with me.

Yes you work with me, not for me. I don’t need an errand boy. I need someone who could potentially transfer to a CEO role or start his own company.

If you work hard and are involved, you’ll be able to say you helped launch a book and a film. Few will ever have that experience in an entire life. You’ll have that within a month or two.

Here is what I’ll be doing within the next 8 weeks:

- Launching a book on Trump
- Launching a feature-length documentary (Silenced), including hosting at least one film showing in Los Angeles
- Doing journalism projects, including the [redacted] project
- Going into pre-production on a feature length documentary on media hoaxes. We will crowd-fund that on Kickstarter as we did with Silenced.

Silenced

For Silenced I’ll need you to help me make sure everyone is getting their KS rewards. We will sit down and look at the rewards.

I’ll also teach you how to create pre-hype for the film by telling the “behind the scenes” story. Few understand this.

We will also need to distribute Silenced and host at least one showing at a theater in LA. I’ll show you how we are going to do this.

Silenced will be a feature film, a podcast, and a YouTube. Let me explain.

Silenced will be a feature film that we will distribute to our backers and then release on Amazon, Netflix, etc. However we also have a massive amount of additional footage. In Silenced we talked to Scott Adams, Dave Rubin, Milo, Anthony Cumia, and even Alan Dershowitz as well as many other non-famous people who are nevertheless fascinating.

Rather than let the footage for Silenced go to waste, we are going to start a Silenced Project. This Silenced Project will be a podcast on iTunes with selected interviews. We will also post these selected interviews onto YouTube. You’ll coordinate with Loren to get these files upload.

We are also going to provide the footage from Silenced to the Library of Congress, as it’s an unprecedented project of historical magnitude. Nowhere in history has anyone talked to so many people about what free speech means in a given year.
**Trump book**

For the Trump book, you’ll need to coordinate cover design with Ben Garrison, and formatting and other launch issues with Vox Day.

You’ll also need to read the book. Tell me what you think.

**Mike Cernovich books**

If you’re good at the publishing stuff, I’ll also have you help me update the files for Gorilla Mindset and release Gorilla Mindset into hard cover. We also need to get Gorilla Mindset back on iBooks.

We will also launch the Danger & Play collection of essays into ebook format on Barnes & Noble, get it into paperback on Amazon, and release it onto iBooks.

None of the above will make any sense to you, and that’s OK. I will train you if you want to learn and take this seriously.

I am happy to teach you what I know, and this would mean you’ll learn enough to start your own consultancy business. I could quit my journalism job today and open an eight-figure marketing consultancy as I am one of the 10 best marketers in the world. You will know everything about crowd funding films, launching films, and publishing and launching highly popular books.

What you will learn from me will depend on how hard you want to work, how much you can learn, and how seriously you take these next few weeks. In my view this is an opportunity of a lifetime that I’d have killed for at your age. How view it and how you act is on you, of course.

**Journalism**

We’ve talked about a few projects. I’ll teach you how to do journalism the right way, how to write stories that people care about, and how to avoid libel lawsuits / how to spot frivolous litigation tactics.

**Black Ops**

We will talk about this in person.

**What you must do**

**Tasks/admin b.s.**

Keep a track of tasks that we need to complete, including “next steps” that you need from me.

Make sure we stay on task, especially as I get distracted due to the volume of projects I’m working on.

Never tell me we have a “project” due. That is too vague. Tell me the next step I need to take to complete this task.

(That’s a good life tip overall. Rather than focus on vague ideas, take action, which means ask yourself what you can do immediately to bring you closer to your goal.)
**Skill acquisition.**

I am reading a book on method acting, even though I’m not an actor, as every skill you build increases your insight into every other area of your life. I’m also reading a book on copyrighting and documentary filmmaking.

You need to think of what skills you will learn from me. When you get pissed off at me (100% you will hate me many times during these next few weeks), change your focus by reminded yourself that you are building skills.

*Scott Adams astutely observed, “Every skill you develop doubles your chances of success.”*

By the end of this month you WILL (unless you’re lazy or a flake) know how to:

- Project manage freelance workers across the world, handling everything from book formatting to graphics design
- **Host and launch a podcast on iTunes**
- Publish and launch a book on Amazon, B&N, and iBooks
- **Engage in investigative journalism**
- Write compelling articles and take compelling video footage that move people emotionally
- **Distribute a film**
- Host a film screening
- **Project manage a six-figure Kickstarter**

Sound intense? Good, because I’m an intense guy and get really pissed off when people slack off or don’t play to win.

I also don’t micromanage or babysit.

If it appears to me you’re wasting time on social media or not going hard enough, then I’ll write you off completely and start looking for someone who has hunger and desire.

People find that I am warm to them and then grow cold. I am not a therapist. People want it or they don’t. Nothing I do requires an IQ over 130. You are smart enough to do everything you need to do. I can’t teach desire or hunger. If the hunger isn’t there, I move on.

**Self-study.**

Self-study is not optional when working with me.

Read these articles to get yourself into the right mindset. These must be read/podcast listened to before we meet.

- **Talent Stacks and Mental Models**
- **The Success Podcast**
- **How to Launch by Jeff Walker**


You need to be thinking about success 24/7. I am never not thinking about new ways to win and have an impact on the world.

We will meet on Saturday to go over our to-do list.
29.9.2016 – Hoaxing Journalists Humiliated Themselves by Not Understanding Uber

“You’re at the wrong airport,” the helpful man at the check-in desk told me. In between writing a book and producing two movies, making it to the right airport slips through the cracks. My trip to JFK and then Laguardia was instructive, as I took an Uber to JFK (I put the wrong airport in the Uber app) and then had to hail a cap to Laguardia.

My Uber ride was in a new, clear, comfortable car. I was able to type on my laptop while driving.

The taxi was dirty, worn down, and cramped. I got no work done and may have caught a communicable disease.

With Uber my driver is accountable for poor service, and payment is easy via the app. I’ll never see a taxi driver again. Sometimes they credit card machine “doesn’t work,” and sometimes they “don’t have change.” Even when they do have change, you’re exchanging paper cash (germs).

@Cernovich I was in a non-Uber city last week and had to pay a $10 transaction fee if I wanted to use a debit card. On top of the $55 fare. — Nate Powell (@NatePowell) September 29, 2016

Some guy who writes for Gawker/Deadspin doesn’t understand that a cab didn’t “save” me, and that in fact taxi unions throughout the country have fought to keep Uber out of airports. I could have waited for an Uber to arrive but wanted to try the taxi as an experiment.

[I can’t find the Gawker blogger’s Tweet and won’t bother looking for it.]

One of Jeff Bezos’ bloggers (WaPo) likewise doesn’t know anything about Uber.

Shitlibs don’t know gov’t regulations make it impossible for Uber to compete in free market at airport due to rent seeking by taxi lobby. https://t.co/6IcQp6i4Ja — Mike Cernovich (@Cernovich) September 29, 2016

Venture Capitalists live in fear of a media that doesn’t even understand tech, or something as mainstream as Uber.

It’s hilarious that VCs and others “in the Valley” take the media seriously when tech “journalists” don’t have any clue about Uber, which by now is at basic bro level of market penetration.

Incidentally, I started using Uber years ago in 2012 because if you called a Yellow Taxi in Los Angeles, maybe they’d show up or maybe they wouldn’t.

Since then I’ve used Uber in Paris, all over Europe, even and South Africa.

Yes Uber is in South Africa, and it’s incredible to get into a “cab” without worrying about being hustled or raped. (In South Africa any woman who gets into a cab is not smart.)

I should have promoted my affiliate code, lost a lot of money as I was an early Uber adapter.

If you still haven’t used Uber, join civilization. You can get a free ride (and I’ll get one too – full disclosure) if you use my code at sign-up – 3USUV

P.S. If you’re a cab driver who hates Uber, it was other cabbies who ruined your brand. You should have gone out of your way to be great and to make a great impression, as most cabs are unreliable and dirty.
The microphones were set up to make Trump sound unlike his usual self, the Commission on Presidential Debates was forced to admit to today. Comedian and TV star Sam Hyde explained that the mics were rigged in a series of Tweets on the night of the debates.

Each candidate had two microphones, one attached to the podium and one attached to the body. If you want to make someone’s voice sound off or make it seem like there are “sniffles” or “mouth sounds,” then you have a higher sensitivity mic picking up mouth noises and breathing.

The rigged microphones was a @Night_of_Fire exclusive. He explained the set-up the same night of debate. pic.twitter.com/3J5XOZgHe2 — Mike Cernovich (@Cernovich) September 30, 2016

The hoaxing media called Sam Hyde’s well-reasoned argument a “conspiracy theory” without addressing any of his claims. (Sounds familiar?)

Today The Commission on Presidential Debates issued the following statement:

Statement about first debate Sep 30, 2016

Regarding the first debate, there were issues regarding Donald Trump’s audio that affected the sound level in the debate hall.

The normal response to this story is outrage. People are mad. I do not care, because what happened is consistent with expectations.

I have a new puppy, he’s adorable, he also poops all over the house.

This is Julius. You’ll be seeing more of him. pic.twitter.com/UyZGqlyQyp — Mike Cernovich (@Cernovich) September 25, 2016

I don’t care, because of course puppies poop until they are trained. Getting angry about a situation that behaves in a predictable way is a failure of Gorilla Mindset.

When you go into a bad neighborhood, people will try to kill you. When you run for office against a sick Hillary supporter, the hoaxing media will lie about you.

Every day since I began reporting on this election, sick Hillary’s supporters have attacked me. I don’t care. Of course they are trying to take me out, my honest and fearless journalism has already cost sick Hillary 5% of the vote.

What would I say to Trump?
Dear Mr. Trump:

Yes the debates are rigged. Of course they are rigged. Lester Holt was even sent signals by sick Hillary Clinton telling him when to attack you. (Read: Mike Matusow Accuses Hillary Clinton of Cheating During First Presidential Debate.)

You are fighting a war to save Western civilization. I don’t want to hear about how you were ambushed. OF COURSE you were. You will be ambushed again.

**Future debates must have no moderators.**

Ann Coulter has also suggested this. Ann wants you to win. I want you to win. Listen to us.

**Surround yourself with hard hitters.**

Hire a team of special operations communications sergeants to monitor any debate hall. Have them listen in for communications going to and from sick Hillary’s team.

(Sick Hillary often wears an “ear piece,” as pictures proved. Is she getting the questions in advance?)

The Ranger, Special Forces, and SEALs overwhelming support you. Let them help you win.

**Your next team meeting must hold people accountable.**

If Sam Hyde could point out the mic issues, then your team failed you by allowing these issues to occur during the debate. Correct this.

**Winners know they are playing a rigged game, and they still win.**

By now nothing should surprise you.

The hoaxing media spread the Michelle Fields lie like wildfire. You stopped it because you understand the hoaxing media game better than anyone, perhaps even better than I do.

You expected the debate people to be somewhat fair. Big mistake. Everyone is out to get you. It sucks, but that’s life.

Expect people to cheat you whenever possible – even your advisers. Your “friend” Hugh Hewitt is even giving you bad advice to sabotage you.

I don’t particularly like you (or dislike you, this isn’t about “friendship”), and I’ve never tried to meet you.

We share interests at a point in time and space, namely stopping the globalists from turning the United States into another Europe by importing rapists, killers, and terrorists.

Angela Merkel ruined Europe, and sick Hillary Clinton yesterday said she admires Merkel more than any other leader.

While my advice might not always be right (it is), it’s always honest and given with the interests of having you elected in mind.
(After you win, if you do betray your promises, you’ll see how true it is that I don’t want you to be a “friend.”)

**The system is rigged. Play the game accordingly.**

Special Operations soldiers are experts in unconventional warfare. Ask them how they’d sabotage you. Enough of them are political wonks, and they could have warned you about the mic issue before it happened.

Take advantage of the many people who support you. There is wisdom in crowds. Tap into that wisdom.

Sincerely,
Mike Cernovich

**As much as I want Trump to win, my job isn’t to be a cheer leader.**

My “bosses” are my readers, and my duty is to explain what is happening, predict what will happen, and share the mindset lessons along the way.

My readers (YOU) matter to me more than Trump or anyone else.

There is simply zero excuse for this microphone issue.

Unf*ck your mind, all of you.

There will also be voter fraud. It will be massive. If there’s not an entire team devoted to stopping this, then Trump deserves to lose.

Is it “fair” that Trump is playing a rigged game?

Life isn’t fair. No one cares.

You either win or you don’t.

**That’s Gorilla Mindset.**
Gorilla Mindset by Mike Cernovich was the most successful non-fiction book launch of 2015. Haters said this wasn’t true. Today Amazon announced that Gorilla Mindset would be featured as part of its celebration of independently published books.

During the month of October, Amazon will be celebrating great writing self-published via Kindle Direct Publishing and CreateSpace. The celebration will include a dedicated Amazon landing page (www.amazon.com/poweredbyindie) and special features on the KDP social media page. We have selected at least one of your titles to be featured on this landing page.

Gorilla Mindset, with over 600 total Amazon store reviews, was chosen in the “Customer Favorites in Nonfiction” category.

Gatekeepers are over.

(Why I never had a “book deal.”)

I never submitted my Gorilla Mindset manuscript to a traditional publisher, as they are incompetent. They are also out of touch. Simon & Schuster gave a $14 million book advance to sick Hillary Clinton.

Gorilla Mindset has crushed sick Hillary’s latest book, Cucked Together.

Traditional publishing is out of touch and don’t realize feminists don’t buy books, they want free welfare and are entitled. I would never have my essays read by some vapid English major with no understanding of the market.

Smart writers don’t even care if they alienate the far left. I am pro-Trump and don’t hide it because who cares if my views offend people? They would never buy a book anyway, as they have entitlement mindset.

The regressive left wants to censor and silence us, because they cannot compete with us.

When the free market is allowed to work, we win.

My Twitter received 116,000,000 views and my profile received 6,110,000 views in September alone.

116,000,000 views 6,100,000 profile visits Thank you! pic.twitter.com/kUAOytc4Hj — Mike Cernovich (@Cernovich) October 1, 2016

Gorilla Mindset had previously been recognized as a best-selling audiobook on Audible. Gorilla Mindset is the highest rated mindset book on Audible, edging out Mindset by Carol Dweck.

Free speech is in. Masculinity, aggression, and audacity are in. That isn’t me hyping my brand. That’s proven true by sales data and web traffic. The future is now and the future is ours.

P.S. If you’re waiting around to be “discovered,” it’s not going to happen. No one discovered me or offered to publish Gorilla Mindset or gave me a book advance.

I imposed my will on reality. Impose your will or lose. That’s Gorilla Mindset.

Note: remember and remember well – IMPOSE or LOSE!
2.10.2016 – Why did Trump Leak his 1995 Tax Returns?


The tax returns were from 1995. 1995 was a sentimental year.

Trump is a sentimental and loyal person, which is why he has many long-time employees and even his ex-wives remain friends with him. 1995 was special year for Trump, as his businesses had suffered massive losses. As part of his mindset training, Trump would remind himself daily of his goal.

- Trump would state an affirmation, “Survive ‘til 95.” Trump knew that if he could keep his businesses open until 1995, then the terrible real estate crisis would be over and he could recover. When frustrated or dare we say afraid, Trump would return to his powerful words of affirmation, “Survive until ’95.” (From TRIUMP: How to Overcome Impossible Odds to Win the Rigged Game of Life.)

1995 was a “comeback” year, and America is a comeback story.

1995 was Trump’s worst year. Yet when you see him today, you see a massive success.

Sound familiar?

Trump is using the power of metaphor to link himself and his own story arc to America’s.

Trump couldn’t release all of his tax returns at once.

Most Americans don’t know much about tax law, which is a problem for entrepreneurs like Trump. Tax law advantages those who create jobs by giving us access to all sorts of tax deductions. Many entrepreneurs have trouble getting a home mortgage because our income tax returns reveal little personal income.

Also, Trump had the huge loss from 1995 to “carry forward” to other years. (Under tax law, you can use a loss from a prior year to reduce your personal income in subsequent years.)

If Trump had released all of his tax returns at once, the 1995 carry forward loss would have been lost.

Now everyone knows about the loss.

@ZoroasterReborn @Cernovich if somebody was trying to undermine him they would leak tax returns with highest income and smallest taxes paid. — America First (@jeitoapp) October 2, 2016

Trump can, if he wants, release more recent tax returns.

Why did Trump leak the returns rather than release them?

Trump can talk about his comeback story and America’s comeback story while still bashing the hoaxing media for publishing “illegally obtained” or “possibly forged” documents.

Recent polls show that only 29% of people trust fact-checking websites.

It’s better to leak documents because you can attack the hoaxing media.

Trump even nodded his head respectfully when leaking his own returns:

*The three documents arrived by mail at The Times with a postmark indicating they had been sent from New York City. The return address claimed the envelope had been sent from Trump Tower.*

Scott Adams also suspects Trump leaked the taxes himself.

It’s either a Trump leak or the luckiest thing that has happened to him in the past year. #Trump

[https://t.co/GfRDqdkBEr](https://t.co/GfRDqdkBEr) — Scott Adams (@ScottAdamsSays) October 2, 2016

The hoaxing media thought they had a scoop. They were played yet again.

If you think this theory is crazy, then *Gorilla Mindset isn’t the book for you*, as you have given up on understanding reality at a deep level.
2.10.2016 – *The Revolution of 2018*

After President Trump takes office, he’s going to be met with resistance from globalists like Paul Ryan.

There are at least 100 cuckservatives who must be voted out of office.

2018 will bring to you a changing of the guard that the media will call a “revolution.”

(Even if sick Hillary rigged the vote and won, we’d need hard-hitting Republicans to stop her. Cuck Ryan and others in the GOP have given Obama every dollar he has asked for in a $4 trillion budget.)

Trump brought people together who already existed. I’ve noticed the same effect with me. We are half the country. Stay positive! — Mike Cernovich (@Cernovich) [October 2, 2016](https://twitter.com/Cernovich/status/785339413990840577)

**What are the candidates for 2018 (and 2020 and 2024) doing?**

They are building up their social media platforms, writing blogs, starting podcasts, producing documentaries, learning SEO, and mastering the fine art of crowd-funding. They are no longer reliant on the media to get their message out. They bypass the media gatekeepers, going directly to the people.

_Note: if you wish to make an impact upon this world – become self-reliant, build up your social media platform, write, start podcasts, produce documentaries, learn SEO, master the fine art of crowd-funding and above all else – NEVER stop to self improve!_

They are writing books, both for the legitimacy that having a book gives and also as a way to reach sophisticated people.

Anyone who wants to be President in 2020 or 2024 better pay attention.

The fun doesn’t end on November 9th.

That’s when the real fun begins.

**Get prepared:**

[Mike Cernovich Podcast](http://www.mikecernovich.com/podcast/)

[Mike Cernovich Books](http://www.mikecernovich.com/books/)

[Mike Cernovich Movies](http://www.mikecernovich.com/movies/)

2.10.2016 – *Silenced is Coming*

Silenced is comming.
2.10.2016 – Watch The Red Pill Movie with Me

The Red Pill is a documentary about the men’s rights movement in America.

I became an Associate Producer for The Red Pill after social justice warriors tried to have it censored.

I oppose censorship of all forms.

- Read: The Red Pill Movie – Why I Become an Associate Producer.

The Red Pill documentary is finished, and Cassie Jaye will be showing it in NYC and LA. The NYC showing will be on October 7th, and the LA showing will be on October 14th.

The Red Pill will be shown in New York and Los Angeles.

For those of you who haven’t heard: we are premiering the film in New York City at Cinema Village movie theater on October 7th and will be screening everyday in NYC Oct 7th-13th and then we have our West Coast premiere in Los Angeles on October 14th at the Laemmle Noho 7 Theater and will be screening everyday in LA Oct 14th-20th to fulfill the Oscar-qualifying requirements for a Feature Documentary.

- Tickets are now on sale here for the New York City screenings.
- Tickets go on sale October 11th for the Los Angeles screenings.

I probably won’t make it to the NYC premier, but I will be at the one in Los Angeles.

Buy a ticket, watch the film, and we’ll hang out afterwards.

Watch The Red Pill documentary sneak peak.

The Red Pill movie trailer.
3.10.2016 – Zero to One (Peter Thiel’s Magic)

Peter Thiel is either the man who destroyed Gawker or a member of the PayPal mafia, a group of multi-billionaires who sold to eBay for billions, and then went on to fund other multi-billion dollar companies. Thiel is also an alchemist, philosopher, truth seeker, which is far more interesting to us. Co-authored with Blake Masters, Zero to One is Thiel’s business advice and also his mindset manual.

It shows you who Thiel is, as all books of philosophy do.

Zero to One begins with what he calls the contrarian question (and it’s a question he asks during job interviews): “What important truth do very few people agree with you on?” This question serves as the basis for Thiel’s business ideas.

The contrarian truth can be political, social, or financial. I have used the contrarian question without knowing it existed for my own journalism. “What important stories are the media refusing to cover?”

Note: importance of contrarian thinking!

Thiel later applies contrarian thinking to starting a company, “The business version of our contrarian question is: what valuable company is nobody building?”

While we take PayPal for granted, the idea of sending money via email was a contrarian truth. It’s obvious to us now. It wasn’t obvious then.

PayPal had to pay people to use their serve ($10 for each new user, with a $10 affiliate bonus for every friend you referred.) If you have to pay someone to use your product, then clearly it’s ahead of its time.

“Most answers to the contrarian question are different ways of seeing the present; good answers are as close as we can come to looking into the future.”

Today a contrarian truth could be that BTC and other cryptocurrencies are the future. When I mentioned opening a BTC account, most people told me it was a scam and crazy. Maybe they are right, or maybe BTC is the future.

My BitCoin wall is set up. 1BTwSYqQPWvD7ZrFYevaJmLrT96KmDjcxW pic.twitter.com/g23V98mZSI — Mike Cernovich (@Cernovich) September 28, 2016

My own contrarian truth hit me years ago. I believed that masculinity and free speech were the future. Rather than write a general-interest mindset book, I put a Gorilla on the cover and sold my book primarily to a male audience. People said this was crazy, bad branding, and that I’d alienate 50% of my potential audience (women).

Well that’s untrue and I’m one of the fastest rising non-fiction authors. Granted, a “valuable business” will always be relative to the industry. Writing and publishing are never going to reach PayPal levels of cash, but few in media are doing as well as I am and my impact is massive, due to my contrarian thinking.
Thiel is a magician (masculine archetype)

Zero to One mentions the word secret dozens of times. There’s an entire section devoted to secrets, and Theil asks in his book, “Why aren’t people looking for secrets?”

Those who have read Carl Jung or “King, Warrior, Magician, Lover: Rediscovering the Archetypes of the Mature Masculine,” would see Thiel is a magician.

Indeed Zero to One is premised on the idea of alchemy. When you take a business from 0 to 1, you create something out of nothing.

(Guardians of the Secret, Jackson Pollack)

What is your contrarian truth?

When I ask that question, even of people anonymously, the answers are often disappointing – too banal.

Finding a contrarian truth requires you to love secrets, to marvel at life’s mysteries. Without that genuine curiosity, you’re unlikely to see what others miss.

A contrarian truth should be shocking and outrageous, as by definition you are going against the crowd. As Thiel later writes, “If you can identify a delusional popular belief, you can find what lies hidden behind it: the contrarian truth.”

What is Peter Thiel’s mindset?

On conflict.

“So sometimes you do have to fight. Where that’s true, you should fight and win. There is no middle ground; either don’t throw any punches, or strike hard and end it quickly.”

On free will.

“You can expect the future to take a definite form or you can treat it as hazily uncertain. If you treat the future as something definite, it makes sense to understand it in advance and to work to shape it. But if you expect an indefinite future ruled by randomness, you’ll give up on trying to master it.”

On vision.

“In the 1950s, people welcomed big plans and asked whether they would work. Today a grand plan coming from a schoolteacher would be dismissed as crankery, and a long-range vision coming from anyone more powerful would be viewed as hubris.”

Go from Zero to One.

Zero to One is a must-read for anyone who wants to think more deeply about the world. Yes, there’s a lot of stuff in there about start-ups and business, and that’s what most reviews focus on.

(You read Danger & Play because, as Theil observes, “If you want to create lasting value, don’t build an undifferentiated commodity business.”)
Most news and commentary is a commodity business.

Why read Carlos Slim’s blog (NYT) when you can read Jeff Bezos blog (WaPo)? It’s the same SJW, anti-Trump hoaxes. The same is true of Vice, Buzzfeed, and Daily Beast. If every newspaper except for one failed, would anyone notice or care? If every basic bitch blog except for one closed down, what would be lost?

The Internet commoditized the distribution of facts. The "news" media responded by pivoting wholesale into opinions and entertainment. — Naval Ravikant (@naval) May 26, 2016

Hoax Post, Vox, and Buzzfeed all have trouble. They produce same basic bitch fungible content. 1/3 of will remain. https://t.co/qT2bl2DWKO — Mike Cernovich (@Cernovich) May 28, 2016

I treat a business book like a work of philosophy, which the financial and tech press lacks the intellectual depth to do.

Zero to One is not another basic bitch business book.

It’s a work of philosophy by a philosopher.

Buy it now.
Directed by feminist Cassie Jaye, the Red Pill is part auto-biography and part look at the men’s rights movement in the West. Although she was an award-winning filmmaker, Cassie’s entry into the MRA subject matter thrust herself into unexpected drama on both sides of the issue.

Cassie’s financial backers wanted nothing to do with The Red Pill once they learned it would be an even-handed look at the movement. “HOW CAN YOU DO A BALANCED FILM ON A HATE MOVEMENT!”

When I joined The Red Pill as an Associate Producer, and agreed to match contributions up to $10,000, there was a mutiny among my readers. How dare I fund a film by a woman? Clearly I went soft, becoming a white knight. (None who cried about me joining The Red Pill as an AP were making their own films.)

You’d thus expect The Red Pill to have conflict and drama, and there are plenty of protest scenes and angry mobs. There’s also a sadder face to the film, and these sad faces are why I’m not an MRA (and why MRAs have disavowed me many times).

I have no tolerance for male weakness, and many MRAs are men who clearly need to improve their lives by going to the gym. My lack of compassion is rooted in a patriarchal view of traditional masculinity.

When life hits you, hit harder.

My view is of course hard and not meant for everyone, and there should be “room in the room” for other voices.

Feminists, who claim to resist patriarchy, dismiss every MRA’s call for help.

- Suicidal? Cry more!
- Your wife beat you and you can’t find a domestic violence shelter? Waah!
- You lost your job and can’t afford child support payments, so you go to jail? Boo-hoo!

While my radical individualism can be seen as cold, the amount of bile and evil flowing from feminism makes me look like I feed the poor during my weekends.

Why do feminists dismiss verifiable facts about the male condition? I can understand not caring about men’s issues. But why is there hostility for men who seek to shine a spotlight on legitimate mental health issues facing men?

When MRAs talk about wanting to have custody of their children, or of male suicide rates, or on-the-job injuries, all they hear is, “Oh you poor baby!” Men suffering and they have no resources and when they try to have a voice, they are mocked, because even feminists expect all men to be stronger (however that’s defined).

The Red Pill is a balanced, sober look at the men’s rights movement. It doesn’t have an agenda, and it presents both sides. The Red Pill features some familiar faces, including Big Red.

That said, The Red Pill is a reminder that the men’s rights movement isn’t for me. MRAs aren’t my audience and I’m not their voice.
In life you impose your will on reality, or you lose.

That’s especially true for men.

While MRAs seek to reform the system, my vision is for you to Unf*ck Your Mind.

Note: unfuck your mind!

That said, I wish MRAs nothing but the best. They are doing valuable work for men and boys, and by extension, valuable work for women. A society where the genders are at war won’t last long.

I’m proud to have backed The Red Pill and hope you’ll come watch it with me in Los Angeles this October 14th.

The Red Pill will be shown in New York and Los Angeles.

For those of you who haven’t heard: we are premiering the film in New York City at Cinema Village movie theater on October 7th and will be screening everyday in NYC Oct 7th-13th and then we have our West Coast premiere in Los Angeles on October 14th at the Laemmle Noho 7 Theater and will be screening everyday in LA Oct 14th-20th to fulfill the Oscar-qualifying requirements for a Feature Documentary.

- Tickets are now on sale here for the New York City screenings.
- Tickets go on sale October 11th for the Los Angeles screenings.

I won’t make it to the NYC premiere, but I will be at the one in Los Angeles.

Buy a ticket, watch the film, and we’ll hang out afterwards.
4.10.2016 – The Red Pill Movie Triggers Its First Blog Reviewer, Alan Scherstuhl

Blogger Alan Scherstuhl of the Village Voice has never produced or directed a film people want to see.

Watching The Red Pill triggered him into blogging a barely-coherent review. It’s hilarious.

In his review of The Red Pill, Scherstuhl recognizes men have problems, and he smugly dismisses them.

Yes, men commit suicide more than women do, are more likely to drop out of college and, when men are the victims of violence in a relationship, they do not have access to the same (threadbare, strained) network of shelters that women do.

If all those points are true, then why did Scherstuhl spittle all over his sticky keypad? Simple, he thinks it’s above it all. How dare he, an esteemed review blogger, watch a Kickstarter film?

You don’t even have to put in that tiny bit of online legwork to suspect that something’s hinky with Jaye’s film. (It’s a Kickstarter job.)

And it’s worth pointing out that this movie is playing in two American theaters mostly so that outlets like this one get tricked into running reviews that, even if negative, confer some kind of legitimacy. I apologize for taking the bait.

Scherstuhl considers himself an intellectual, one of Rotten Tomatoes finest critics. How dare he watch a film that moviegoers believed in so much that we backed it with our own money?

“I am an intellectual, unlike those neck beard MRAs!”

Why is Scherstuhl so mad?

Your answer.

The Red Pill will be showing in NYC this Friday.

- New York City at Cinema Village movie theater on October 7th and will be screening everyday in NYC Oct 7th-13th

The West Coast premiere is in Los Angeles on October 14th at the Laemmle Noho 7 Theater and will be screening everyday in LA Oct 14th-20th.

I’ll be at the Los Angeles event and will post a link to tickets once they are up for sale!
5.10.2016 – #DisruptCensorship Contest Ends this Sunday (9 p.m. PST)

On Sunday October 30th I’ll be speaking with Milo at the University of California, Irvine. I am holding a contest to fly a winner out to watch the event. I’ll cover your airfare and hotel for one night plus you can have dinner with us.

#DisruptCensorship Contest Rules

You must tag your entry on Twitter with this hashtag #DisruptCensorship. Other than that, I am looking for shock-and-awe. This really needs to impress people.

Some ideas:

- Post a video of yourself speaking out in support of free speech during a protest at a Donald Trump rally.
- Go into a group of protesters and debate them.
- Film yourself challenging your feminist professor in class about the “wage gap,” “rape culture,” or other feminist myth.
- Create an amazing video or other multi-media project.
- Do something completely cool and totally unexpected.
- Troll yourself onto national television.

If you win the contest and can’t make it out, then you can send someone else.

It needs to be wow. Most of the entries thus far lack the wow factor. There is some nice work, and even work I’d pay to use. There’s nothing that stops traffic though, and you need to interrupt a person’s thought in order to influence them.

This young man knows how to “wow.”

Why did I use #DisruptCensorship?

“Disrupt” is a corn ball cliche that everyone in tech uses. “I want to disrupt Twitter!” Yet it’s people in tech who want to censor free speech. YouTube has begun its YouTube heroes (censorship) program. Mark Zuckerberg met with Angela Merkel to censorship any discussion about rapes being committed by migrants. And Twitter banned Milo.

Our project is designed to disrupt censorship, and also make fun of people who use the word disrupt. There needs to be edge. Take a risk. Do something that will stand out.

If there aren’t any compelling entries, then I’ll still offer some cash prizes ($250 for winner), as I want people to participate.

P.S. Here’s another example of shock and awe.
In 2015 I identified video production as the weakest element of my game.

My writing game is on point, I can write and self-publish my own books, outselling presidential candidates and billionaires.

But my films sucked, and to do what you want to in my world, you need to have films.

**How to plan your own life:**

**Vision**

**Skills**

**What’s your life vision?**

Mine is to build a media empire.

**What skills do you need to live your life vision?**

For me, I had to master filmmaking, or at least find people who can make great movies.

**Be honest with yourself.**

Look, I’m going to be real. The social skills of many men today are lacking. The amount of self-importance I see on a daily basis astounds. If you’re not where you believe you should be (entitled feelings), then it’s probably because your social skills are poor.

**Each year develop one new skill.** “Every skill you acquire doubles your odds of success.”

In 2016 and 2017 I’ll be focusing on films.

- If you’ve read Gorilla Mindset, this is all familiar to you.
- Right now you are seeing applied Gorilla Mindset.

Do I talk a lot of trash? Sure, but I deliver.

Check out my latest project.

**Hillary Merkel**

**My first film of 2016 was Un/Convention: Exposing Media Hoaxes at the RNC and DNC**
If Peter Thiel had asked Air Force Fighter Pilot and military theorist John Boyd his famous question of “what one thing do you believe that nobody else believes,” Boyd’s answer would have been simple:

‘He, who is able to make and execute decisions fastest, wins.’

It seems simple, but like many important concepts is incredibly complex once you dig into it.

Boyd’s master theory of the “Observe-Orient-Decode-Act Loop” states that the faster one is able to observe the enemy, orient one’s self to that enemy, decide on a course of action, and then act on that decision, the more likely one is to defeat the enemy in a combat engagement.

Note: ‘Observe-Orient-Decode-Act or OODA Loop!’

No single theory better explains the tactical success of Donald Trump.

Beyond Trump’s political positions — America First, free speech, defending borders — is a brilliant tactical mind that can be understood simply by looking through the lens of John Boyd.

For the mainstream media, the observe-orient cycle can take hours, if not days. First, something happens (like an attack on innocent civilians). As initial reports begin to trickle out from the incident, members of the mainstream media begin to ask themselves what happened. They flock to their private internet chat rooms (like the recently leaked Correct The Record Slack channel) and begin to formulate an official “narrative”. Virtues must be signaled. Feelings must not be hurt. Once they have observed and oriented, then they collectively arrive at a decision: it is time to go in TV. Hours later, they take to the airwaves and the blogs owned by Carlos Slim, Jeff Bezos, and others. Hand-wringing commences.

This process takes approximately six to ten hours depending on when it happens.

Their single OODA-cycle takes a whole day.

This used to work back when newspapers were printed once every 24 hours (or sometimes had an “afternoon edition”), and news as a result had a daily, cyclical feel to it. Something happened. And a response came a day later.

Then came the Internet.

For Trump, this means social media and a tight-knit crew of trusted confidantes. With a reach into the hundreds of millions worldwide across Facebook, Pinterest, Instagram, Vine, Periscope, and Twitter, Trump is able to completely bypass the media and address his audience directly.

They can respond in minutes.

For Boyd, this means that Trump can get “inside the [media] OODA-loop.” It means that in the time it takes the other side to make a decision, the Trump movement has already not only made its first decision, it has made MULTIPLE decisions as it anticipates the reaction.

You thought “bullet-time” in the Matrix was something that only existed in video games? Look no further than Trump to see it in real life.
Live-tweeting the Vice Presidential Debate, Trump injects himself into every news cycle when, and where he pleases. He forces the media to react to him even before they've reacted to what is happening. This also ensures that whenever something happens, the media mention Trump’s reaction first.

To apply the OODA-loop in your own life you need to have the right mindset.

1. Observation.

Sharpen your senses. Practice your skills of observation. Go for walks where you simply listen and watch. You will be amazed at what you see. Birds chirping. Couples feuding. Strange chalk marks in alleyways. Listen to your mind when you see something. Pay attention to the world around you.

2. Orientation.

This is the big one. It means always striving to improve yourself be it through reading new books, listening to podcasts, or learning new skills. To orient effectively you must train your mind to recognize patterns, understand history and psychology, and even know your enemy.

3. Decision making.

This one just comes with time, and with mentorship. This is why training schools exist in the military, or practice for sports teams.


You need to strengthen your body. Lift weights. Get in shape. Eat right. Practice breathing. Everything described in Gorilla Mindset. This way your body and your mind will be prepared once you decide to take action.

Pay attention to the Trump campaign this week. Look at how it executes. If Boyd were alive today, he would see his principles in the movement we are building. You can use these same principles in your own life.

You just need to have the right mindset.

Further study:

Military Strategist Explains Why Donald Trump Leads—And How He Will Fail by Dan McLaughlin.

Boyd: The Fighter Pilot Who Changed the Art of War Paperback

John Boyd Patterns of Conflict Part 1
7.10.2016 – How to Live a Life Without Regrets

People have selective memories and we are always able to re-write history via our memories.

Writers are faced with concrete evidence of our beliefs. I said that? Wow, as the kids say.

Yes my views on the world have changed, and I have no regrets.

In the latest Mike Cernovich Podcast I explain why you should have a similar No Regret Mindset.

The Mike Cernovich Podcast is sponsored by Gorilla Mindset.

Support our sponsors to keep my podcast on the air!

7.10.2016 – Sick Hillary Clinton Sucks Up to Wall Street, Never Before Seen Speeches Reveals

Sick Hillary Clinton gave speeches at $500,000 an hour to Wall Street. During the primaries, Bernie Sanders challenged her to release the transcripts. She refused. Today’s Wikileaks release shows why.

Sick Hillary apologized to Wall Street for passing the Dodd-Frank Act. It was necessary for “political reasons.”

Sick Hillary Clinton apologized to Wall Street for new regulations under Dodd-Frank. It was necessary for "political reasons." pic.twitter.com/PJhgrdRpUW — Mike Cernovich (@Cernovich) October 7, 2016

Sick Hillary’s speeches were chummy. She even asked Wall Street to regulate themselves, “You guys help us figure it out and let’s make sure we do it right this time.”

Sick Hillary Clinton grovels before Goldman Sachs, never before seen speech transcript reveals. pic.twitter.com/RwZcgCGtz8 — Mike Cernovich (@Cernovich) October 7, 2016

Sick Hillary to Wall Street, "You know how to regulate yourselves," unreleased speech transcripts reveal. pic.twitter.com/90bhYcd4UO — Mike Cernovich (@Cernovich) October 7, 2016

Even though Wall Street crashed the economy, sick Hillary complimented them. “You see over the horizon, you think about products that nobody has invented.”

"You see over the horizon, you think about products that nobody has invented." – Sick Hillary to Goldman Sachs pic.twitter.com/n10aXXjck2 — Mike Cernovich (@Cernovich) October 7, 2016

Sick Hillary is Wall Street’s candidate. Her speeches prove this.

P.S. People have asked how you can fund high-impact journalism. I’ve set up a way to do this right here.

Thank you!

Fund high impact journalism! https://t.co/kW1Y9H7nN9 — Mike Cernovich (@Cernovich) October 7, 2016
9.10.2016 – The Inside Story of How the GOP Sabotaged Trump’s Voter Registration Drive

Donald Trump’s get out the vote efforts have been sabotaged at every level by the GOP, sources report exclusively to this reporter. Some of the sabotage is obvious and clear, and others is more subtle. Their motivations for sabotage vary from personal and professional jealousy to financial.

The bait-and-switch.

When a Donald Trump volunteer goes to the local GOP office to get out the vote, she’ll be sent out to knock on doors for down ballot candidates in neighborhoods Trump has already won.

Would be volunteers have reported to me that when the showed up at the GOP office, the local office would tell them to campaign for other GOP candidates. When the volunteers told the local office that they wanted to campaign for Trump, they were told to leave.

Hey @Reince is this true? Are @realDonaldTrump supporters being lied to? Getting MANY messages like this! #MAGA3X pic.twitter.com/O83j8vbuHa — Mike Cernovich (@Cernovich) October 5, 2016

The big ignore.

Other would-be volunteers have told me they’d show up to GOP offices only to find the doors had been locked. Their calls would go unreturned. It was simply impossible to volunteer to get out the vote for Donald Trump.

Journalist Mike Tracey observed that the Lancaster Co., PA GOP headquarters was closed on a Sunday – a huge day for voter registration efforts.

Lancaster Co., PA GOP headquarters: note that a local state representative candidate's name is Bigley pic.twitter.com/PMXczHQcR7 — Michael Tracey (@mtracey) October 2, 2016

The HQ is apparently not open on Sunday, which is one of the best days to canvass. Voter registration deadline in PA is Oct. 11 — sad! — Michael Tracey (@mtracey) October 2, 2016

The GOP was sabotaging Trump’s efforts well before the infamous “hot mic” video surfaced.

When would-be volunteers reported it was impossible for them to support Trump via their local GOP office, I began raising concerns on Twitter.

Sources at the highest level of the GOP began reaching out to me.

Cucks, haters, and sick Hillary’s paid trolls claimed I wrong, until voter registration data from Florida arrived:

Meanwhile, voter-registration records show, Democrats are walloping Republicans. The Florida Democratic Party has submitted about 488,000 voter-registration forms it has collected for this election, while Republicans have submitted roughly 60,000, according to state reports.

One concerned operative warned, “Trump will not win PA unless drastic change is made.”

@Reince Many reports coming in that PA GOP is sabotaging @realDonaldTrump, #MAGA3X cc @DonaldJTrumpJr pic.twitter.com/yjXdyfc9Z3 — Mike Cernovich (@Cernovich) October 6, 2016
The GOP's plan was to lose Pennsylvania, Florida, and Ohio.

Then the “hit mic” video gave them an excuse to make their sabotage public.

The “hot mic” video had no effect on voter sentiment, but it did give the saboteurs an excuse to publicly renounce Trump. Local offices were shut down, and Senators and Congressmen and other Republicans were told that endorsing Trump would lead to funding being cut off.

Source, "GOP has instructed all local offices to turn away Trump supporters. Some offices have locked out Trump supporters." Developing... — Mike Cernovich (@Cernovich) October 8, 2016

Hugh Hewitt also came out of the closet.

When I explained that Hugh Hewitt was intentional sabotaging Trump with bad advice, people doubted me. The hot mic video gave Hewitt the chance he needed to attack Trump in public.

Expanding on his call for Donald Trump to drop out of the presidential race, conservative radio host Hugh Hewitt said if Trump tries to attack Hillary Clinton with her husband’s past affairs, then tonight’s debate and the next 29 days will be a calamity for the entire Republican Party.

“If he goes on attack on the behalf of the party on issues of substance in this campaign, he could exit with grace at the end,” Hewitt told MSNBCS’s Hallie Jackson. “But if he doesn’t, if he engages in relitigating the ’80s and ’90s, it will be a disaster for the party.”

Sabotage was always my greatest concern.

In July reports first began coming in at someone at the highest level in Trump’s campaign was giving him deliberately ineffective advice.

Someone within the Trump campaign is actively sabotaging him. — Mike Cernovich (@Cernovich) July 16, 2016

Although I won’t tell the full untold story of the GOP’s attempted coup of Trump, one of Trump’s longtime friends and trusted adviser Roger Stone posted something interesting on Twitter.

What did Roger mean by this?

“One adviser 2 Mr. Trump cautioned before the statement that if the candidate mentioned Mrs. Clinton, it would fail” Wrong @KellyannePolls ! — Roger Stone (@RogerJStoneJr) October 8, 2016

Because predictions matter, let’s take a look at the Cernovich scorecard.

I said talking about sick Hillary’s corruption was a persuasion zero. This has been proven by the polls. No one cares. Anyone telling Trump to focus on corruption is ineffective and out of date for today’s idea battlefield or they are trying to make him lose.

I said we should focus on sick Hillary’s health. People called this crazy, and then sick Hillary had a seizure on September 11th.

I identified saboteurs within Trump’s campaign. This has been proven.

I explained how the GOP was preventing millions of people from registered to vote for Trump. Fact.
Yesterday’s Tweets from @Cernovich are tomorrow’s news.

Cernocheck: True I told you days ago about the GOP’s effort to sabotage. Stop arguing with me, you’re just wrong. https://t.co/EUxnd0AKKC — Mike Cernovich (@Cernovich) October 8, 2016

Is Mike Cernovich the greatest living journalist today?

Maybe not the greatest (then again, who is better?), but I am the most honest and my track record has been tops.

The GOP wants Trump to lose. One of Trump’s top advisers wants him to lose.

He’s fighting a three part war, as we all are.

It’s always been:
– People v hoaxing media/cucks
– People v sick Hillary
– People v GOP

Do you finally see this? We must beat all of them!
– Mike Cernovich (@Cernovich) October 8, 2016

I’m building up a team of journalists and videographers who can write the type of high-impact stories you’re used to seeing at Danger & Play.

You now have three ways to fund hard-hitting journalism:

- Patreon
- BitCoin – 1BTwSYqQPVWvD7rFYevaJmLT96KmDjcxW
- PayPal

P.S. Be sure to watch my discussion on Trump, media hoaxes, and new journalism with Stefan Molyneux.
10.10.2016 – Post-#Debate Analysis (What Hot Mic?)

After last night’s debate, my only question is: What hot mic video?

Losers and “conservative media,” though I repeat myself, are willing to quit over one bad story. This is due to their reliance on the media. Cucks passively wait for the hoaxing media to create a news cycle, they reply, and then they wait for a news cycle. Trump and more importantly his supporters know how to create a news cycle. One bad story – even a really bad story – only lasts a few hours due to our ability to drive the news.

Note: do not be a consumer. Be a creator!

He who controls the news controls the election.

Before the debate even began, Trump created an entirely news cycle. Bill Clinton has a history of raping and abusing women, sick Hillary Clinton has silenced victims, and the media has pretended none of the stuff ever happened.

Rather than wait for the media to cover this story, Trump held his own press conference using Facebook live. Trump invited journalists to ask him about the “hot mic” video, and when the hoaxing journalists arrived, they were met with Bill Clinton’s many rape and sexual assault victims.

The hoaxing media was outraged, calling Trump’s pre-debate press conference an “intimidation tactic.”

Hoaxing media claims having Clinton rape victims attend #debate is “intimidation tactic.” pic.twitter.com/w3RE2N3iNq — Mike Cernovich (@Cernovich) October 10, 2016

Trump created an entirely new news cycle before the debate began. Then he slaughtered sick Hillary during the debate.

Trump won the debate, it wasn’t close a good test for confirmation bias is to see who claims sick Hillary won last night. (If you recall, I said Trump “lost” the first debate.) If you can’t see when your favorite candidate loses, you are literally delusional.

• Scott Adams has a great post-debate write-up.

Before the debate, I told you that it would be Total Warfare, and that “nothing and no one would be off limits.”

Nothing and no one is off-limits. Bill’s rapes. Hillary’s cover-ups. Huma’s connection to child pornographer Anthony Weiner, who gave his passwords and Huma’s blackberry to a hacker after he was caught in a sexting honeypot. (Bet you haven’t heard that story yet, have you?)

At tonight’s debate Trump will set the tone. He is going back into “primary challenger” mode. Trump does his best work when the world is against him, and tonight and the next 30 days will offer some surprises.

Unlike “pundits” and “experts,” I don’t explain reality after the fact. I predict it and indeed impose my will on reality.
Trump stalked sick Hillary during the debate. Trump stood, where as sick Hillary retreated to her beloved stool at least 36 times.

The unconscious signalling was powerful. Weak people like Sarah Silverman were triggered on behalf of sick Hillary. Even her biggest fans realize she looked weak.

Frail Hillary supporters see "bully," the world saw a strong leader. pic.twitter.com/bRCXZ2o2fz — Mike Cernovich (@Cernovich) October 10, 2016

Nigel Farage compared Trump to a silverback gorilla. Did Trump read Gorilla Mindset?

Genius and Brexit winner Nigel Farage compared Trump to a silverback gorilla in his post-debate analysis.

Watch the video here:

"He was like a Silverback Gorilla" – @Nigel_Farage on Trump and tonight's #debate. pic.twitter.com/47rJQDI96n — Mike Cernovich (@Cernovich) October 10, 2016

One of America’s top generals said, “Follow Mike @Cernovich He has a terrific book, Gorilla Mindset. Well worth the read. @realDonaldTrump will win on 8 NOV!!”

While I can’t take credit for Trump’s win, nor would I, that’s a powerful endorsement and by making it public, the General set the tone.

The General received a massive amount of hate from the liberal media and their allies at the Wall Street Journal and other globalist publications. Publicly associating with me brings on massive negative public relations exposure.

Trump’s people don’t care anymore. They realize who the winners are and they realize who will win.

My Twitter received over 11 million views in the past 24 hours.


Buy your copy today, and more importantly read it.

The average person only reads 10% of a book.

However Gorilla Mindset, which is a short book, has over 100,000 highlights already.

People are reading and applying it to their lives, with great success.
11.10.2016 – Hillary’s Daddy – Hot New Viral Video Forces Clinton Supporters to Ask Hard Questions on #NationalComingOutDay

Cernovich Media, in association with director Loren Feldman, has released what many are calling the most effective political campaign ad of the year. Titled, “Hillary’s Dad,” this viral video has forced Clinton supporters to deal with some uncomfortable truths on #NationalComingOutDay.

Hillary’s Daddy, pic.twitter.com/9xj2r9I44Z — Mike Cernovich (@Cernovich) October 11, 2016

Why does Clinton take money from Saudis, who imprison and execute gays? Recent emails from the Wikileaks data drop shows Clinton knew Saudi Arabia sponsored terrorism.

According to a leaked Hillary Clinton email, Saudi Arabia was directly funding ISIS. They also gave $25 million to the Clinton Foundation. pic.twitter.com/3m390bBe1M — Stefan Molyneux (@StefanMolyneux) October 11, 2016

Hillary’s Daddy has already received over 350,000 impression on influential author Mike Cernovich’s Twitter page.

Cernovich told this reporter that he waived the copyright to Hillary’s Daddy as well his previous viral video success, Hillary Merkel. “This is a fight to save Western civilization. With the support of globalist Paul Ryan, rotten Hillary Clinton intends to import ISIS to America.”

“Hillary Merkel,” Cernovich revealed, “did 900,000 views on my Twitter alone. Highly influential and popular users like Stefan Molyneux also posted the video. It’s fair to say at least one million people watched Hillary Merkel, and we expect similar success with Hillary’s Daddy.”

Sick Hillary Clinton said she admires Angela Merkel more than any other world leader. Here is what that means for America. pic.twitter.com/mzLWWiZqnH — Mike Cernovich (@Cernovich) October 5, 2016
Hollywood mogul Roman Polanski slipped a roofie into the drink of a 14-year-old girl. He bent her over his swimming pool diving board and anally penetrated her. This is rape, and it required force. Polanski is not a date rapist, he is a rapist (and also a hero to Hollywood, which is also backing rotten Hillary Clinton).

Bill Clinton pinned a woman to the wall, bit her lip, and penetrated her. He knew the victim. He used force. He committed rape. He is not a date rapist. He is a rapist, and he’s beloved by the left.

Rape requires the use of force, and “date rape” does not exist as all rape is rape.

The entire concept of “date rape” is damaging to women and men.

Rape is rape, and some rapes aren’t lesser than others.

However the concept of “date rape” leads to a lot of false rape accusations, as sometimes sleazy behavior leads to sex.

- Lying about being in love to sleep with someone isn’t rape.
- Getting played isn’t rape.
- Regret isn’t rape.
- Thinking, “I might have been date raped,” means you weren’t raped.

Some have said you can have rape without force. This is wrong. Penetration requires force, and under the law a woman’s will has been overcome, and force has been used.

Some might say my definitions are legalistic. Yes, the definitions are legalistic, as a false accusation of rape is a disaster for the woman making it and is even more of a disaster for the man facing it.

Rape is a serious crime, and a woman who is a victim of rape is often traumatized. Why create made-up definitions and concepts to convince women they are victims if they are not? To ask the question is to answer it.

The left has no answers for women, men, or anyone else. They must instead create entire new classes of victims whose “rights” can then be “vindicated.”

“Date rape” as a concept leads to false rape accusations. If you don’t view rape as a serious crime, then it’s easy to say that the guy who may have done something sleazy is a “date rapist.”

Rape is the easiest accusation to make and one of the hardest to disprove. How does a man prove he is not a rapist?

All of this seemed obvious in 2011 when I posted a Tweet about the subject. We don’t call murder “date murder,” so why call rape “date rape”?

No one says you were "date murdered" if killed by boyfriend or a date. It's just "murder" (or homicide). This isn't complicated, liberals! [https://t.co/tGXaKv3PfW — Mike Cernovich (@Cernovich) October 12, 2016](https://t.co/tGXaKv3PfW)

My many haters in the hoaxing media dig it up and take it out of context as my voice is too powerful for them to stop. Link to this article whenever it’s brought up out of context, as it will be again.

Why is the media coming after me aggressively? There are 120 million reasons.

P.S. If you wonder how to deal with nonsense, drama, and lies on a daily basis, read Gorilla Mindset.
There’s something rotten in Hillary Clinton’s world, as Wylie Mao, one of her top staffers, was caught on video saying he could sexually harass women without facing any consequences.

UPDATE: Wylie Mao remains employed by the Rotten Hillary campaign, this exclusive audio recording of someone who paid a visit to his local office confirms.

Watch the video here.

Mao was caught with his pants down by journalists with Project Veritas, a group committed to uncovering election fraud.

“In this video released by Project Veritas Action, James O’Keefe exposes the “misogynistic” nature of the Hillary Clinton campaign and its organizers, who joke about sexually harassing women and committing voter fraud on the campaign.”

While sitting at a table with a group of women, the Clinton staffer said he would not be fired for sexual harassment.

They are not going to fire me. I would have to grab like Emma’s ass twice.

Mao went on to say, “I think that the bar of acceptable conduct on this campaign is pretty, pretty low.”

As is typical of hypocrites, Mao virtue signalled against Trump on Twitter, RT’ing a comment say, “THE OVAL OFFICE IS NOT A LOCKER ROOM.”

Watch the full video below.

Read Project Veritas’ Press Release

Contact: Laura Loomer
media@projectveritasaction.com
(914) 908-6217

CAUGHT ON CAMERA: Clinton Staffer Says I Could “Grab [Her] Ass” and Not Get Fired; Ripping Up Ballots is “Fine”

(NEW YORK) — In a new video released by Project Veritas Action, James O’Keefe exposes the “misogynistic” nature of the Hillary Clinton campaign and its organizers, who joke about sexually harassing women and committing voter fraud on the campaign.

In the video, Wylie Mao, a field organizer for the Hillary Clinton campaign and Democratic Party of Florida in West Palm Beach is caught on camera saying that the Hillary Clinton campaign would excuse his sexual assault of a fellow female campaign worker.

“I think the bar of acceptable conduct in this campaign is pretty low. To be fired I would have to grab Emma’s ass twice and she would have to complain about it, I would have to sexually harass someone,” said Mao.
After saying that he could get away with sexually harassing fellow female Hillary Clinton organizers, several female campaign organizers are seen laughing at his comments.

James O’Keefe makes a cameo in the video where he makes a comparison between Donald Trump’s recent comments regarding grabbing women by the p***y and Mao’s comments about grabbing a Hillary Clinton director’s ass, twice. O’Keefe insists that the comments are similar in nature, which is why the mainstream media must treat both fairly.

Mao also suggested that he could rip up voter registration forms and get away with it too, saying, “If I rip up completed VR forms, like 20 of them, I think I’ll just get reprimanded. I don’t think I would get fired.”

Project Veritas wanted to see how the Hillary Clinton staffers would react to ripped up VR forms, so a PV journalist said he ripped up three Republican registration forms.

Upon hearing this, Trevor Lafauci a Clinton campaign staffer said, “Yeah that should be fine,” and he said he would not report it.

Project Veritas journalists confronted both Mao and Lafauci about the comments they made on camera.

They both refused to answer and walked away.
13.10.2016 – Mike Cernovich Breaks Twitter Records as His Trump Book Launch Approaches

Mike Cernovich’s Twitter profile was visited over 7 million times in the past 28 days, Twitter analytics reveal. Cernovich’s overall Twitter impressions exceeded 124 million in the past 28 days.

Asked about what these numbers mean, Cernovich replied, “Twitter impressions can sometimes be inflated by posting to popular hashtags. Anyone who posts to #Debate, on the night of the debate, is going to have his or her tweets show up in the hashtag. That counts as an ‘impression.’ Who saw it though? I look especially closely at Twitter profile views as that is a direct measurement of how many people went to Twitter.com/Cernovich – there’s no question that those are real visits/views.”

Cernovich has come under considerable media attacks in recent days as his profile and influence continues to grow. Creepy Glenn Beck devoted a radio segment to Mike Cernovich.

Cernovich reported that he didn’t listen to the segment, “Who cares? Three people on Twitter told me about it, I didn’t even know the guy still had a radio show,” he answered.

Cernovich’s haters in media lack the social savvy and emotional intelligence needed to write content readers find compelling. They accused Cernovich of “bots,” to which Cernovich responded by shutting down the GOP headquarter’s phone lines.

“Haters on Twitter, including the very top officials within the GOP, did not study the Seven (Hidden) Pillars of Content Mindset,” Cernovich said. “They didn’t realize people read content and respond to content. Thus I and my many online friends called the GOP yesterday. You couldn’t even get through the line to be put on hold. The lines were shut down completely.”

Cernovich’s latest book, MAGA Mindset: Making YOU and America Great Again, is scheduled for release in two to three weeks.

Published by Castalia House, MAGA Mindset, according to Cernovich, “is a book unlike any other written. MAGA Mindset is not a political explainer. It’s not a cheer leading book for Trump. Instead I explain Trump’s rise while also giving readers the ability to make themselves great as well.”

“We even took a massive risk with the cover,” Cernovich said. “Ben Garrison designed an original cover for MAGA Mindset, and we will have a limited edition run of posters.”

When told that the cover for MAGA Mindset made the book look like a novel, Cernovich answered, “That’s the point. I am taking a risk. MAGA Mindset is based on standing out. Why have another boring book cover with Trump’s face or even my face on the cover?”

So-called experts in marketing told Cernovich that the original artwork for Gorilla Mindset was a mistake, and they were wrong.

“Readers are tired of basic bitch content,” Cernovich told me, “They want edge. They want pop. They want swagger. My readers are ferocious and want to stand out. Let the content serfs serve up the same undifferentiated slop. I only want savages and madmen and madwomen reading me.”

Until MAGA Mindset is released, readers will have to contend with Gorilla Mindset, “which is more complete than MAGA Mindset,” Cernovich said. “However, my editor Vox Day told me the writing in MAGA Mindset is the best I’ve done. I’ve always said the only person who can best me is me. Once MAGA Mindset is released, readers will be able to decide for themselves!”
17.10.2016 – American Media has Become a Terrorist Organization, Incites Violence, Covers-Up Crimes

The firebombing of a North Carolina is the latest attack on free speech in the United States. This attack, which would be labelled a domestic terrorism and be the subject of never-ending media coverage had it happened at a Clinton office, has been largely ignored by the American media.

The North Carolina firebombing is part of a broader campaign of terror incited by American media, which continues to cover up violence.

Trump supporters were run down by mobs in San Jose.

Thugs shut down Trump’s Chicago campaign rally.

Read: Chicago Trump Rally: What Really Happened And How The Left Exposed Their True Form

Rioters took over the streets of Santa Ana after a Trump Rally in Orange County.

Read: From Trump Rally to Trump Riots, I was There.

I was an eyewitness to the violence which occurred OUTSIDE of the Trump rally. None of my footage was edited, and I streamed it live.

Rioters threaten a man. #TrumpOC pic.twitter.com/2OR7hmWgX4 — Mike Cernovich (@Cernovich) April 29, 2016

Rioters threw bottles at police officers.

Rioters were throwing bottles earlier. #TrumpOC pic.twitter.com/MDnibEFRwB — Mike Cernovich (@Cernovich) April 29, 2016

Meanwhile INSIDE the Trump rally were good people sharing good vibes.

This is what the media won’t show you about the PEACEFUL #TrumpOC rally tonight. Great Americans. Packed house! pic.twitter.com/UF5lKt3sej — Mike Cernovich (@Cernovich) April 29, 2016

Two Hillary Clinton supporters are facing battery charges in California court for attacking Trump supporters in West Hollywood.


UPDATE: The two women will appear in court this week. The are facing criminal assault charges.

Two Hillary Clinton Supporters Face Criminal Charges for Assaulting Trump Voters. #MAGA3X pic.twitter.com/RRELgxSPwj — Mike Cernovich (@Cernovich) October 17, 2016

American Media is a terrorist organization, they incite violence, and blame victims of violence.

Here is what a Trump rally looks like on the inside.

Here is what happens outside of a Trump rally.
The beginning of protests tonight at #TrumpOC pic.twitter.com/M47AW6tvCk — Mike Cernovich (@Cernovich) April 29, 2016

Why are protesters and rioters exercising their rights (while destroying property and assaulting people), where as people who attend a rally for a major party’s candidate are fascists?

One group supports free speech, one group wants to silence free speech.

Which side is American Media on?

Inside a Trump rally v. protests outside a Trump rally.
The culture wars struck me as a waste of time and needless distraction from the important business of life. That changed when a man’s live was ruined over a few Tweets that were taken out of context. If you love or hate me, you have the media to thank for me. If they had never attempted to destroy Pax Dickinson’s life, you’d have never heard of me outside of my best-selling mindset books.

Most of you have never dealt with a hit piece. Hit pieces work for a lot of reasons, including the fact that they FEEL crappy when they hit. At my level of the game, they are fun. But it took a while to learn to laugh at being called a date rapist and to be lied about.

If you’re an honest person, you can’t handle the media. It’s maddening to have people lie about you. The media is full of liars and hoaxers and sociopaths. Yes, I play them at the highest level of the game, but this mastery is unavailable to regular people.

Hit pieces also work because people believe them. There are people in this country who believe I’m evil, and while it doesn’t matter to me due to Gorilla Mindset, my ability to live a normal life is over. I either make my living as an author and journalist and filmmaker on my own (well with YOUR help) or that’s that. There are no jobs for Mike Cernovich, “Date Rape Apologist” Who Has Been Banned from FoxNews for Supporting Donald Trump Too Effectively.

Now what happens to some average person who is savaged by the media? Pax Dickinson, who is a personal friend, was not important enough to be subject to wall-to-wall coverage in the media. He was a private person. And don’t even get me started on Justine Sacco, who was a complete and total nobody.

What sort of sociopath ruins a person’s life over a few tweets? Who mines through Ken Bone’s Reddit to share his porn preferences? How does this end up in the New York Times?

The media has lied about Trump supporters, and people believe the lies.

I’ve attended the RNC, DNC, and several Trump rallies. Although most Clinton and Trump supporters are peaceful, the main violence has come from the radical left. Yes, there have been fights inside a Trump rally. If you are a logical person, this makes sense as any sufficiently large group of people in a confined space will have fights. Ever been to a rock concert? And how many mass shootings have there been at hip-hop shows?

David Heinemeier Hansson wants to ruin the lives of people who support Trump. He has even waged war on Peter Thiel, a genius philosopher and billionaire. Imagine how DHH would treat the average person who supports Trump?

Jason Calacanis blamed the terrorist attack that occurred at the North Carolina GOP office not on the terrorists. He blamed Trump and Trump’s supporters.

“You can’t threaten violence, court assassination & threaten to deport people and not expect violence in return.”

Some might call David Heinemeier Hansson and Jason Calacanis evil.

I call them useful idiots.
DHH and Jason, like tens of millions of Americans, lack the ability to think for themselves and conduct their own research. They believe that the media has told them, and these media lies have filled their hearts with hatred.

According to DHH and Jason, this woman deserved to be egged. This teenage boy deserved to be chased down and beaten.

The American Media is to blame for the hatred in the heart of DHH and Jason.

Yes, Jason should take ownership of his life, think for himself, and live the Gorilla Mindset rather than be a sad sack who trusts the media.

Jason and DHH should know that I have many Silicon Valley/SF honeypot operations in effect, and I know who in tech is using hookers and who has sugar babies. I've seen more than a few “selfies” of tech people – including a very good friend of theirs.

I've never released these images because I wouldn’t ruin a person’s life without good cause. I’m not American Media. Why destroy a CEO’s life and have him end up in divorce court? Wouldn’t that be petty?

However, many people should consider whether they want to ratchet up this culture war. When you are blaming the victims of a terrorist attack, you are telling me you have no decency. You are a sociopath.

Does there need to be a new Gawker-like site, which is run by me?

I could investigate the personal lives of liberals in tech.

What if Mike Cernovich decides to do journalism on liberals in tech? Who can be meaner than me?

All of my dirty laundry has been aired.

I’ve been offered seven-figures to start such a site, no-strings attached. It always seemed mean-spirited.

Maybe that’s what liberals in tech deserve...

You can’t publicly shame me. It’s been done and all hit pieces on me do is increase book sales.

There’s a lot of information I’ve been sitting on. Maybe one day I’ll release it.

Until then, read Gorilla Mindset.
Robert Klemko of The MMQB can be added to the list of media hoaxers. He is not merely biased. He fabricates stories in order to get a few retweets.

Robert Klemko posted on his Twitter account, “Bills fans scream ‘tackle the Muslim’, then a young lady obliges.”

Bills fans scream “tackle the Muslim”, then a young lady obliges. pic.twitter.com/A1eKcyWT87 — Robert Klemko (@RobertKlemko) October 16, 2016

The problem is that no one could hear any such thing on the video. A bigger problem is that the woman Klemko lied about is a talented writer, and was able to expose the media hoax.

You claimed that someone at the tailgate yelled “‘tackle the Muslim’, then a young lady obliges.” Unfortunately, that young lady was me. After I confronted you to retract your statement, knowing that neither myself nor anyone I was with made that statement OR even heard anyone else make a foul statement, you refused.

In fact, you even talked down to me. You continued to repeat — through a series of now deleted tweets — that the statement was made before you started filming the video. However, I have video coverage (#thanksSnapchat) from the minutes and moments leading up to my tackle, and not once does someone yell anything of that nature. I offered to show you them, but you didn’t respond. Guess it’s not fun being called out, eh?

Read more: “An Open Letter To Robert Klemko and The MMQB Team”

Media hoaxter Klemko is a “rising star” of journalism, according to Philip Merrill’s College of Journalism

COLLEGE PARK, Md. – Robert Klemko ‘10 of Sports Illustrated’s Monday Morning Quarterback is the 2015 “Rising Star” award winner to be presented by the Shirley Povich Center for Sports Journalism at a luncheon, April 2, at the Samuel Riggs IV Alumni Center at the University of Maryland.

The media is full of hoaxers. Klemko is thus nothing special. You simply cannot trust anything you read in mainstream publications of that “rising stars” of journalism Tweets.

All of American Media is fraudulent and deserves to fail.

What do media hoaxes, false rape accusations, and mindset have in common? More than you think, as you’ll find out on what some are calling the best podcast I’ve ever done.

Click play to listen below and follow this link to Dick Masteron’s page for the FULL SHOW NOTES.

Read Gorilla Mindset here.

Bonus: Rare Pepe.
MAGA MINDSET: How to Make YOU and America Great Again has finally been released!

Read it here.

MAGA MINDSET will be the breakthrough political book of this election season because everyone from Trump fans to media hoaxers will find value in the book, as MAGA Mindset you will learn:

- The cultural forces behind Trump’s rise,
- How Trump and other new journalists are able to drive the news cycle,
- The mindset techniques and strategies YOU need to succeed at life, even when everything seems hopeless.

MAGA Mindset has three parts.

The first part goes into detail on the socio-political trends leading to Trump’s rise. We cover the war on men, attacks on free speech, identity politics, and immigration policy.

Part 2 teaches you Trump’s media methods. How does Trump manipulate the media, and can you use these same techniques for your own business?

Finally you’ll learn about the mindset techniques Trump uses to overcome seemingly impossible odds.

MAGA Mindset is a rare book with something for everyone. If you’re a political or media wonk, you’ll enjoy it. If you hate politics but want to improve your own life, then MAGA Mindset will blow you away.

MAGA MINDSET will give the reader a deeper understanding of America, the challenges it is facing, and how those challenges created the conditions for Donald Trump’s inevitable rise. The reader will understand how author Mike Cernovich was able to successfully predict Donald Trump would be the Republican nominee back when all the professional political pundits considered his campaign to be a joke, as well as why, win or lose, the Trump revolution will continue beyond the 2016 election.

MAGA Mindset is a great addition to Gorilla Mindset, a both books are unique. You can pick up a copy of Gorilla Mindset today.

Buy MAGA MINDSET here.

What sort of madman releases a book about Donald Trump’s campaign for presidency before the election is over? If Trump loses, you might be wondering, how will he make America and you great again? Those are fantastic questions.

But as you’ll come to see as you read this book, whether he wins or loses, neither Trump nor the movement he has both inspired and ridden to the brink of the White House are simply going to disappear after November 8, 2016. Donald Trump has launched a peaceful revolution by becoming the voice for over 100 million Americans. Trump is following the American people as much as the people are following him.

Even the most ridiculously rigged polls against Trump put his support at 40 percent. Many polls suggest that as much as 55 percent of the nation supports Trump’s actual policies, and that their main issue with the man is with some of his personality quirks.

Globalism, the destruction of the middle class, Wall Street’s ownership of the federal government, and the wars against men and free speech aren’t going away. These battles have been going on for years, and only recently have the American people realized how high the stakes are for them. It is not a particular vision for America that is at stake, but the existence of America and survival of the American people themselves.

MAGA Mindset is not a traditional political analysis of Donald Trump or the success of his political campaign, which would be boring and useless to you. Instead, this book highlights some of the cultural forces that have propelled Trump forward while using the example of his candidacy as a case study for your own life.

You will have a deeper understanding of America after reading this book. You’ll also understand how truly terrible the media is, and you’ll understand the reason for Trump’s inevitable rise as well. And you’ll understand why I was able to successfully predict Donald Trump would be the Republican nominee back when all the professional political pundits considered his campaign to be little more than a punchline for a joke.

Above all else, you will possess the mindset tools you need to succeed. Regardless of what happens on November 8, 2016, you are going to have to live your life. We can’t always control the outcomes of elections, but we can certainly control our own mindset. And as the example of Donald Trump shows, he who controls his mindset controls his destiny.

We have a lot of work to do.

No one said making America and you great again would be easy.

Let’s get started!

Mike Cernovich

Mission Viejo, California

You can pick up your copy of MAGA Mindset today!
At the debate tonight Donald Trump but not Hillary Clinton was asked whether he’d concede if he lost on November 8th. He said, “We’ll see.” Pundits and experts immediately said this was a mistake. If you know anyone who said this, then you are free to disregard all of their opinions, as they lack expertise and instead merely guess.

Trump’s debate answer will create an entire new news cycle. “CAN YOU BELIEVE HE WON’T CONCEDE?!”

Meanwhile the hoaxing media has done everything possible to ignore James O’Keefe and Project Veritas’s videos, which prove there is massive voting fraud going on and the fraud goes up to the highest level – to Obama’s White House.

More attention to Trump’s “wrong” answer means more attention to videos proving voter fraud, which further discredits Clinton and the hoaxing media.

Some might argue that Trump’s calling attention to voter fraud could depress his own voter turnout. Why vote if the system is rigged? This assumes, wrongly, that Trump doesn’t have a plan to combat voter fraud.

Trump’s shocking and outrageous answer will further amplify videos proving voter fraud and discredit the media.

If you want to understand how Trump controls the news cycle, read MAGA Mindset.

I was one of the first people to predict – not guess, not say it would be nice, or not say I liked him – Donald Trump would win the GOP primary.
**20.10.2016 – SJWs Outraged by My Latest Book’s Success**

**MAGA Mindset** is my second major book release, and it was in the top 20 best-selling non-fiction books on its first day of its release. MAGA Mindset hit triple 1s (taking the top spot in each of its category, including the category Hillary Clinton’s newest book is in) and reaching 213 in all of the paid Kindle store. Thank you!

**MAGA Mindset is the hottest new political book on Amazon. When you include the Paperback version, it’s the hottest two books out today!**

**MAGA Mindset is also the hottest new release in Media.**

The massive success of MAGA Mindset has triggered cucks and SJWs alike, which makes my day. MAGA Mindset is a book for everyone, regardless of whom you support.

I highly recommend this book, even if you support Queen Meemaw, Gary Johnson, or any other political candidate. MAGA Mindset is about more than Donald Trump, it’s a framework by which you can understand America today, how to survive in a toxic climate of hatred, and rise above it all to be the success you want to be in life.

The honest reviews coming in have been spectacular.

In the third section, Trump’s mindset is analyzed and used to support Cernovich’s own work in the field. Framing, vision and all of the best parts of Gorilla Mindset are reiterated in the context of Trump’s life and Trump’s books and Trump’s influences.

The work done in the third section examining Trump’s books and the books of his influences is superb, and has not been done anywhere outside the pages of this book.

And another reviewer writes:

Cernovich gives his take on political correctness, masculinity, and the failures of typical “conservatives” and the Republican establishment to “conserve” anything.

He also talks about the mainstream media and, for once, describes them the way they really are — not as holy institutions speaking the truth, but as Soviet-style commissars paid for by foreign special interests.

Yes, times have changed. “Conservatives” have conserved nothing.

Another part that stood out: 30 years ago, Mike would have been too banal to be noticed. Now he’s considered an extremist by some. That’s how crazy times have changed. Insults at other men can now be considered “misogynist”.

Amazon reviewers note that MAGA Mindset is a quick read. Yes, this is by design. My writing is meant to provoke thought, not to tell you what to think. Giving thousands of examples to fill out a 12-hour slog to read wouldn’t wake you up, it’d bore you.

SJWs are already spazzing out, leaving me 1-star reviews. Of course they were fans before MAGA Mindset, even though they’ve never reviewed Gorilla Mindset and their reviews are even verified purchases.
Why are they so mad? Look at this. MAGA Mindset is outselling rotten Hillary Clinton’s Stronger Together and is the #1 best-selling book in the Political Leadership and Media categories.

Rotten Hillary Clinton goes on television before 80 million people, and she still can’t sell more books than me!

Yet somehow Clinton is going to win? If she can’t sell $4.99 ebooks, how can she inspire people to vote for her? That’s why she’ll have to commit voting fraud to have a chance.

**PAPERBACK READER’S COPY NOW AVAILABLE**

For those of you who wanted a paperback version, there is a READER COPY available. There isn’t a back cover on this first, limited print run. Demand for a paperback was hot, so I got some copies available for you.

[Get the READER’S COPY here.](#)

*The paperback versions released from Castalia House will have this back cover.* As a reader I don’t care about having a back cover, but you might, so I’m putting that out there. Full disclosure.

**Thank you for making MAGA Mindset a big hit!**

MAGA Mindset is written for YOU, yes even those of you who hate Trump.

The mindset lessons in MAGA Mindset are some of the best examples you’ll find anywhere, and if you care about having a free press, then understand that the media is hoaxing people. Media hoaxes destroy the reputation of the media and thus weaken the entire institution of the free press.

MAGA Mindset will be available in audio version after the election.

MAGA Mindset is available [here in Kindle](#) and [here in Paperback](#).

Scott Adams said MAGA Mindset is a “Required read. Get it.”

P.S. Thank you for the honest reviews. MAGA Mindset is going to get a lot of hater reviews and vandalism. I don’t usually ask for reviews, as your purchases are more than enough. This is one exception. Thank you!

**20.10.2016 – Online Branding Master Class – Your Hottest Questions Answered**

Why becoming an author is likely a sign of a mental illness, how to build a brand, and more questions are answered in the latest Mike Cernovich Podcast.

Listen in on [SoundCloud](#) or [iTunes](#).

If you liked this podcast, you’ll love MAGA Mindset, which has a section on how to use the media to your advantage and the mindset tips you need to [market yourself persuasively](#).
21.10.2016 – Compare and Contrast, Hillary Clinton Edition

Wall Street’s banks, which profited from bailouts Hillary Clinton supported, paid her between $225,000 and $500,000 a speech. Her speeches are generally less than one hour, and in addition to her speaking fee Clinton received the use of a private jet ($50,000 to $100,000 depending on length of trip).

When Clinton gives speeches, no one shows up.

Why are Clinton’s speeches worth $250,000?

Compare Clinton’s “rallies”...

Contrast with Clinton’s paid speeches to Wall Street...

Hillary Clinton has new book out. Stronger Together has an Amazon Kindle sales rank of 13,134. This means Stronger together is selling around 15 Kindle copies a day.

Gorilla Mindset has been out for over a year and it outsells Clinton, and sold more books last month than Clinton’s book sold in total.

Remember that Clinton has media affirmative action. The hoaxing media is pushing her message hard, and Clinton has been seen by over 100 million people during the debates. Meanwhile I have a Twitter, blog, and podcast. Imagine if I had the media affirmative action Clinton has, and you get a sense of how HUGE our movement is.

That’s why FoxNews banned me from television. Our message is more popular than Clinton’s, and the only way to hold us down is to censor and no-platform us.

How can you not sell more than 1,000 books when over 100,000,000 people see you speak? Exactly. MAGA Mindset debuted at 215 in all of Kindle, hit the top 20 in all non-fiction books on Amazon, and sold more copies on its first day than Stronger Together sold forever.

I put MAGA Mindset in the same category as Stronger Together to prove a point.

If no one is buying Clinton’s books at $4.99, how are her speeches worth $250,000 and a private jet ride?

If no one cares about what Clinton is saying enough to buy her book, who will vote for her?

To summarize, Clinton can’t draw a crowd to hear her speak but somehow her speeches are worth $250,000 an hour and a Gulfstream jet ($50,000 round-trip cost).

Clinton supporters are more educated than Trump supporters, but no one is reading Clinton’s book.

People support Clinton and care what she has to say, but won’t pay $4.99 for her book.

The world is upside down. Everything the media and pollsters are telling you is a lie.

Read MAGA Mindset to learn exactly how much the hoaxing media lies and how terrible our “free press” is.
21.10.2016 – How to Use Logic to Spot a False Flag #DDOS and Media Hoax in Real Time

Media hoax alert! See if you can use basic Aristotelian logic to spot why this is a false flag operation and media hoax.

The Department of Homeland Security is “monitoring” widespread internet disruption today that appears to be the result of repeated attacks on a critical internet infrastructure service — attacks that this morning caused hours-long disruptions of major sites like Twitter, Reddit and Spotify for many users in the U.S.

Remember what the news was saying last night? We were told that Russia was controlling the election vis-a-vis Wikileaks, thus we were all supposed to ignore the corruption exposed in those leaked emails.

How does Wikileaks spread? The hoaxing media covered it up until the story was too big to ignore, thanks to social media.

Why then would the same people who are trying to control the election, according to our fearless leaders, shut down the channels of distribution used to spread Wikileaks?

This “attack” on Twitter today was a false flag coming from either Clinton’s campaign or someone within government who wants her to win.

Yesterday @Wikileaks teased a major release on Donna Brazile & Tim Kaine and today the entire internet is having a DNS outage. #coincidences — Pax Dickinson ☃ (@paxdickinson) October 21, 2016

Keep in mind that the FBI director cleared Clinton of criminal wrongdoing, even though anyone else would be in federal prison if they had lied under oath, as Clinton did repeatedly.

Beware of false flag attacks.

Mike Cernovich ✓ @Cernovich Expect a massive false flag attack by "Russians" soon. This will be funded by Ukrainian oligarchs and Soros. https://twitter.com/Cernovich/status/778484654462545920 ...

Mike Cernovich ✓ @Cernovich The false flags I predicted are happening already. Expect more lies about Russia. Our oligarchs want WWIII. We must stop it. pic.twitter.com/i5BkWMIwZs 1:59 AM - 23 Sep 2016

The media is creating hysteria to start World War 3.

Read: Fox News Analyst and Clinton Operative, Douglas E. Schoen, Accepted Millions of Dollars to Agitate for War with Russia

National Review ✓ @NRO
Russia has serially violated NATO airspace. And it’s time to push back.http://natl.re/XUnjcb 10:00 PM - 25 Nov 2015
I’ve been warning people. The elites want a world war with Russia.

Mike Cernovich
✔️ @Cernovich
Kasich wants WWIII with Russia. Terrible. #GOPDebate
4:55 AM - 4 Mar 2016

You must wake up your friends and neighbors as if you life depends on it, because it does.

Mike Cernovich
✔️ @Cernovich
The media wants a race war within the U.S. and WW3 with Russia. We are up against truly evil forces - a death cult.
6:26 PM - 24 Sep 2016

Mike Cernovich 🕉️
✔️ @Cernovich
WW3 is ramping up, it's what the globalists want. Sick Hillary wants a nuclear war. We must vote Trump. https://twitter.com/statedeptspox/status/783005450375667716 ... 
8:52 PM - 3 Oct 2016

Wake up!

Get your mindset right. This election is not about Trump, this election is about avoiding World War 3.
Julian Assange is a political prisoner who should be guaranteed safe passage to and refuge in America. If Trump promises to give Julian Assange a full presidential pardon and refugee status in the United States, Trump wins in a landslide.

The News Cycle Trojan Horse.

The hoaxing media has tried to ignore the corruption exposed on Wikileaks, as it implicates the media and exposes them as PR agents for the DNC. We forced the media to cover Wikileaks through the power of social media, which is why the DNC hacked Twitter today.

Trump’s promising to #PardonJulian will become news.
The media will be furious.
This is a news cycle.

When we don’t create news cycles, the media creates their own news cycles based on hoaxes. We must always be on the offense. Make the hoaxing media respond to us.

Attack, attack, attack.
Audacity, audacity, always audacity!

The Trojan horse aspect is simple.

By triggering the media into talking about Trump’s promise to pardon Julian, the media will be forced to talk about Wikileaks even more.

The Bernie Sanders olive branch.

Millions of Sanders supporters do not want to vote for rotten Hillary Clinton. If Trump promises to pardon Julian, those voters either vote for Trump or they refuse to vote at all.

If this idea sounds crazy, don’t read MAGA Mindset because my media strategies are explained in detail there.
21.10.2016 – Women are Holding Each Other Back

Women claim that the patriarchy is holding them back. What really holds them back is victim culture. Men do not want to be alone with women due to the false accusations women may levy against them. If you think this is an exaggeration, consider what happened to me today.

Months ago a woman trolled me online. She considers herself a journalist and professional writer. She Tweeted at me twice, I ignored her, and finally responded after she hit up me up a third time.

I was polite and civil. I RT’ed her criticism of me. By responding to her, she received over 100,000 views on her Twitter – a record for her.

Plus I enjoy criticism. I believe in a robust marketplace of ideas. Even when those ideas are critical of me, I retweet them. Sometimes when people criticize me, others agree, and that tends to make me reconsider my preconceived notions. That’s how the intellectual process works.

What happened next?

She falsely accused me of inciting a mob against her.

Cernovich’s delivery was impeccable: He acted as if he were doing me a favor. He didn’t say anything mean, or directly challenge what I said — and he didn’t have to. He had an army of trolls who could do it for him. Within minutes, several people were tweeting at me, demanding to know what issue I had taken with Cernovich’s article.

To her credit, she doesn’t lie and say I insulted her. Yet my own civility is used against me. If I’m nice to her, it’s still somehow a signal for people to harass her.

Without insulting me at all, he provoked dozens and dozens of people to attack me.

I don’t know Cernovich personally. I have no idea what his real personality is like outside of his blog and Twitter antics. But he’ll always exist to me as the guy who condoned my harassment just because I criticized him.

Read that again if you’re not feeling chills.

“He didn’t say anything mean.”

“Without insulting me at all.”

She admits I was nice. Even when I’m nice to women online and boost their brand, I get blamed for whatever someone else does.

We are moving towards a gender-segregated society.

Mike Cernovich 🇺🇸
✔️ @Cernovich

Are the Muslims right? Should men and women should be kept separate? For the protection of everyone. https://twitter.com/Cernovich/status/786634632867438592 ... 8:33 PM - 13 Oct 2016
On Twitter I rarely engage with women or minorities, as the “structural privilege hierarchy” / Victim Olympics means they can write articles about how I somehow incited harassment by not saying anything mean at all!

Given the immense power my Twitter has to bring people new readers and views, you’d think everyone would want to spar with me, or go back-and-forth, as it’s a chance for their brands to grow. Celebrities like Jemaine Clement have gone HARD at me, and that guy is funny. For me it was a chance to demonstrate my own skills, as he would troll me, RT my response, and continue trolling me. Attacks from influential people are an opportunity to impress your own audience while impressing his as well.

My only complaint with Twitter is that more big names don’t go after me. I welcome the conflict and drama.

When women complain about a lack of opportunity, now you have your answer.
It’s not men holding you back.
It’s women.

For women and men who want more from life and want to reject victim culture, read MAGA Mindset.
The New Yorker sent a writer out to spend three days in Southern California to investigate my work in media. It was a fun experience, I got to talk to a liberal (but not full SJW) about the issues of the day, and we disagreed on most of the major issues of the day, but it was always civil.

The article is here.

The afternoon before Clinton’s speech, Mike Cernovich, a thick-chested white man in his late thirties, sitting on a veranda in Southern California, opened the live-streaming app Periscope on his iPad and filmed a video called “How to fight back against Sick Hillary and the #ClintonNewsNetwork.” By “Clinton News Network,” he meant CNN and other corporate media outlets. The word “sick” described Clinton morally and physically: Cernovich was among the first to insinuate publicly that Clinton had a grave neurological condition, and that the media was covering it up. By “fight back,” he meant, basically, tweeting. Internet activism is sometimes derided as “slacktivism” — a fair characterization when an online campaign tries to, say, cure aids or end child labor. When the goal is to seed social media with misinformation, though, online organizing can be shockingly effective.

There’s some snark in the article, but that’s the East Coast style. I go hard and have no issue with others doing the same. He was nicer to me than I am to pundits, so what’s there to say about his words? All good by me.

We went deep into news cycle. This is some of the finest writing you’ll see this election cycle, and this is the first article that “gets” what is happening.

“If there’s a story that can hurt Hillary, I want it in the news cycle,” Cernovich said. “When I first started, that meant figuring out how news cycles work.” One way to propel a story into the mainstream is to get it linked by the Drudge Report. “If it’s on Drudge, then it’s on ‘Hannity,’ ” Cernovich said. “If it’s on ‘Hannity,’ then Brian Stelter’s talking about it on CNN.”

A lot of people are going to be angry at the writer – not YOU, but my haters. As the article explains my methods in a sensible way, Andrew will be falsely accused of “legitimizing” me rather than explaining a legitimate cultural phenomena, of which I’m a notable part.

This is some cool art. (ILLUSTRATION BY MATT DORFMAN)

The article doesn’t approve of my tactics or put me on a pedestal. It’s an explanation, and indeed the article intimates that I live off of my ex-wife and am a misogynist. But I know how the loony left and cucked right thinks better than most. They are going to be furious.

The truth is no system can “legitimize” me, as my goal isn’t to be recognized as proper by the establishment. My work stands on its own, and your readership is the only legitimacy I’ll ever desire.

You can read the article here.

My new book, mentioned in the article, is MAGA Mindset, and you can find that here.
25.10.2016 – If We Were Having Coffee, What is the One Question About Branding You Would Ask?

Audacity will be my next book, and it’s going to cover how to crate an online brand, launch and publish your own books, and create sensations. Expected publication date is March, 2017, as a lot of my articles on book publishing will be included in the book.

Read: What I’ve Been Up To.

In the past three years I’ve started a successful blog, launched a popular podcast, produced a feature length film, crowd-funded the funding of the film, and released two blockbuster books, Gorilla Mindset and MAGA Mindset.

My books sell as well as big names. There are patterns, and I will teach them to you.

Scott Adams @ScottAdamsSays
Three trained persuaders. Three #1 books in three different categories. Probably a coincidence. http://amzn.to/2extnsW
3:29 PM - 24 Oct 2016

I also got myself onto TV and then had the media freak out about me being on TV.

And associate produced another movie. Etc.

Mike Cernovich ✔ @Cernovich
Have you seen The Red Pill by @Cassie_Jaye yet? It’s great. Check this out! http://theredpillmovie.com
7:12 PM - 23 Oct 2016

What is the one question you have about personal branding, starting an online brand, or running an online brand?

Note: I am NOT asking you what you want included in Audacity. I have an editor. My question is what is your question?

Here’s some meta on how to write books people want to read. Ask what questions people have. Find the patterns in those questions, and then publish a book covering those questions.

Gorilla Mindset was based on extensive market research. What blog posts did people read? What Tweets were most popular?

Michael Mayer @mmay3r
Protocol for writers: start by tweeting. Turn your best tweets into blog posts, best blog posts into articles, best articles into books. https://twitter.com/hunterwalk/status/647604298440814592 ...
2:01 AM - 23 Oct 2016

Mike Cernovich ✔ @Cernovich
Been doing this for years. Also lets you A/B test in real time. Writing a book "blind" is stupid af. https://twitter.com/mmay3r/status/789980104189353984 ...
8:18 AM - 23 Oct 2016

Seems simple enough, but you’d be surprised at how many people fail. They write a book without thinking about whether an audience exists for it or how they can find that audience and have that audience find them.

If you want to see how to write a winning book, start by reading them.
25.10.2016 – Why the Left Has Been Winning (And How to Beat Them)

The left has been kicking the right’s ass for years.

As a mindset expert, my answer is: “And they deserve to win.”

The right cries about George Soros.

Crying is pretty consistent with conservatism.

Conservatives even cry about me being “too mean.”

What has the left done? They’ve stepped up.

- Billionaire Mexican monopolist funds the New York Times.
- Jezz Bezos funds the Washington Post.
- Barry Diller funds the Daily Beast.
- Hollywood discriminates against right-wing artists.
- Publishing houses censor effective writers like me.

Conservatives fund feckless think tanks, the left funds media and entertainment.

That’s why the left is winning.

There’s no exhaustive list of conservative think tanks, though research reveals there are hundreds.

What have these think tanks conserved? Think tanks can’t even prevent the financial ruin of impoverished bakers who didn’t want to perform a trivial act like baking a wedding cake for a gay wedding. (I can understand requiring doctors to treat gay people, medicine is an essential service. In what world can’t a gay couple find someone else to make a cake?)

Conservative think tanks are a complete waste of money. The NRA is the most effective conservative group, and that’s due to its political activism. The right doesn’t need yet another stately-looking “think paper.” The right needs news media, films, and cultural icons.

Original reporting is almost exclusively monopolized by the left.

How much original reporting is being done by the right? A blog post about an article someone else wrote is not original reporting. It’s commentary, and commentary is useful. But it’s not reporting.

We do more journalism via my social media than 99% of “conservative media.” My readers got into the habit of attending Hillary rallies and showing pictures of the small crowds. That’s real journalism.

Why wasn’t Ben Shapiro of Daily Wire sending people to rallies? Where was National Review? What about Weekly Standard?

The sophisticated right hates on Alex Jones. You know what? Fuck the haters. I’ve seen Alex Jones’ people everywhere doing original reporting. Joe Biggs was in Haiti right now investigating Clinton Foundation fraud.

Breitbart also sends reporters into the field to cover actual stories.
The right doesn’t need more “commentary,” or “think tanks,” or “media watch dogs.” The right needs more journalists who are in the field breaking news.

Brent Bozell is earning $400,000 running a “non-profit” media “watch dog” site. That fat egg head at Weekly Standard earns $500,000 a year. What good have they done? Show me their actual cultural impact. You can’t. They have no impact.

Rich idiots keep shoveling money into more zero-impact projects.

**The left still controls the news cycle because they break stories (hoaxes, yes, but their is power in hoaxing).**

Even though the stories are hoaxes, the right is still forced to respond to them. If you control the news cycle, you control the election. The left controls the news and thus picks the winners and losers.

There is no money in journalism. I am one of the few people who can earn a living doing journalism because viral stories translate (poorly, there are far more efficient ways to move books) into book sales.

The average right-wing journalist doesn’t have a chance.

Imagine a college student wants to do real journalism – not this churnalism stuff where you “report” on what other media others covered. I mean real journalism where you fly your ass out somewhere to interview people and cover an actual issue like the fake refugee “crisis”?

How are they going to do that? Last I checked, journalism requires money.

Media will always be run at a loss. The left gets this. They understand that investing in media is an immediate loss leader, but you get to make the world in your image.

**The left is re-making America into its image – one of depravity.**

Children are now given “hormones” at a young age to convert them into another gender. Charles C.W. Cooke of National Review agreed with Salon and wrote that pedophiles deserve “respect and compassion.”

The left wants to import “refugees” because those same “refugees” bring with them terrorism and rape.

Yes the left is winning. They deserve to win because the right’s response is another cruise where “non-profit” think tankers earning $500,000 a year rant and rave about the biased liberal media!

**Meanwhile “conservative media” attacks me.**

There are 5 or maybe 10 people on the right who create news cycles rather than respond to the left. Rather than let me raise hell, “conservatives” undermine me at every turn. After I went on FoxNews, Shapiro threw a fit.

“You’ve got to be kidding me. He’s a nutcase,” said right-wing author and radio host Ben Shapiro. “Granting any legitimacy to a fringe kook like Mike Cernovich, and all of the attendant nastiness and problems, is close to insane by any cable network.”
What news cycle has Shapiro created? When he’s not sending stickers to people who buy his latest failing book, he’s crying about Trump.

What news have any “conservative pundits” broken? Again, 99% of those conservative talking heads respond to news the left has made.

**They play defense, I play offense.**

The left has been winning, and while it may enrage people who don’t understand Gorilla Mindset, I say the left deserves to win.

If the rich people on the right don’t want to fund real journalism, instead choosing to pump billions into impotent think tanks, and if “conservatives” want to react to news others are breaking, how could I conclude otherwise?

I’ll keep breaking news, because he who controls the news cycle controls the election.

*If you want to understand how we can start winning again, read MAGA Mindset. There’s an entire section on the media and news cycles.*

**Note: he who controls the media and entertainment controls the thoughts of the average voter.**

26.10.2016 – *Proof that Gorilla Mindset Will Work for You*

Is Gorilla Mindset all hype, or will it work for you?

A recent New Yorker article ([read it here](https://www.newyorker.com)) about me proved that the concepts used in Gorilla Mindset will improve your own life, and that I live my book.

26.10.2016 – *Jesse Peterson @JLPtalk and Mike @Cernovich on Good vs. Evil, Manhood, Emotions, Success*

Mike Cernovich, author of “*Gorilla Mindset,***” lawyer, free speech activist, and prolific blogger of DangerandPlay.com joins Jesse Lee Peterson to discuss manhood, courage, conquering negative emotions and much more.

You can watch additional episodes at [The Fallen State.TV](https://www.thefallenstate.tv)
Ryan Holiday interviewed me for the New York Observer about the future of media, trolling, and honest journalism.

You can read the full interview here.

The interview goes beyond the news and discusses first principles for your own life.

Peter Thiel lays out the applicable first principle in his must-read book Zero to One. “If you want to create and capture lasting value, don’t build an undifferentiated commodity business.”

You work in marketing and publishing. What do you tell writers? You tell them to find their own value proposition through differentiation. How do you stand out? Be different.

Most media is the same. If you read WaPo, then you don’t need to read the New York Times. If you read BuzzFeed, you don’t need to read Vox or Gawker or Vice. You’re going to be served up the same generic slop.

We also cover deep insights into mindset and forms of social control like shaming.

Social shaming has been used throughout human history because it works. It took me a long time to be able to laugh at the attacks, but I will be honest – It feels pretty crappy when what seems like the entire Internet is lying about you. Most people are vulnerable to these attacks, and it takes time to learn how to reframe them as a positive.

(For every hater, there are 10 people paying attention who don’t comment, just as most of us never write positive letters when we receive a good customer experience. We as people tend to speak up mostly to complain.)

Read the full interview here.

If you enjoy learning about the media, you’ll enjoy MAGA Mindset because it has an entire section on the future of media.
29.10.2016 – How to Support Honest Journalism

It’s one thing to complain about the hoaxing media, it’s another thing to do something about it. I have been doing honest journalism for the past year, exposing some of the biggest hoaxes of the year. It’s time to up the game.

I DO NOT take a salary for my journalism.

(Book sales cover my salary + savings.)

Journalism pays like trash because “conservatives” throw billions of dollars at feckless think tanks rather than hire people to cover breaking news. As I explained in this article, that’s the biggest mistake the right has made, and it’s why the left has been winning.

Mike Cernovich PREDICTION Who and How The 2016 Election Will Be Won

I can afford to do journalism for free because Gorilla Mindset and now MAGA Mindset sell spectacularly. But I want to bring you more stories, and that means expanding the operation.

I’ve set up a Patreon. None of this money goes into my pocket. All of this money funds honest journalism.

- You can become a monthly Patreon donor.
- You can make a lump-sum donation via PayPal.
- You can make an anonymous donation via BitCoin: 1BTwSYqQPWvD7rFYevaJmLrT96KmDjcxW

If you are broke, DO NOT put in any money.

If you are struggling financially, please do not feel obligated to throw any money in. Do not feel guilty or any of that nonsense. That’s not how I run this operation. I’m not Glenn Beck and don’t do “poverty plays.” I’m not going to stop writing if people don’t want to kick in some cash.

This is an opportunity for people who have a little extra cash to see that money amplified, to make ripples into the universe.

Because of my network of sources, a small amount of money can have a major impact. I know where the media is vulnerable, and have strong instincts on what stories will create new news cycles.

Your money will fund more BREAKING NEWS.

I’m only interested in reporting on what others won’t cover, or in exposing media hoaxes. I have countless stories and busted some of the biggest hoaxes in 2016.
• **Nick Denton cancelled his Gawker party** after Emily Youcis confronted him about his child porn habit. This news cycle made it to New York Magazine and Philadelphia Magazine, among others.
• **GOP Sabotage was exposed**, and we also broke the story about the GOP coup led by Paul Ryan.
• **We went to the DNC and RNC** to tell you the truth about the enthusiasm gap.
• We broke the story about the **rigged microphone at the presidential debate**.
• **The “refugee crisis” myth was busted by me.** My original reporting changed the entire international discussion.
• **Whole Foods did not put a slur on a gay pastor’s cake.**
• **Shaun King was caught in fraud on Twitter.**
• **The Daily Beast stole $75,000 from its readers.**

The biggest story of 2016 was sick Hillary’s health, and we were on top of that and drove it into the mainstream, as reported by Jeff Bezos’ bloggers (WaPo).

Everyone from the New Yorker, Salon, the Daily Beast, WaPo, and the Daily Mail has written about me and my journalism, I’ve been on TV, and created news cycles that you’ll never know about because it made more sense to keep my name out of those stories. (I’m a team player and give my best stories to more mainstream writers to ensure those stories have maximum impact.)

That’s not to brag, it’s proof that **I get results. YOUR** money will get even bigger results.

**Where does the money go?**

When I assign a story, the journalist’s expenses plus a reasonable day rate are covered. There are some huge stories that aren’t being reported.

One major story involves car bombings in Sweden and other countries. Local news has been covering up almost daily Islamic terrorism occurring in the West by calling such attacks “vandalism.”

**Mike Cernovich
✓ @Cernovich**

Anyone in Sweden wanna do some journalism on #Malmo? Local media and police are covering up terrorism. Over 60 cars torched in 3 months. 6:18 PM - 26 Sep 2016

We want to send some people there to write the true story.

You’ve seen the impact I can do on my own. With more resources, we’ll have more impact.

**I’ve always had skin in the game and put my money where my mouth is.**

When the feminist-media establishment shut down Cassie Jaye’s film, **The Red Pill,** I put up $10,000 of my own money in addition to matching contributions from many of you.

Not everyone has $10,000 sitting around, and that’s cool.

**Even $1 helps, because it’s social proof.**

The more backers I have on Patreon, the more it’ll get noticed. It sends a message to the Big Money that there is a massive demand for an honest media site, and that their money is best spent on journalism rather than “think tanks.”
A big Patreon will also enrage my haters, which as you know is fantastic for our message.

What are the benefits on Patreon?

For $25 a month...

Swag bag. You’ll get t-shirts, coffee mugs, and other cool stuff.

For $100 a month...

I’ll also select a story to cover from this group of donors every month.

For $1000 a month...

You are fed up with our hoaxing media, sick of reading the headlines, and tired of cowards who won’t stand up and fight. At this level you want to fund news stories that no one else will cover. You know I will make this happen, because you’ve seen me do it every day out of my own pocket.

We will meet once a month in a private, elite call to discuss recent developments and media and how we can have a greater impact.

We will also have a private, in-person event every six months. This is as much of a “brain trust” or “mastermind group” as it is a way of getting the truth out to the world. You can also make a one-time donation of $10,000 to have access to this benefit for 12 months.

If you have the cash, then you’ll make an impact. If you don’t, no big deal. We are all at different stages of life money wise.

I keep repeating why to NOT put money in as a form of ethical persuasion.

This isn’t where I sell you hard on something, because I am one of the best in the world at that, and truly do not want people who are struggling to feel compelled to back this project.

If I were back in college, I’d kick in a few bucks a month. At my current stage of life, I’d kick in considerably more if someone out there had my impact.

- I’d love to retire from journalism and eagerly await the day that some of you hell raisers make me irrelevant.

Whether you fund this project or not, thanks for reading!

- You can become a monthly Patreon donor.
- You can make a lump-sum donation via PayPal.
- You can make an anonymous donation via BitCoin: 1BTwSYqQPWvD7ZrFYevaJmLrT96KmDjcxW
29.10.2016 – Media Hoax Alert – The Atlantic and Esquire Caught Lying!

A scam company known as “Demographics Pro” has started a media hoax about me, on direct orders from the Southern Poverty Law Center. This hoax was fed to “journalists” James Fallows (The Atlantic) and Sammy Nickalls (Esquire) among others.

The headlines read, “Over a Third of Trump Supporters Follow White Nationalists on Twitter, Research Finds.” How can this be? It’s a hoax, that’s how. Demographics Pro claimed I was a white nationalist in order to create this media hoax, which was spread widely by the hoaxing media.

When you do some fact-checking, which no one taught frauds James Fallows and Sammy Nickalls how to do in journalism school, you’ll see how the scam company Demographics Pro was able to come up with that headline.

In Appendix A1: White Nationalist Twitter accounts, you see my name is included.

White nationalists will disavow me faster than I can type, “I’m not a white nationalist.”

Cernovich may or may not be Jewish, but we know with 100% certainty he is a race mixer.  
https://t.co/veLC737771 — Mary Whittier (@marylovefreedom) July 9, 2016

@stingeu999 I doubt Cernovich is Jewish, but he sure is a race mixer. — Grayshirt (@Gryshemp) October 15, 2016

Mike Cernovich  
✔ @Cernovich
Propaganda during a cab ride that I paid for. pic.twitter.com/Re1fE0jDyR

White Culture Daily
@huWhiteDaily
@Cernovich You gotta embrace miscegenation goy. Oh you already have? eeeexcellent. pic.twitter.com/wyf9jUEPaJ
3:31 PM - 23 May 2016

As you can see, The Atlantic is a hoax publication, as is Esquire.

Why did Demographics Pro falsely accuse me of being a white nationalist? Because in truth there aren’t that many white nationalists in the U.S. When you add my Twitter account with its over 143,000 Twitter followers and 150 million impressions a month, you’re able to have a data set making white nationalism look huge.

You then use this fabricated data set to score political points against Trump. Hoaxing journalists like James Fallows and Sammy Nickalls and The Atlantic and Esquire will spread these hoaxes gleefully.

I was going to take Saturday off, but when the media is lying about you, then you take action. As the New Yorker reported: ‘These days, Cernovich’s primary target is the “hoaxing media.” He told me, “The mainstream media has lost so much legitimacy at this point that if they reported, ‘We just saw Trump beat the shit out of a guy on the street,’ skeptical people like my readers would go, ‘Really? Is there video? Was the video doctored?’” Such casual cynicism, of course, redounds to Trump’s advantage. For his part, Trump may have changed his mind about almost every policy proposal and campaign strategy, but he consistently maintains that journalists are scum.’
Andrew Marantz (who follows me on Twitter and who I personally think is an honest guy if not snarky writer) called my view on the media “casual cynicism.”

Well Andrew, congratulations! According to The Atlantic and Esquire, you follow a white nationalist Twitter account. Of course Andrew and anyone who has met me knows I’m not a white nationalist.

Why then does the media “report” those lies?

As I told Ryan Holiday at the Observer:

Most of what the liberal media does is outright hoaxing. We’ve gone from a world where journalists are biased to a world where journalists fabricate stories, as Sabrina Erdely and Rolling Stone did.

I am not a white nationalist, I have never claimed to be, and white nationalists will confirm all of this.

Why do I despise the hoaxing media?

The Atlantic and Esquire lied about me, and you know what will happen? I’ll sell more books!

Right now I’m going to tell you that my latest best-selling book MAGA Mindset has an entire section on how to fight back against the hoaxing media, and so you’re going to buy and read it.

But what about the average person who is lied about? Because my platforms are larger than The Atlantic and Esquire, these lies give me a chance to build up my own brands.

For the rest of America, one bad article can ruin that person’s life and destroy the person’s reputation.

That’s why I wrote MAGA Mindset – for YOU.

The hoaxing media isn’t going anywhere.

You had better learn how to fight back because if they’ll lie about me today, what if they come for you tomorrow?

P.S. The SPLC has also lost its mind, although that’s perhaps an article for another day.

American Humanist
✓ @americnhumanist
@splcenter just falsely labeled @Ayaan & @MaajidNawaz “Anti-Muslim Extremists”. Activism is not extremism. https://goo.gl/ejYAdg #humanism 4:11 PM - 27 Oct 2016

Southern Poverty Law Center: Ayaan Hirsi Ali and Maajid Nawaz Are “Anti-Muslim Extremists”
In an irresponsible and idiotic move, the Southern Poverty Law Center named Ayaan Hirsi Ali and Maajid Nawaz, two activists working to reform Islam, to a list of "Anti-Muslim Extremists."
patheos.com
30.10.2016 – How Much Does Mike Cernovich Earn as an Author?

One of the biggest media hoaxes about me is that I don’t earn any money as an author. This myth spreads because almost no one with a “book deal” makes any money, as corrupt publishing houses exploit them. Also most “writers” are cogs in a corporate machine. They have nothing interesting or useful to say. They parrot their DNC-directed talking points.

Since I am working on a book about building an online business, then it’s only ethical for me to break my usual habit of saying, “My book earnings are none of your business.”

Here are September 2016’s book royalties for Gorilla Mindset and only Gorilla Mindset (my other two books are doing nicely as well, thanks very much):

- Paperback – $7,530
- Audio – $4,280
- Kindle – $7,000 (ish)

If my math skills don’t fail me, that’s $18,810 a month from Gorilla Mindset alone. (I also have legal income and other income, but that’s not anyone’s business.)

September 2016 was not my best month. July 2015 royalties (well before I got into this Trump stuff) for the Kindle version of Gorilla Mindset was $13,000. The paperback did around $5,500 and the audio did $3,500.

Those who falsely accuse me of “cashing in on the Trump fad” have no idea how my business works.

This election has cost me money. I’ve spent at least 2,000 hours working to save Western civilization. If I had spent that time building my mindset business, Gorilla Mindset would be bigger than 4 Hour Workweek.

Reality: Most public figures can’t admit to reading Gorilla Mindset, as my activism makes me too controversial to openly associate with me. That’s why the many professional athletes, celebrities, and Wall Street and venture capitalists never recommend Gorilla Mindset, even though it’s the best mindset book ever written.

My haters are in a weird place. They want to say I “live off of my ex-wife.” My success triggers them. And as far as the hatred goes, perhaps people should consider the following... Somewhere I’ve been smart enough to earn so much money selling books as an independent author that people literally don’t believe me. Succeeding as an author is nearly impossible, and I’m in the top 1%. This doesn’t magically happen to dead beats or losers.

I’ve also build a massive Twitter profile (150 million impressions in October), a huge blog, a big podcast, and etc. My haters meanwhile have tiny Twitter accounts, no Periscope with nearly 9 million likes, and they certainly aren’t selling books.

Periscope.TV/Cernovich – VIP

That’s what you call a track record of success. People who listen to me succeed. People who don’t fail.

Read my books to learn how to be a winner.
30.10.2016 – *Listen to MAGA Mindset, read by Stefan Molyneux, for Free*

There’s no way [MAGA Mindset](https://www.amazon.com/dp/B01LJ39570) will be approved on Audible before the election, and Stefan Molyneux and I agreed that the message is too important to delay.

We’ve thus released the audiobook of MAGA Mindset for free. My words, Stefan’s voice, ripples in the universe.

[Check out Molyneux’s YouTube.](https://www.youtube.com/watch?v=)

You can buy [MAGA Mindset in paperback](https://www.amazon.com/dp/162958258X) to read along with Stefan.

31.10.2016 – *Peter Thiel Displays his MAGA Mindset to Members of Hoaxing Media at National Press Club*

[Best-selling author](https://www.amazon.com/dp/B01LJ39570) and [Gawker slayer Peter Thiel](https://www.amazon.com/dp/B01LJ39570) today appeared at the National Press Club to face a hostile onslaught of questions from members of the hoaxing media. No friend to free speech, [NPC forbids people they disagree with from attending their functions](https://www.amazon.com/dp/B01LJ39570). NPC invited Thiel to attend for the page views, and not because of the principle.

The hoaxing media hates Thiel because he funded a lawsuit against Gawker, a website that trafficked in revenge pornography and aspired to become a pedophile website, with Gawker editor A.J. Daulerio saying in a deposition that he would post a video of a child having sex, as long as the child was over 4 years of age.

[Jack Posobiec](https://www.amazon.com/dp/B01LJ39570), who attended the event, noted, “The members of the press were sneering the entire time.” Posobiec also thought it was telling that no one was live streaming the event, “Mainstream journalists won’t give people an unfiltered message. They were spinning the speech rather than showing it to people live.”

Another attendee who wishes to remain anonymous said, “I smiled during one part of the speech. The people sitting next to me looked over to sneer.”

Thiel is the target of online hate mobs because he supports Trump’s vision of a peaceful and prosperous nation for all Americans. Today America is rigged for people living in D.C., NYC, and Silicon Valley.

Undaunted, Thiel exposed the left’s many lies, including the diversity lie.

“If you don’t conform, then you don’t count as ‘diverse,’ no matter what your personal background.”

You can watch his full speech [here](https://www.amazon.com/dp/B01LJ39570).

**Thiel uses his MAGA Mindset to destroy these gutless hoaxers.**
31.10.2016 – Know Thy Enemy (Myopia)

Hoaxing journalist James Fallows of the Atlantic lied about me. When I reported on his media fraud, some people were angry at me. “What’s wrong with white nationalism,” some demanded. A couple of points.

First I’m not a white nationalist. The white nationalists will tell you that as well. I am responsible for myself only, and have no interest in having the actions of others being linked to me. You do you, I’ll do me.

I’m even not part of the alt-right. I am responsible for what I say and do and not for what anyone else says or does.

Second is to look at the big picture. There is a campaign to have me banned from Twitter, and the only way this will happen is for the hoaxing media to link me to “wrong thinkers.”

Using guilty-by-association tactics, the hoaxing media intends to tie me to unpopular people – to put me into a basket with them.

Some of you might say I shouldn’t care about being banned from Twitter. If you think that, you are too myopic to be reading me. There’s no bravado here. I care about people reading me, I care about having an impact, and being on Twitter is maximum impact for me.

Being banned from Twitter wouldn’t destroy me, as I have other platforms, but it would damage me. In fact I have a lawsuit already drafted in the event Twitter bans me. As I do not violate any of Twitter’s TOS’s, it would be unlawful to ban me.

Some within Twitter know banning me would cause a legal and public relations war, and so they are having others spread hoaxes about me.

Banning Mike Cernovich, journalist is a different story from banning Mike Cernovich, “white nationalist.”

In life you need to know your enemy and know how they think.

Right now I’m in a box with two sides closed in on me, but that leaves me two sides open. I don’t intend to let members of the hoaxing media like James Fallows box me in.

Which is why I am looking into my legal options against The Atlantic as a corporation and against James Fallows personally.

If they want to lie about me, then they can see me in court.
31.10.2016 – James Fallows and The Atlantic Admit to Journalistic Fraud

In a stunning admission on Twitter, James Fallows of the Atlantic conceded he is a journalistic fraud. Neither he nor The Atlantic fact-check articles, instead choosing to copy-and-paste press releases. Fallows remains steadfast in his refusal to apologize or correct the record, as he is drunk with power. James Fallows and The Atlantic may soon learn that journalistic fraud has professional and legal consequences.

On October 28th, Fallows wrote an article at The Atlantic claiming that white nationalism was a huge trend on Twitter. Fallows cited a report from a scam company called “Demographics Pro.” According to Demographics Pro, my Twitter account was a “white nationalist Twitter account.”

A social-media analytics firm called Demographics Pro has released an analysis of 10,000 Trump supporters who are active on Twitter, and 10,000 Hillary Clinton supporters. It then matched those accounts with a list of 10 active, major white-nationalist Twitter accounts. (The company describes the way in which it chose and classified such sites here.)

White nationalists are an insular group, and they do not include me, nor do I include myself with them. When I informed Fallows of his mistake, I expected some integrity from him. Instead he told me to go away, saying, “I quoted a survey and explained its methodology. Your beef is with Demographics Pro.”

Mike Cernovich
✓ @Cernovich
@JamesFallows You did not contact me or fact-check this. You are a hoaxer.

James Fallows
✓ @JamesFallows
@Cernovich I quoted a survey and explained its methodology. Your beef is with Demographics Pro

James Fallows admit he does not fact-check his articles or even take personal responsibility for them. Is this standard policy at The Atlantic?

Fallows admission astounded people, who expected once-respected journalists to do some actual fact-checking rather than serve as mouth pieces for special interest organizations.

@JamesFallows @Cernovich so didn't check & see if the survey was accurate. Just copy and paste whatever you think will get you clicks? #hack — Stephen Grosch (@StephenGrosch) October 30, 2016

James Fallows
✓ @JamesFallows
@Cernovich I quoted a survey and explained its methodology. Your beef is with Demographics Pro

(((tedfrank)))
✓ @tedfrank
@JamesFallows @Cernovich Are you claiming the study isn't so fundamentally flawed as to entirely falsify your conclusions from it?
2:29 AM - 30 Oct 2016
Not only did Fallows fail to fact-check the report before citing it, he has refused to retract his remarks about me.

**James Fallows is a fraud.**

**The Atlantic is a fraud.**

James Fallows
✔️ @JamesFallows
@Cernovich I quoted a survey and explained its methodology. Your beef is with Demographics Pro

Marc J. Randazza @marcorandazza
@JamesFallows @Cernovich Failing to do an easy fact check or asking subject of a story for a comment on story like that smells like reckless disregard for truth.

Fallows has decided he wants to lie about me. Lacking any decency or integrity, he will not retract his lies about me.

Mr. Fallows has clearly not read [MAGA Mindset](#).

I hate bullies. Fallows is used to lying to the public and lying about those without the resources needed to fight back. He is used to getting away with fraud.

**He won’t get away with this.**
1.11.2016 – CNN Retains Cernovich to Investigate Source of Presidential Debate Question Leak

For immediate release

Statement of Jeff Zucker, President of CNN

CNN has learned that a former contributor Donna Brazile leaked several primary debate questions to Hillary Clinton. Although Brazile has left the network, it is now incumbent upon us to find the source of the leak.

Who leaked those questions to Brazile?

After discussing this matter with Jake Tapeworm, we concluded that there was only one person qualified to investigate the leak – Mike Cernovich.

“Cernovich’s adversarial natural with the media,” Tapeworm told me, “makes him a perfect fit for the job. He will get to the bottom of this.”

Brian Stupor agreed, “Cernovich’s readership exceeds mine and Jake’s. Readers trust him, and we want those readers to trust CNN.”

Cernovich was initially reluctant to accept the position, “Your anchors can’t even be trusted to hold an honest debate,” he told me, “How can I trust them to tell me the truth?”

Cernovich agreed to accept the position after realizing it would “trigger a lot of cucks.”

CNN is America’s most trusted news network.
2.11.2016 – Silenced – What Does Free Speech Mean in 2016?

Less than 9 months after beginning the Kickstarter campaign, Silenced, a feature-length documentary on free speech, is finished!

Thank YOU for backing it. Silenced was crowd-funded and would not have been possible without your support. I did not take a Producer’s fee or any salary for my work on Silenced. It was a labor of love from the beginning – a passion project with a vision of having high impact.

We knew going into this film that there would be skepticism. Could I, a first-time producer, manage a project of this magnitude? Of course I couldn’t do it on my own, which is why I worked with the best – director Loren Feldman.

Silenced is interesting on a meta-level because it was filmed during this election season, and yet you’d hardly know there was an election going on when you watch Silenced. We didn’t want to do a “hit piece” on “liberals.” There is a time to unite and a time to divide.

Silenced is a film that people of all political viewpoints will appreciate.

“Real artists ship,” at least when they are on our team.

We will host a premier in Los Angeles, San Francisco, and (maybe) New York.

Watch the trailer for Silenced.

Who is in Silenced?

- Scott Adams
- Milo
- Dave Rubin
- Bosch Fawstin
- Dulce Sloan
- Anthony Cumia
- David Horowitz
- Ariana Rowlands
- James Altucher
- Chuck Johnson
- Thai Rivera
- Weev
- Pax Dickinson
- Miriam Seddiq
- Kurt Metzger
- Sherrod Small
- Alan Dershowitz
- Uncle Hotep

And many more! (See the full cast list here.)
Silenced is finished!
Watch the trailer here. http://www.SilencedMovie.com  pic.twitter.com/qpHLVsAKi8

Honored to have @BoschFawstin in our movie on free speech!  @1938loren
http://www.SilencedMovie.com  pic.twitter.com/7Kr7xYNiFZ
2:45 AM - 2 Nov 2016

More details coming soon!

Watch the trailer here.
2.11.2016 – How to Stop Worrying and Start Doing

One of the most disastrous myths is that you must take MASSIVE ACTION to produce massive change. This is not only wrong, it’s unhelpful. What is “massive action,” anyway? Does it mean you must have a fancy podcast studio, sound editor, and producer in order to start a podcast? If so, you’ll never get started.

To create massive change in your life, you need to make small changes.

Consider Stefan Molyneux, who has one of the biggest podcasts in the world, reaching millions of people in a month. “My first YouTube video had 300 listens. Some people tried to ridicule this. I thought it was great. How many first-time speakers can draw a crowd of 300 people?”

Stefan Molyneux’s early shows aren’t particularly impressive, which is why he’s a massive success today. Success is the product of the work you put in for years and more likely decades.

Note: success is not an event but a process!

As millions of people abandon TV and XM Radio, Molyneux’s show will get even bigger. Podcasts are the future.

Look also at Joe Rogan’s first podcast. It was stupid, he was in front of a Macbook, and there was some weird cloud montage.

Today the Joe Rogan podcast can take people into international stardom with one appearance. The Joe Rogan Experience is the Oprah of alpha males.

If Joe Rogan had waiting to take MASSIVE action by creating a huge podcast, he’d have failed.

Danger & Play started off as a dot word press dot org website. I didn’t even know how to have my own dot com site.

I took small actions each day, and since then have published two successful books, produced one feature length documentary, been on FoxNews, been banned from FoxNews, and seen my profile in the New Yorker.

A three-star general even praised Gorilla Mindset.

Watch my full interview with Stefan Molyneux to learn how to improve your own life today.
“Politics is for those who lack control over their own lives,” I wrote in 2012. I mocked Mitt Romney and Obama supporters alike. Who could support either of them? Why would anyone care? A visit to my hometown changed me forever.

“Hi, Michael,” he said. His face was familiar but I couldn’t place it. His eyes were broken. This young man in front of me was a former neighbor, he was always a good kid. The factory had been shut down, and he had been out of work for 9 months. Talking to him and so many others almost broke my heart.

I lived in rarefied circles. I travel the world while writing books and talking about success. I was living in a bubble.

There are people hurting, and no one cared about them – not W. Bush, not Mitt Romney, not Obama, and surely not Hillary Clinton.

Does Trump truly care? He seems like it, he strikes me as someone who wants to be liked by real Americans. But as with every character assessment, I don’t entirely know, and that is why I support him.

We’ve had trade deals that destroyed my hometown, tearing apart families and driving once-proud men to drugs and alcohol. Single motherhood is on the rise. Families are struggling, health insurance is sky high. Most Americans can’t raise $400 in an emergency, and 57% of Boomer have zero in retirement savings.

We’ve watched the suicide rate of working class Americans increase. We’ve seen the meth and heroin epidemics.

What brought us here – or rather who brought us here? Hillary took credit for Bill’s work, and Bill gave us NAFTA. During the presidential debate, Hillary took credit for Obama’s work, telling 100 million Americans, “Before it was Obamacare, it was Hillarycare.”

With Clinton, there is no chance for change. Wall Street will get richer, we will have more wars, the working man and working woman won’t stand a chance. We will have an entire lost generation of youth who struggle to find a national identity and to have hope and optimism for the future.

“Bubble, Bust, Bail-Outs. #ImWithHer.” – Wall Street

Hate Trump as a person all you like. I understand the hate. I won’t defend everything he has said and done.

Hate politics. I understand it. I hated politics.

But if you love America, and if you care about people who are struggling to get by, then there is no other choice.

Vote Donald Trump, take three people with you to the polls. Make America Great Again – Times Three.

November 8th is America’s last stand.
We don’t know what will happen in the future. Will robots take all of the times? Will AI render my mindset work irrelevant?

We can’t worry about what we don’t know and don’t predict.

**What we can do is make the best decision based on what we do know.**

We know Clinton is owned by Wall Street and military contractors. We know she rigged the primary election. We know that CNN gave her debate questions. We know that she cheats on the test. We know she lies, cheats, and takes bribes from nations that fund terrorism.

Voting for Hillary is voting for the person who cheats on every test.

What else do we know?

We know Trump is hated by the war mongers and financiers. Those who want to send others off to fight wars despise Trump.

We know America has a shot. We are the underdog. We are the comeback kid.

[Here is how you can vote](#). Share this article with your friends.

A vote for Trump is a voting for America. Take a chance on America. It might be the last one we get.

#MAGA3X
3.11.2016 – Media Cover-up – Hillary Clinton Had Another Unreported Health Episode

Based on what we know about the media cover-up of Hillary’s health, it’s clear sick Hillary had another health spell, which isn’t being reported.

For no reason at all today, the media is lying about me in an effort to discredit my reporting on Hillary Clinton’s extensive health issues. Based on what we know about the media, it’s certain that Clinton had another health episode. Unlike at the 9/11 Memorial event, there was no one outside of the hoaxing media to report it.

Consider two stories from today. Jeff Bezos’ blog (WaPo) did a “story” on me, crying that I blew the whistle (along with the great Paul Joseph Watson) on Hillary Clinton’s extensive health issues. Based on what we know about the media, it’s certain that Clinton had another health episode. Unlike at the 9/11 Memorial event, there was no one outside of the hoaxing media to report it.

The guiding lights of this crowd — people like the right-wing blogger Mike Cernovich and Breitbart tech columnist Milo Yiannopoulos — have become not only legends on their own hashtags, but leading figures in the offline Trump movement. Cernovich, an erstwhile pickup artist who is largely responsible for the rumors about Clinton’s health, encourages his followers to abide by the maxims “conflict is attention” and “attention is influence.” Yiannopoulos, meanwhile, was famously suspended from Twitter for inciting the racist harassment of the actress Leslie Jones, which he defended on the grounds that he’s a “prankster.”

What are Jeff Bezos’ bloggers talking about me within the context of Hillary’s health today? If that blog had been the only one, it could be read as an isolated incident. It wasn’t an isolate incident, and this election has taught us there are no media coincidences.

Another media hoaxer, on the same day, wrote this about me and Hillary’s health:

Cernovich was right. Instead of backing down, he did his part to good the internet into perpetuating conspiracy theories about Clinton’s health rather than focusing on other more substantive issues that are supported by actual facts—and the internet ate it up. Vocativ conducted a text analysis of #AltRightMeans—a hashtag that was started by Clinton supporters after the speech but hijacked by Cernovich and his alt-right buddies—and found that about 10 percent of all tweets were about the conspiracy theory that Clinton is sick with some unknown illness. A paltry two percent of tweets were about serious issues like immigration or refugees, and 3 percent were about her email server or the Clinton Foundation.

Two articles about me and Hillary’s health on the same day. Why? What happened? This is damage control being done in advance. (Think of it as pre-suasion. The media is attacking me now so that when Clinton has another seizure, it can be reported as “dehydration” or “allergies” or “the flu.”)

The last time the hoaxing media went after me for telling the truth about Hillary’s Health was on August 8th. Jeff Bezos’ blogger Dave Weigel wrote a blog called, “Armed with junk science and old photos, critics question #HillarysHealth.”

Even when Clinton remained controlled, steady and unsmiling, #HillarysHealth sleuths were ready. Mike Cernovich, a self-help author best known as the attorney for a central figure in the “Gamergate” saga, seized on the speculation about Clinton to ask if Clinton traveled with a private doctor. “Remember when you thought famous people like Michael Jackson and Elvis had good medical care?” he asked. “What’s Clinton on?”
Cernovich’s speculation started with an incident from last week, when Clinton was campaigning in Las Vegas. Mid-speech, she paused and narrowed her eyes to look at protesters. Secret Service Assistant Special Agent in Charge Todd Madison rushed to her side, telling her that the situation was under control, and that she could keep talking.

Then this happened.

Based on the media’s prior attacks on me, I predict another health event for Hillary soon.

It’s likely that she had a recent episode on her airplane, outside of the prying eyes of citizen journalists.

The media will cover it up, just as the media hid her health issues for years, refused to cover Wikileaks, blamed Russia for stealing her homework, and gave her the questions for the debates in advance.

The hoaxing media can keep lying about me, read MAGA Mindset to avoid falling for their lies.
Associated Press “journalist” Eric Tucker coordinated a media hoax with Hillary Clinton’s longtime lawyer, David E. Kendall.

Hillary kept her emails on two thumb drives – one with the missing 33,000 emails was never recovered. Another one was turned into the FBI. Eric Tucker was supposed to report on this story, but rather than do aggressive journalism, he was willing to let a Clinton surrogate “steer us away” from the story.

In the email Tucker writes:

Hi David,

We have been told, and we are preparing to report, that the FBI has taken possession of the thumb drive that was once in your possession. This is what we have been informed, and we wanted to see whether there was any sort of comment that could be provided. If you wanted to steer us away and say that we are misinformed, then I would gladly accept that as well. But we have solid reason to believe this. We’d welcome any comment you can offer. Thanks very much.

This latest email confirms what we’ve long known. There is no “free press” in America. The hoaxing media is owned by the DNC and Clinton machine.

Mike Cernovich
✔ @Cernovich
Associated Press "journalist" Eric Tucker is willing to be "steered away" from a story about Hillary's emails. https://wikileaks.org/podesta-emails/emailid/45507 ... 9:54 PM - 3 Nov 2016

Tucker’s conduct doesn’t even shock the conscience anymore when you consider that CNN gave the debate questions to Hillary Clinton, and when you know Chuck Todd takes marching orders from then-DNC chair Debbie Wasserman Schultz.

Mike Cernovich
✔ @Cernovich
@chucktodd is bossed around by DNC bosses, Media as watch dog? Lap dog! 4:36 AM - 23 Jul 2016

American media is trash. They lie, they hoax, they cannot be trusted.

CNBC “journalists” like John Harwood grovel before their Clinton masters.

Mike Cernovich
✔ @Cernovich
Whoa. Watch John Harwood of CNBC grovel before Hillary's people. This is as gross as @chucktodd and DWS. https://wikileaks.org/podesta-emails/emailid/44307 ... https://twitter.com/ICnewmedia/status/794282716090900480 ... 10:04 PM - 3 Nov 2016

Read MAGA Mindset because it’s time to take back the media from these hoaxers.
3.11.2016 – Podesta Spirit Cooking Emails Reveal Clinton’s Inner Circle as Sex Cult with Connections to Human Trafficking

Clinton’s inner circle includes child traffickers, pedophiles, and now members of a “sex cult,” the recent Podesta emails from Wikileaks reveals.

An email to John Podesta reads, “I am so looking forward to the Spirit Cooking dinner at my place. Do you think you will be able to let me know if your brother is joining?”

Marina Abramovic, pictured below with the occult symbol Baphomet, is pictured below.

During their sex cult practice, Spirit Cooking includes chanting,

*With a sharp knife cut deeply into the middle finger of your left hand eat the pain.*

Popularized by Marina Abramovic, Spirit Cooking is an occult practice used during sex cult rituals, as explained in the book “Spirit cooking with essential aphrodisiac recipes” by Abramovic.

Those brainwashed by hoaxing media will find this outrageous, until they watch the video from a 1997 “performance.” Occult symbolism, as I’ve reported on extensively, is done openly to taunt the public. It’s a form of power and control.

**Secret Societies do not want to remain secret.**

Spirit Cooking also includes symbolic acts of cannibalism, as you can see in this NSFW video.

These are the parties Hillary's friend throws in public. They're teasers for what they do in private.#SpiritCookinghttps://t.co/YrnywK9yoH — Jared Wyand (@JaredWyand) November 4, 2016

Add “Spirit Cooking” to the latest sex cult practices of the Clinton inner circle, which also includes child trafficking.

@Cernovich too spooky pic.twitter.com/y1q0zCSrQb — A.I.-YOSHA:T-88 (@A1yosha) November 4, 2016

Additional emails from the release reveal Hillary’s efforts to protect Laura Silsby, who was caught trafficking 33 children from Haiti. Where were those children being smuggled to?

Perhaps those children were destined for Jeffrey Epstein’s “pedophile island,” a sex cult resort that Bill Clinton visited dozens of times. Notably, *Clinton refused to allow his Secret Service detail to accompany him several times.*

Former President Bill Clinton was a much more frequent flyer on a registered sex offender’s infamous jet than previously reported, with flight logs showing the former president taking at least 26 trips aboard the “Lolita Express” — even apparently ditching his Secret Service detail for at least five of the flights, according to records obtained by FoxNews.com.
Julian Assange claimed that the Wikileaks would send Hillary Clinton to prison. The releases initially disappointed many people, this reporter included, as the evidence of corruption was slim.

Assange was right. The real story was hidden in view.

These Podesta emails detail connections to sex cults and human trafficking, and we should focus less on Clinton Cash style corruption and more on the Clinton Foundation’s sale of children to Saudi pedophiles.

Cassandra Fairbanks reported that some have seen a code for child sex trafficking in the Podesta emails.

Cassandra Fairbanks
✔ @CassandraRules
Internet Is On Fire With Speculation That Podesta Emails Contain Code for Child Sex
http://wearechange.org/internet-fire-speculation-podesta-emails-contain-code-child-sex/ ...
@cernovich @JaredWyand 3:07 AM - 4 Nov 2016 · Silver Spring, MD

Developing...

Mike Cernovich
✔ @Cernovich
LIVE on #Periscope: Podesta part of "sex cult." Were children involved?
https://www.periscope.tv/w/aurokje0MDc0NTN8MWVhS2JsUl5cnFKWL35vfltIWYO-TvbD2VDzSlisDBpKWbYTo1C3-uUK4O ...
Florida voters have complained that they have not been receiving their requested absentee ballots.

We may now know the reason why.

According to a former Secretary of Elections Department employee, there is a secret room where Democrat insiders fill out those absentee ballots.

The woman provided her sworn testimony via affidavit.

You can read the affidavit here.

Mike Cernovich
✔ @Cernovich
Secretary of Election employees in Broward County, FL caught filling out absentee ballots! #FloridaFraud 6:40 PM - 4 Nov 2016

Mike Cernovich
✔ @Cernovich
LIVE on #Periscope: Breaking news! Voting fraud uncovered in Florida #MAGA3X https://www.periscope.tv/w/aut2PDE0MDc0NTN8MWRSSlpSWFphRHJKQnxvt4RY-S-t2EVhOrZIzp4iRghtjp4-gpOEjzYxHSU ... 6:15 PM - 4 Nov 2016
7.11.2016 – NY Times (owned by a Mexican monopolist who exploits the poor) v. Mike Cernovich

Who will win the war between Carlos Slims’ blog (NYT) and Mike Cernovich?

It is a war, make no mistake, and I’ll quote them directly.

As Mike Cernovich, a Twitter star, alt-right news provocateur and promoter of Clinton health conspiracies, boasted in last week’s New Yorker, “Someone like me is perceived as the new Fourth Estate.” His content can live alongside that of The Times or The Boston Globe or The Washington Post on the Facebook newsfeed and be just as well read, if not more so. On Saturday he called on a President Trump to disband the White House press corps.

Jeff Bezos’ bloggers (WaPo) are mad at me, too.

Dave Weigel ✔️ @daveweigel
Excited to see how the Gorilla Mindset guy explains why Trump's response to a protest/fracas was heroic and Clinton's was a stroke. 2:52 AM - 6 Nov 2016

On one side you have several multi-billion-dollar corporations.

On the other side you have The People.

The smart money is on us!

Mike Cernovich ✔️ @Cernovich
Carlos Slim’s private blog (NYT) called me "fake news." We can smell their far. http://www.nytimes.com/2016/11/07/business/media/medias-next-challenge-overcoming-the-threat-of-fake-news.html ...

Mike Cernovich ✔️ @Cernovich
Who do you trust more?

95%Cernovich
5%Carlos Slims' Blog (NYT)
Vote 5,926 votes 7:27 PM - 7 Nov 2016

The media is a social construct. Their legitimacy comes from our consent. We may take away this consent any day, as millions already have.

Join us.
7.11.2016 – Potential Error in MAGA Mindset

There is a potential factual error in MAGA Mindset, and since the book has my name on it, then it’s my fault regardless of how the error made its way in there.

Apparently there’s a story in there about Trump supporters having their car vandalized, and that particular story may have been a prank video. This is the story (confirmed by a police report along with a full confession) that was supposed to appear in MAGA Mindset:

Trump Supporter has Tire Slashed, Car Vandalized by BernieBro (Police Report)

The Kindle version was updated immediately as were the paperback and hardcover versions.

If you purchased a paperback copy of MAGA Mindset, you are entitled to a refund as I have ZERO TOLERANCE for factual mistakes in my books.

The Media section of MAGA Mindset shows media bias by demonstrating that violence against Trump supporters goes unreported or is downplayed. Meanwhile a mean Tweet from a troll directed at Hillary supporters is on the news 24/7.

Here are proven examples of Trump supporters having their cars vandalized:

- Wisconsin woman ‘fed up about the entire election’ smears peanut butter all over cars in misguided Trump protest
- Hollister Trump supporter’s home, cars, flag vandalized
- Cars Vandalized Outside of Donald Trump Rally in Maine

Trump supporters have also been physically assaulted, and two women appeared in court for battery after they attacked Trump supporters.

Mike Cernovich
✔️ @Cernovich
Fire bombings at Trump office Several attacks of Trump supporters, including of women

Yes, the media is covering up violent and sometimes terrorist attacks committed by Hillary supporters.

In a sense there is a, “The example may have been incorrect, but the sentiment is true,” line of argument to make. I’m not going to get all lawyerly on this. I hate that bullshit when other people do it. If my name is on a product, then I own the consequences fully. If you purchased MAGA Mindset in a paperback version with a factual error in it, email Shauna.Danger.at.gmail with a copy of your receipt. We will PayPal you the purchase price of the book.

The error was corrected quickly, so it shouldn’t be an issue for 90% of you. That said, it’s important for me to flag it. Reader trust is everything to me. I have also put in systems in place to avoid future errors like this.

You can buy a paperback copy of MAGA Mindset here.
Sixteen months ago when I said Donald Trump would win the Republican primary, people called me crazy, which is another day for me. Today is election day, and I have no regrets. 2016 has been the best year of my life, and I’ve made more new friends than during college – where it’s easy to meet new people due simply to proximity. What happens on November 9th?

Welcome to new friends!

You wouldn’t believe who I’ve met in the past year because of my journalism. All I’ll say is that it’s been incredible. We are at the beginning of a new cultural and intellectual revolution.

There’s a loose alliance of liberals, alternative thinkers, and freedom minded people realized that Western civilization is facing potential collapse.

I won’t say what is happening because you wouldn’t believe it. (Then again, considering what you’ve seen me do these past 12 months, maybe you would…)

Today Trump wins or America loses, those are the choices, and either way I’m not going anywhere.

My haters seem to think a Trump loss will deter me. Regular readers of Danger & Play and Gorilla Mindset laugh at that idea. A Trump loss won’t traumatize or demoralize me. I have two plans for November 9th. Either way, we are good.

My journalism venture has already raised over $100,000.

When I challenged readers to demand better journalism, you answered.

My Patreon plus behind-the-scenes contributions have exceeded $100,000.

I’ll be assigning stories after the election.

We are going to tell the stories the hoaxing media won’t tell. We are going worldwide.

I’m also going to be directing a feature-length documentary on media hoaxes.

Silenced, which I produced, will be released shortly as well.

What will happen to the Mike Cernovich Podcast / mindset writing?

Many people say they miss my mindset writing, and that’s two of us. Journalism and policy aren’t my passions, mindset is.

However the same forces opposing Trump have tried getting me banned from the Internet over my free speech. Long-time readers understand that I joined this movement as much for the sake of Western civilization as for my own.

My mindset work is demonstrative or dare we say performative – meta-mindset. I’ve written mindset articles for years, I wrote a book on mindset, do the principles work or was it all cobbled together from the ideas of others?
I am going to keep the podcast politics-free and also going to set up a way for those of us who want mindset only will have a place to talk. We’ll have a private forum or private FB group. It will be kept small and exclusive. Those who truly value mindset work will be there, those who simply want to complain will not be.

P.S. I love all of you!

My heart has certainly opened itself of more this past year, as I transitioned from a life of hedonism to one of purpose and meaning.

It’s been a great year.

November 9th isn’t the end.

November 9th is the beginning.
9.11.2016 – What It’s Like to be Told You’re Crazy

When I said Trump, then given a 1% chance of winning the GOP primary, would win the entire election, people called me crazy.

Even friends told me to keep my opinions to myself, as clearly I wasn’t smart enough to talk policy.

Today those friends are quiet when they need to issue apologies.

The accusations of madness illustrate the limits of human rationality.

I studied persuasion under perhaps the most persuasive American who has ever lied – Gerry Spence.

I lived and breathed story telling, sitting at the feet of masters of trial advocacy and persuasion.

I published legal scholarship, wrote books, and build a massive online and real-world following.

No rational person would have called me crazy. Looking at my background would have made them reflect on their own assumptions about the world. “Is Cernovich seeing something I’m not,” a truly rational person would have said.

Today is a new beginning.

Update your own mental software.

If you did not predict Trump’s rise, your mental model of the world is defective.

Update it today with MAGA Mindset, the only book explaining Trump’s rise by someone who called Trump’s win when people called me crazy.
9.11.2016 – The Best Book or Article Explaining Trump’s Rise

Trump won and two factions have formed.

On one side we have people claiming they totally predicted Trump would win because one time they said something nice about Trump.

Then you have the media.

“Media which got everything wrong will now tell you all the things that will happen as a result of the thing they said wouldn’t happen.” – Dave Rubin

A few of us including the great Scott Adams predicted Trump’s win over a year ago. We were called crazy by those who watch or read “the news” and thus are mind slaves.

Here is some of the best writing you’ll find explaining Trump’s rise as it happened.

1. Socio-Political Essays

The Rise of Trump Explained
The Good, the Bad, and the Ugly of the New Right (And What this Means for Men)
Real Talk on Real Americans

2. Mindset Essays

Imagination Creates Reality
America’s Leading Motivation Expert Explains Why Polls Showing Hillary Ahead are a Scam
Why Trump is Winning
Masculinity Always Wins
The Donald Trump Mindset (Energy + Momentum + Focus)
How Small Mindset Shifts Lead to Big Results

3. Media Essays

Why the Media Wants to Censor Social Media
The Media v. Donald Trump
Trump’s Media Mindset
Watch the Media Conspire Against Trump in Real-Time
American Media has Become a Terrorist Organization, Incites Violence, Covers-Up Crimes

Read all of those essays for free.

If you like those essays, then you’ll love MAGA Mindset, because it’s a book explaining how Trump won before he officially won.
10.11.2016 – It’s Time to Disband the White House Press Corps

We know the mainstream media is not merely biased. The media is a hoaxing organization. They’ve done everything from spread hate crime hoaxes about Trump supporters, to covering up violent attacks on Trump supporters, to falsely accusing Trump’s campaign manager of assault.

Trump doesn’t need the White House Press Corp. They need him.

Mike Cernovich
✔️ @Cernovich
Let’s hope so! @DonaldJTrumpJr
10:43 AM - 10 Nov 2016

Through the power of social media, Trump can take his message directly to the people.

Mike Cernovich
✔️ @Cernovich
Same reason we don’t need a White House Press Corps. Go direct to the people, no need for hoaxing intermediaries. https://twitter.com/naval/status/796405020153348096 ...
6:11 AM - 10 Nov 2016

The White House Press Corps must be disbanded. You cannot allow snakes inside your house. We know what snakes do.

Some will call this an attack on the free press, which is nonsense and shows ignorance of both the Press Corp and the First Amendment.

The White House press corps is the group of journalists or correspondents usually stationed at the White House in Washington, D.C., to cover the President of the United States, White House events, and news briefings. Their offices are located in the West Wing.

The First Amendment does not give hoaxing journalists the right to set up an office inside the Trump House.

Members of the press have every right to write about Trump. Under NY Times v. Sullivan, they even have a constitutional right to lie about him.

If you find my proposal extreme, then remember the Michelle Fields hoax. The Michelle Fields hoax was orchestrated by Jeff Bezos blog (WaPo) and Michelle Fields, and even included support from “conservative media” outlets like National Review.

Michelle Fields falsely accused Trump’s campaign manager Corey Lewandowski of assaulting her. In an article entitled, “Michelle Fields: In Her Words,” she wrote:

I was jolted backwards. Someone had grabbed me tightly by the arm and yanked me down. I almost fell to the ground, but was able to maintain my balance. Nonetheless, I was shaken.

At Jeff Bezos’ blog (WaPo), Ben Terris wrote:

Fields stumbled. Finger-shaped bruises formed on her arm. “I’m just a little spooked,” she said, a tear streaming down her face. “No one has grabbed me like that before.”
Here is a gif of the “assault.”

Did Michelle Fields almost fall to the ground?

Did she have a tear streaming down her face, as Terris claimed in WaPo?

Here’s another video angle of Lewandowski and Fields touching one another.

The White House Press Corps will frame Trump and his supporters for crimes, as Michelle Fields did.

The accusation against Corey Lewandowski was false. It was a hoax. It was a lie spread by WaPo and the entire mainstream media.

Trump must not allow those snakes into the White House.

If you think this idea is bad, read MAGA Mindset because disbanding the press corp is the best idea anyone has had about the media all year.
Hoaxing Ben Shapiro can’t sell books, an independent of book sales date confirms.

Shapiro’s latest book, the ironically titled “True Allegiance,” has an Amazon sales rank of 7,500. Cernovich’s recent book MAGA Mindset, which explained why Trump won before the election results were even in, is outselling Shapiro’s trash.

Cernovich’s book Gorilla Mindset is also outselling Shapiro’s new book, even though Gorilla Mindset is over a year old – or as Cernovich told me, “It’s not an old book, it’s timeless. Get it right!”

MAGA Mindset holds 4 of the top five spots in Political Leadership.

America’s most credible pundit Scott Adams considers MAGA Mindset to be part of the persuasion POWER PACK.

Reached for comment, Cernovich told this reporter, “It’s always a pleasure when someone you admire considers you a peer, although Adams remains more of an aspirational idea to me.”

Cernovich continued, “Trump is 70, Adams is 59, I’m 39. I used to think 30 is old. What a joke! There is so much more to do in life and it’s great that America now has fine role models like Trump and Adams inspiring the next generation of men and women to start thinking big.”

Shapiro was unavailable for comment.

Rumor has it Shapiro faces marital problems after confessing his love to Michelle Fields, who herself is engaged.

“The whole story is pathetic and beneath me to think about,” Cernovich emailed me to say.

Don’t be a cuck, read MAGA Mindset today.
11.11.2016 – Why Hot Chicks are Bitches

“Yo, have you heard my mix tape?!” Anyone who has been in Times Square in NY or in other areas where rappers congregate can relate. Everyone has a mix tape, and everyone wants you to listen to it. While promoting your business is necessary, there are a few tips to keep in mind.

The hot chick knows that all of the men who approach her want one thing, and that the entire conversation is a ruse. That’s why hot chicks are “bitches.” Who can blame them for refusing to pretend to be interested in what someone is saying, when you’re only running game to get up in there.

I’m starting to feel like that “hot chick.” My emails and DMs and messages are full of stuff people want me to promote. While happy to promote people, there are many who are ruining it for everyone by insisting I promote everything they do, and often their message is merely a copy-and-paste of a Tweet.

Some basic ideas.

- Have you reviewed Gorilla Mindset on Amazon or your blog? If you haven’t, then I’m not going to link to you.
- Have you reviewed MAGA Mindset on Amazon or your blog? If you haven’t, then I’m not going to link to you.

I actually earn my living off of book sales and not advertising. My Patreon doesn’t go into my pocket, that goes out into other people’s pockets. 100% of it.

Thus if you want me to promote you for free but are too busy to review my books on Amazon, then you care only about yourself.

No one owes me book reviews. Likewise, I owe no one a viral Tweet or video.

You know how I met Scott Adams? I reviewed his book! When I want to meet someone, I write about them (providing value to them) rather than “pitch” them my “mix tape.”

I don’t go around copying-and-pasting links to my stuff to other people and spam them. I do the opposite. I promote their stuff. If they like what I have to say about them, maybe they’ll check out my stuff. Or maybe not. People are busy and no one owes me anything.

Did you know I never asked Dave Rubin or Stefan Molyneux to be on their shows? I never asked Joe Rogan to be on his podcast. (He black listed me, incidentally, which is weird but that’s life.)

Mike Cernovich
✔ @Cernovich
Live! @RubinReport on @joerogan https://www.youtube.com/watch?v=EIFZV89Zhp8 ...

Mike Cernovich
✔ @Cernovich
Dave: “Ever heard of Mike Cernovich?”
Joe: “Yeah, I’m gonna smoke some pot. This is all freaking me out.
https://youtube.com/watch?t=107m17s&v=EIFZV89Zhp8 ...
3:29 AM – 8 Nov 2016
BTW, I don’t “believe my own hype.” The opposite is true, other people want the “hype.” Half of my day is spent filtering through self-promotional garbage. (Yes I could hire someone to do that, but one reason I was able to see Trump would win is because I remain connected to the people.)

Focus on the value you can give rather than the value you can extract.

This is true is online life and real life.

99% of what I do online is given away, that’s free value, which is why people buy my books.

People are far more likely to build you up if you build them up first.

That’s the MAGA Mindset way.
14.11.2016 – Why did Trump Win?

Watching “the news” is paying attention to losers who got it wrong explaining why Trump won.

Why not listen to two people who both predicted and explained Trump’s win before any ballots had been cast?

Scott Adams explained Trump’s success in this interview with Mike Cernovich.

Scott Adams gave a lot of practical advice that you can follow to improve your own life in this second video.

Dave Rubin
✔️ @RubinReport
If you’re shocked now I recommend you watched my chats w @ScottAdamsSays: https://youtu.be/I3BQGwESVbU and @Cernovich: https://youtu.be/KQNP9V0b5IM
7:32 AM - 9 Nov 2016

I also went on the Dave Rubin Report almost a year ago to predict Trump’s win and to explain the timeless principles Trump used in his own life, and that you can use in your own life, to win.

If you enjoy learning why Trump won, then read MAGA Mindset, because I explained why Trump won before the election even happened.

What are people saying about MAGA Mindset?

- Fantastic book! MUST read for anyone who wants to gain a deeper understanding of the incredible movement behind the 2016 Presidential election. – R.W.
- It is a well written, well flowing, concise book. I highly recommend it. I just purchased the Kindle version so that I can share excerpts in my own writings, and I also plan to order the paperback at my local bookstore because I always buy the paper version of books that prove themselves on my digital readers. – JW
- This book has a unique perspicacity to it which makes it both easy and enthralling to read. – DB
- When I read the book, I was shocked at how short it was, but it's all he needed. The takeaway is learning more about Trump’s rise, near fall, and rise again. I wonder how relevant the book would be if Clinton won, but with Trump’s win, it's a must read for those whom cannot fathom a Trump presidency. – EZ
- MAGA MINDSET is a book for those who want to thrive and make this world a better place. I really enjoy Mr. Cernovich’s writing style in which I think there is a focus on content and arguments. Worth the money. Buy it! – NC

Invest in your own MAGA Mindset here.
15.11.2016 – Did You Back Silenced After the Kickstarter was Over?

After the Silenced Kickstarter was over, some people asked if they could still back the film. Although I updated the list of backers, I also receive a lot of traffic on my PayPal. I want to make sure you weren’t left out.

Did you back Silenced after the Kickstarter was over? If so, please email Shauna.Danger.at.gmail.

BTW, this is not a clever way for me to ask you to back Silenced now. That chapter has closed. 
Silenced is finished, the credits are done.

People have really been enjoying Silenced, and all backers of $100 or above are entitled to have their names in the credits. If would be awful for you and me both if your name was omitted.

If you backed Silenced after the Kickstarter ended, email Shauna asap. Thank you!

BTW, we did an alt-poster for Silenced. These will be printed out soon.

15.11.2016 – What I Learned at a Five Day Mindset Seminar

“You were twitching last night, what was that about?” The mindset seminar, Mastery In Transformational Training, had a strict no-cell phone policy.

I learned about my cell phone addiction, a new way to treat social media, and how to improve my friends.

I even started a new business based on some of the techniques I learned.

Listen to the latest Mike Cernovich Podcast below or on iTunes for the full story.

You can listen to Gorilla Mindset on audio here, because it’s even better than my podcast.
15.11.2016 – Twitter is Banning People Again (Am I Next?)

Twitter is banning people again. Here is how to stay in touch with me:

- Join my newsletter. It’s free. [Click here to do so].

Subscribe to my Podcast on [SoundCloud] and [iTunes]

- Like my Facebook page here.

Find me on Instagram.

- Add me on SnapChat (MikeCernovich).

Subscribe to my YouTube channel.

- Read my books on Amazon.

Get on Gab

- Bookmark my About Mike Cernovich Page.
Gawker blogger Sam Biddle, now of The Intercept, traded favorable news coverage with the New York Times in an undisclosed quid quo pro, Cernovich Media can exclusively report.


Biddle, you might recall, became famous for forming a rape mob against Justine Sacco, suggesting that nerds by “bullied,” and attempting to take down me.

(Disclosure: Biddle had to take a leave of absence from work after I humiliated him using his own methods. Read: How I Played Pathetic Gawker Bully Sam Biddle.)

The article is pure flattery and frankly, if my closest friends wrote of my like this, I’d find it embarrassing. What’s more revealing is that the coverage was undeserved. Biddle had only began working at Gawker a few months before the article appeared!

‘Every morning, he wakes up in his Brooklyn apartment, checks Twitter on his smartphone, searches for social media posts percolating from Silicon Valley, and begins to write, his style combining Page Six dishiness with snark and surprising insight. In other words, his style is pure Gawker.

Mr. Biddle, 26, is the latest blogger for Gawker Media’s Valleywag, the tech industry gossip dartboard that recently reopened for business after a four-year hibernation. His job, which he has been at since April, is to note just how self-absorbed the tech industry in Silicon Valley and San Francisco (and occasionally New York) can be. And he does not seem to care whom he offends.’

How does a new hire at Gawker receive such favorable press from the Times? We learned how only a few weeks later when Biddle returned the favor by writing a puff piece on Bilton’s book.

Pay to play.

Biddle wrote a blog entitled, “Jack Dorsey Screwed His Friends at Twitter,” which received over 100,000 page views. At Gawker advertising rates, that’s thousands of dollars in free advertising. The review paints Bilton as a genius rather than favor-trader.

In the “book review,” Biddle points out that Bilton was his friend (Bilton made no such disclosure in his nob job in the Times) while omitting the favorable coverage Bilton had given him not even two months prior.

Giving the timing of the articles and lack of newsworthiness of Biddle, it’s clear this was an undisclosed quid pro quo.

Biddle and Bilton betrayed the trust of their readers and editors...

[I have to break character. It’s the New York Times and Gawker! They betrayed no trust, as there is none to betray!]
As Sam Biddle himself said in a blog entitled “Jessica Lessin Throws Intimate Party for The People She Covers”:

It’s generally frowned upon to be very close friends with the people you cover professionally, because there’s an appreciable chance you will be less inclined to write true things about them, when those true things are things they’d rather the rest of the world not know are true. This has been an issue with Lessin for years. She didn’t care then, I doubt she cares now, and in the Silicon Valley ethics void, her subscribers will care least of all.

As you can see, the fake news media’s coverage of Trump wasn’t an aberration. The entire media establishment is corrupt and deserves to fail.

I reached out to Carlos Slims’ blog’s public editor seeking comment.

Mike Cernovich
✔ @Cernovich
I discovered an undisclosed quid pro quo between New York Times and Gawker "journalists."

Mike Cernovich
✔ @Cernovich
I contacted the Times’ public editor seeking comment about an undisclosed quid pro quo between Sam Biddle and Nick Bilton. pic.twitter.com/tSjNerB4aX 8:50 AM - 16 Nov 2016

I also contacted Glenn Greenwald to learn whether Biddle’s practice of trading favorable news coverage was consistent with The Intercept’s code of ethics.

Mike Cernovich
✔ @Cernovich
I contacted the Times' public editor seeking comment about an undisclosed quid pro quo between Sam Biddle and Nick Bilton. pic.twitter.com/tSjNerB4aX

Mike Cernovich
✔ @Cernovich
Are undisclosed quid pro quos consistent with The Intercept’s journalistic code of ethics, @ggreenwald? pic.twitter.com/7FakncMvdY 8:56 AM - 16 Nov 2016

Developing...
Cernovich Media, in association with Wesearchr, is offering a recurring award for instances of journalistic quid pro quos. Citizen researchers who discover an undisclosed quid pro quo will receive a $100 reward.

What is a quid pro quo? Here’s a textbook example:

Nick Bilton wrote a puff piece on Sam Biddle entitled, “Disruptions: A Blogger Mocks the Denizens of Silicon Valley.” This article appeared in the Times on August 25, 2013.


Sam Biddle then wrote a glowing review of Nick Bilton’s book on Gawker. The article was entitled, “Jack Dorsey Screwed His Friends at Twitter,” and it appeared on October 9, 2013.

That article is here: http://valleywag.gawker.com/jack-dorsey-screwed-his-friends-at-twitter-1442895501

The timing of these articles suggests an undisclosed quid pro quo between Bilton. In neither article did the authors disclose their reciprocal “journalistic” relationship.

I’ve deposited $10,000 into my Wesearchr account. Wesearchr will award the bounties as they come in.

Some tips to researchers: Run a Google search (or write some code) using the names of two “journalists.” You’ll be surprised by how many undisclosed quid pro quos there are out there.

Wesearchr will be managing this project. Submit your examples to them.

I realize a quid pro quo can be hard to prove without a smoking gun email, so here’s a good guideline: Find two puff pieces published by two different “journalists” about one another in close proximity to one another. A day or two is great, a year might even be close enough in proximity to establish a quid pro quo.

Visit Wesearchr here.

Email Mark at Wesearchr with your tips.

He’ll award bounties on a rolling basis.
16.11.2016 – MAGA Mindset or Gorilla Mindset – Which to Read First?

I’ve now published three books including a general mindset book and a political-media-mindset explainer on Trump. Many people want to know which book to read first.

**Gorilla Mindset is the best mindset book ever written.**

With over 550 reviews, Gorilla Mindset has been one of Amazon’s top selling mindset books, and was selected as being among the top 1% of self-published books. Gorilla Mindset isn’t another “TED Talk” book full of nifty anecdotes and feel-good stories. Gorilla Mindset is a manual for your life.

Read what people are saying about Gorilla Mindset:

- “Great book, powerful ideas to change direction and influence your life. Myself and my husband read it. Recommended to my young nephew who also loved it.” – A.C.
- “The best lifestyle improvement for men currently on the market. It’s very short (under 200 pages, including pictures) and covers everything form how to approach life, to diet, exercise, and financial planning. All of the advice is practical, yet encourages the reader to do their own further research.” – P.J.
- “One of the best self-improvement books ever written. It doesn’t matter what your problem is, there’s something here for everyone.” – L.
- “If you want to win in life, read this guy’s book and change your mindset. Decades of negativity have caused big damage and I finally have had it.” – J.M.C.
- “The writing is concise, and has a feel as if you’re speaking to a friend.” – G.G.

**MAGA Mindset is the best book on 21st century American politics.**

Not only did I predict Trump would win the GOP primary (when he had an “3% ceiling.”), but I also wrote a book on how he would win before a single vote had been cast. People who dispute the claim that MAGA Mindset is the definitive book on the future of American politics are welcome to show me their prediction record.

MAGA Mindset is also unique because it explores the mindset principles Trump uses, and teaches you how to apply those same principles to your own life.

After less than one month, MAGA Mindset has over 120 reviews (look for verified purchase) on Amazon:

- “What you get is incisive, brutally honest commentary & analysis on the strong, victorious cultural forces that propelled Donald J. Trump into the White House, alongside a blow-by-blow account of the fake news media’s failure to deliver a win for their favored candidate Hillary Clinton.” – J.S.
- “Mike is honest and trustworthy, which is very rare these days. Extremely intelligent guy that everyone can learn from. Buy the books, change your life!” – R.W.
- “Finished it in one sitting. Guess I’m just not that into the political stuff. Enjoyed the lifestyle advice. Written well before Trump won.” – A.P.B.
- “When I read the book, I was shocked at how short it was, but it’s all he needed. The takeaway is learning more about Trump’s rise, near fall, and rise again. I wonder how relevant the book would be if Clinton won, but with Trump’s win, it’s a must read for those whom cannot fathom a Trump presidency.” – E.Z.
- “Ideal for short bursts of reading in line, or on a crowded train.” – N.Y.
Can women read Gorilla Mindset and MAGA Mindset?

Yes, at least 25% of Gorilla Mindset readers are women. I marketed Gorilla Mindset for men because we had been left out of the mindset market. Most mindset books are general interest basic bitch books. Boring.

My mindset when writing Gorilla Mindset was to step away from crap about, “Learn to love yourself.” No, learn to push yourself. Learn to take responsibility for your choices. Love is not the answer, taking control of your life is.

However read the reviews on Amazon for yourself.

Great read if you want to improve your mindset – coming from a woman (wife & mother)

I think it’s important to live life to the fullest and to your full potential – without taking any bull**** in the process. This is a great read and motivator to help achieve those principals. I am probably not Mike’s target demographic but I found this book quite helpful and entertaining. I am a wife and mother of two boys and I hope they will grow up with a gorilla mindset!


You can also find many women praising Gorilla Mindset on social media.

Ally Taft @AllyTaft
I can't stop telling people to read Gorilla Mindset. It's really so worth the 4 or fewer hours of your life. 10:04 PM - 5 Sep 2016

Sheila Elayne @SheilaRomano1
Women need to read Gorilla Mindset by @Cernovich 3:34 AM - 29 May 2016

Are Gorilla Mindset and MAGA Mindset suitable for all ages?

Yes.

gab.ai/CQW @calebqwash
Gave my 16yo cousin Gorilla Mindset at Thxsgiving, our grandmother, a successful business women, started reading it and loves it @Cernovich 3:35 AM - 27 Nov 2015

Is Gorilla Mindset available in audiobook.

Yes, it’s on Amazon and Audible.

The reviews on Audible are fantastic, with 650 ratings.
Is Gorilla Mindset available at Barnes & Noble.

I’d have to take a massive pay cut to publish with Harper Collins or another traditional publishing house, which is the only way to get your books in Barnes & Noble.

B&N has created a new program where they will publish my hard backs directly. I’ll make that happen.

In the meantime, you can find my books on Amazon

- Paperback
- Audio
- Kindle

“I’m not persuaded.”

All good.

Did you know it takes 50% of people who read an author over 2 years to buy a book?

Every day thousands of people find me.

Take your time.

Gorilla Mindset has already hit its tipping point, and no one should be “guilted” into buying my books!

Go read my Archives.
Or listen to my podcasts.

Take your time.

I’m not going anywhere.

My books are here.
During my Monday morning mastermind call with a close friend, we created a huge new business.

How?

Through the power of human connection.

We all feel disconnected, and we love blaming others. Other people are [on their smart phones, too busy at work, too stressed out, etc.]

Perhaps we should look deep within ourselves. Are we connecting with others?

Find out more in the latest Mike Cernovich Podcast (Android link, iTunes link).

Human connection will make you more successful.

Listen to my other success podcasts below.

Then listen to Gorilla Mindset in audio format, because it’s narrated by me.
The only feature-length documentary on free speech featuring everyone from a neo-Nazi to Alan Dershowitz has been released to Kickstarter backers. Silence has received great reviews along with some fair criticism.

Some of the rave reviews:

- Information and cast wise, I loved it. I loved seeing all these people that I’m usually just reading tweets from. Plus, it was great hearing from people like religious leaders, attorneys, and comedians.
- I enjoyed the way Feldman got out of the way, by editing out the questions and making the interviewee the focus. You get the feeling that the interviewees are expressing themselves fully, without any barriers – which is sort of the idea behind the film.
- The best way to describe Silenced, in my mind, is to call it a think piece. Their aren’t a lot of flashy graphics or advanced filming techniques, but there are a lot of thought-provoking stories and takes. The film consists of a bunch of smart and/or outspoken people talking about free speech and the way it’s been under attack in our country and abroad.
- It is a powerful, layered and dreadfully troubling documentary that carries grave message.

Some criticism:

- To start off, there was very little intro or outro to the movie. I can understand if this was a style choice. But, having seen many documentaries in the past, I was expecting Mike to be seen at the beginning (we have to wait 52 minutes into the film to see that beautiful face!) and essentially be the host, set the stage for the rest of the film, and give us a question to ponder as we go forward.
- Great first documentary. Can’t wait to see what you do next. One piece of feedback: there’s little narrative. what happened to info-tainment? You want to be entertaining and informative. Look at the doc on Wim Hof that captures you because it follows the journey of a young reporter. I personally feel it’s hard to connect the story with talking heads. I see the strength in terms of getting more information across, but I feel it comes at the cost of our engagement. Mike you have such a strong personality. I wish you were more centre staged in this but I’m sure you’ll do it for your next piece. Good work, great guests, and fantastic historical examples!

A traditional documentary follows the journey of a central protagonist. “Hi, I’m Mike Cernovich, lawyer, author, and film maker. Follow me as we.” Neither I nor Loren wanted do to that style of film with Silenced.

Silenced about about making me a “star,” it was about hearing from YOU. We talked to over 50 people from all walks of life and were able to work them all into the story.

Here’s a look at the cast of Silenced.

I wasn’t even going to be in Silenced at all until Loren convinced me to say a few words.

You asked for our thoughts here. So... Silenced had a good, balanced cast. Kudos for assembling it. The juxtapositions added interest. Until the very end, however, I thought the film lacked the necessary oomph. There was nothing that’s going to reach out, grab someone by the heartstrings, and demand that they care.
This is a fair point and one Loren and I discussed throughout production. Silenced didn’t come by accident, it was intentional. Silenced isn’t a car crash movie. We could have added more human drama by focusing on people like Pax Dickinson, but then Silenced would have a copycat of So You’ve Been Publicly Shamed by Jon Ronson.

HOAXED! The Media’s War on Truth (our next film) is going to be part action film, part slasher pic, part Cernovich savagery.

Watch Un/Convention to get the vibe of HOAXED!

Silenced was a film seeking unity, which is why the vibe is serious and thoughtful. As one viewer explained:

- Silenced almost creates it’s own media category analogous to podcasts the same way movies are analogous to TV shows. The information in Silenced is super engaging and incredibly well structured. Many will probably say that there’s not much to look at and that Silence could be enjoyed as a podcast. IDK though, I had a lot of fun seeing some of my favorite authors’ faces for the first time. James Altucher, you look like a mad scientist, I love it!
- Absolutely outstanding work guys. This is one of the best videos I have watched all year. But I am disturbed at how few people have seen it.

Watch the trailer for Silenced here.
A “prestigious” publication is writing about me, and it likely will be another hit job. Whatever, my articles responding to any piece pieces get more views than the hit pieces themselves (which is why I don’t reply to most of them anyway). The fact-checker contacted me. Here was my reply:

I’m addressed as Mike Cernovich, best-selling author of “Gorilla Mindset” and “MAGA Mindset: Making YOU and America Great Again.” Some also call me a “lawyer, author, and filmmaker.” Many people cannot believe how productive I am, as I wrote a book (MAGA Mindset) and produced a film (Silenced) in addition to building up a Twitter account that receives nearly 150 million impressions a month. The massive momentum in my life is due to Gorilla Mindset, the most powerful mindset book ever written – read some of the almost 600 reviews on Amazon to transform your own life into one of power and authenticity.

You can verify my claims here:

About Mike Cernovich

Mike Cernovich is a lawyer, author, free speech activist, and documentary filmmaker. (That’s me. I’ll shift to the first person!) My feature lengthy film on free speech, Silenced, is finally available here! Producer – Silenced, Our War for Free Speech Producer – Un/Convention, Associate Producer, The Red Pill Host/Producer – Mike Cernovich Podcast Author – Gorilla Mindset, Danger &...

Continue reading About Mike Cernovich
Mike Cernovich Presents Danger & Play

Q: Do you believe that white male identity politics have been neglected and should play a bigger role in our national politics?

A: My best-selling book MAGA Mindset explains white identity politics. I disdain all identity politics. My position is that if every other racial, ethnic, and religious group engages in identity politics, then it’s illogical to complain when whites vote as a racial/ethnic bloc.

The left has played dirty identity politics for decades. It’s worked well for them. The left should be flattered others are copying their highly successful political model.

My personal preference is for Americans to unite for a common cause, looking beyond what divides us. The power elite, which includes the banking and military industrial complex, divide ordinary Americans who would otherwise share a common cause. Dividing working class Americans is a powerful PsyOp, which allows the ruling elite to receive bail outs for bad bets, to “lose” trillions of dollars via the Pentagon, and enables them to engage in pedophilic acts.

Convicted pedophile and registered sex offender Jeffrey Epstein and Bill Clinton took several trips together, with Bill ditching his Secret Service. Why wasn’t this a huge story? Simple. “Journalists” at Mother Jones and other left-wing magazines and websites are more concerned with petty identity politics and are too afraid to focus on the true evil that exists in this world.

The left should encourage unity in these troubling times, and the hate crimes committed by the left must be disavowed by Obama, Clinton, Sanders, and their surrogates in the fake news media.
Q: Is that a pretty fundamental/overarching belief for you? Or is it a more minor part of your political philosophy?

A: I am not a white identitarian. As an author, journalist, and commentator I *explain* white identity politics. I will not virtue signal by pointing out my wife is Persian and that we are expecting a daughter in December, because it doesn’t make a difference and the fake news media will lie about me anyway. I recently hired a lawyer after a Dutch newspaper libelled me. They corrected their inaccurate story, and I may soon be suing The Atlantic for libel, as they lied about me with the intent to harm my reputation.

Q: Does you believe that political correctness prevents discussion of things like the biological differences between men and women? And it also prevents frank discussions about the propensity of certain ethnic groups (like blacks and Latinos) for crime?

A: As a free speech absolutist, I don’t believe any subjects should be off limits. No-platforming is censorship. The left ruins the lives of those they disagree with. I talk to liberals and others who may disagree with me, as the world will see in my feature-length documentary – Silenced: Our War on Free Speech. Silenced has been released to Kickstarter backers via digital download and will be in theatres soon.

I push the borderlands of free speech and often say things I don’t personally agree with to get a conversation going. Few people know what I *truly* believe, which gratifies me personally and professionally.

My position as a best-selling author with a massive following of extraordinary Americans and concerned citizens across the global (I’ve been spotted in person at Cafes from Ho Chi Minh City, Vietnam to Cape Town, South Africa) makes me anti-fragile.

I have more freedom than billionaires, as my mindset is free from slave emotions like “guilt” and “shame.” I will continue pushing the boundaries of what is acceptable speech.

Thanks for the fact-check.

Mike

18.11.2016 – Mike @Cernovich Free Speech Interview with @FaithGoldy of Rebel Media

Faith Goldy of Rebel Media and Mike Cernovich discuss free speech and Cernovich’s forthcoming documentary – Silenced.

The full interview is here and also at on Rebel Media’s YouTube page, where the comments are lively.

Cernovich will also be on Al Jazeera discussing Donald Trump, the alt-right, and the failure of the mainstream media. Details of that appearance are below.

The Listening Post
✔ @AJListeningPost
The US media, Donald Trump & the process of normalisation – we speak to @MisterJohnDoyle @sarahkendzior @kurtbardella @ryangrim & @Cernovich 3:24 PM - 18 Nov 2016
19.11.2016 – Al Jazeera Special with Mike Cernovich – On Steve Bannon, New Media, and Trump

Recently Al Jazeera producers asked me to appear on air to discuss new media, Steve Bannon of Breitbart, and Donald Trump.

I usually don’t do TV unless it’s live, but took a chance. The segment turned out to be fantastic and insightful.

Watch it here.

On The Listening Post this week: The US media begins the process of ‘normalising’ Donald Trump; plus, we look at Germany’s media trust issues and the challenges of reporting the rise of the right.

Normalising Trump: The US media whitewash

Normalisation – it’s the new buzzword in post-election American journalism. Is this softening of media criticism designed to give the president-elect a chance, or is it a self-serving media push to mend fences and ensure access to the Trump White House?

Talking us through the story are: Ryan Grim, Washington bureau chief, The Huffington Post; John Doyle, TV critic, The Globe and Mail; Mike Cernovich, author and filmmaker; Sarah Kendzior, the author of The View From Flyover Country; and Kurt Bardella, president, Endeavor Strategies and former spokesman, Breitbart.

20.11.2016 – Hamilton Star Brandon Victor Dixon Advocated Interracial Rape?

When not lecturing the Trump Administration from his bully pulpit, Hamilton star Brandon Victor Dixon is advocating rape, recently unearthed Tweets reveal.

“St. Patty’s day weekend is like Christmas for black dudes who like white chicks. Happy holidays boys. @reesewaters #seasonsgreetings.”

Brandon Victor Dixon
✔ @BrandonVDixon
St. Patty’s day weekend is like Christmas for black dudes who like white chicks. Happy holidays boys. @reesewaters#seasonsgreetings 5:08 PM - 17 Mar 2012

Mike Cernovich
✔ @Cernovich
Hamilton star who lectured Mike Pence...
9:56 PM - 20 Nov 2016

@Cernovich Sounds like " Excellent time to rape white girls while they are drunk " — Jenny G. (@JenThePatriot) November 20, 2016

As someone who has had Tweets taken out of context, my empathy for Brandon Victor Dixon isn’t absent. However these are the rules the left plays by. I’ll continue playing the game as hard as they do.

If you think I should choose to lose on the “high ground,” don’t read MAGA Mindset, because MAGA Mindset is for winners only.
22.11.2016 – An Open Letter to Outraged Readers

When I began writing about politics, I lost a lot of my mindset readers. People were outraged. They left, some more arrived, and that's life as a writer. As you go into 2017 and I begin writing about other subjects, more readers will fall off, and more readers will find me. I write from the heart and share my truth.

I have never bought an advertisement. No one has been “forced” to read me. No one has had their Facebook feed interrupted with my picture. Danger & Play’s and Gorilla Mindset’s massive success has been due to readers sharing stories they found compelling, and I’ll continue writing compelling articles.

It may piss off a lot of people, but I've lost more readers than 99.9% of writers will ever have.

Mike Cernovich
✔ @Cernovich
I speak the truth as I see it, that's it, there's no agenda or club joining. People have long been "warned" about this.

Mike Cernovich
✔ @Cernovich
I've gained and lost 100,000s of thousands of readers over the years as my writing changes. It will always be this way. 5:31 AM - 22 Nov 2016

Yesterday a lot of people were furious that I wasn’t down on the “Roman salute.” If you believe such acts are trolling rather than unimaginable folly and a surefire way to destroy your movement, then you do not deserve to read me.

While I am grateful for every reader, you do not own me.

You can buy a book, or not. You can read me, or not.

I’ve learned that the people who get angry about what I write never buy books, anyway. Entitlement mindset.

As far as the “shekels” go... While my book sales are spectacular (10,000 copies of Gorilla Mindset and MAGA Mindset sold in November), there is far more money available to me by selling Jeff Walker and Grant Cardone style courses.

Grant Cardone
✔ @GrantCardone
Hey @Cernovich where are you tonite ? Let me know when you’re in Miami - want to meet you. 7:56 AM - 9 Nov 2016 · Sunny Isles Beach, FL

Chances are you don’t know anything about my business, because almost no one is as successful as I’ve been online. That’s not bragging, it’s simply the truth.

Some believe I got famous off of Trump. This is nonsense. I was recognized in every city from my early work at Danger & Play. “Hey, are you Mike... from Danger&Play?! You always remember the first person who asks that (at Whole Foods at Venice, California).
If I hadn’t focused on this past election and instead worked on my mindset business, then I’d have the same profile as now, except for different reasons.

If you’re offended that I’m not down with Roman salutes (for a number of reasons), great, don’t read me.

However your advice about how I am ruining my brand or something is complete nonsense.

**Even Trump had to say something:**

“I don’t want to energize the group, and I disavow the group,” Trump told Baquet. “It’s not a group I want to energize, and if they are energized, I want to look into it and find out why.”

*Asked point-blank about the conference featuring Spencer, Trump again disavowed any support. “I disavow and condemn them,” Trump told Times reporters. He did chide them for continuing to ask about the topic though, telling one questioner: “Boy, you are really into [this issue].”*

Great job, morons, you finally gave the media its first win in over a year. They got Trump to disavow a group.

Trump won, nationalism is going places, and people have to step up their game.

I’ve even toned down my own Twitter in strategic ways. This is called being smart and recognizing we are in the major leagues now.

I have no time or patience for people who make unforced errors.

Today is the most exciting time to be alive in the United States in decades. There is opportunity to remake America.

Our enemies are funded by billionaires and include the largest media networks in the world.

Our friends... There are friends in surprising places, and if we want to keep them there, we must up our own game.

Again, if that offends or triggers anyone into being angry at me, and if you think expressing your anger at me will change what I write, then you must be new here.

Some are already vandalizing Gorilla Mindset’s Amazon book reviews.

Have you left a review?

I don’t generally ask for them, as I’m grateful you bought a copy.

**Now is the time to leave a review, because a lot of fake 1-star reviews are showing up.**

*Leave a review here.*
22.11.2016 – Thank YOU for The Best Year of My Life!

Birthdays come and go and I’ve stopped tracking them, simply due to being busy. You made 2016 my best year of live, however, and some personal thanks are in order.

Read 37 Thoughts on Not Wasting Your Life.

Thank YOU to everyone reading this article.

You’ve bought my books, share links to D&P, RT’ed me into global success and influence, and even funded a feature film. Without you I’d have a diary. With you I have a worldwide brand.

I am committed to continue bringing more value into your life.

Thank you Scott Adams for writing a great book on how to win at life.

And for letting me interview you and being a friend, even though there are major branding issues to openly associating with me.

(I never hold it against anyone for not wanting to openly admit to reading me. Each person has to make that personal choice, and mentioning me draws a lot of fire.)

Adams sets the standard for success that all men (and maybe some women) should follow.

Thank you James Altucher for writing Choose Yourself.

Your book remains one of the best books on mindset ever written.

Thank you to Stefan Molyneux for our friendship and for inviting me onto your show.

I’ve done it all now – been on TV, been written about in every newspaper in the world, and even had a five-page New Yorker profile. Nothing has come close to boosting me than being on your show.

Thank you to Dave Rubin.

You took a chance having me on your show and you got a lot of drama for it. Your show and media style, which puts free speech and open inquiry at the center, is the future of media.

Thank you to Vox Day for editing/publishing MAGA Mindset.

It was great to get another winning book out.

Thanks to Loren Feldman for being the Director of my first feature film!

Thanks to Victor Pride for helps years ago in building up Danger & Play.

Congrats on your book launch!

Thank you to Shauna for uniting with me one year ago today.

I don’t write much about Shauna because then people will ask relationship questions, and that’s not my message. Shauna deals with a lot of hate for being with me, and has learned how to play the media game.

She loves being with me and loves being loved. What more could a man ask for?

Our daughter is due in three weeks and I couldn’t be more excited.
24.11.2016 – How to Argue Politics with Your Family on Thanksgiving

Thanksgiving is a day to focus on what you are grateful for. Political arguments with family today are low consciousness. People who need to rant are welcome to troll me at my Twitter account which now has 170,000 “followers” who live for this stuff.

Alternatives to arguing with your family on Thanksgiving including

- Having sex
- Taking your dog for a walk
- Reading a book
- Meditating
- Going to church
- Taking yourself less seriously
- Surrendering feelings of self-importance

If you can’t not argue with your family during a meal, then you’re either a bad person, or your family is full of awful people, and you should take some time by yourself to figure out what the problem is.

Happy Thanksgiving!
27.11.2016 – Nazis are Fake News, Independent Analysis Proves

Fake news would have you believe America is full of neo-Nazis. To support this narrative, “journalists” stage a few photo ops and run the same picture of the same 5 or 10 people non-stop.

It’s highly effective persuasion, and also unethical and dangerous.

Remember this persuasion principle, “Focus is influence.” By focusing readers and viewers on “neo-Nazis,” the fake news media influences people to believe neo-Nazis are a big deal in America. This works because people don’t stop to say, “Wait, isn’t this footage being played on CNN/FoxNews/NBC only like 5 or 6 guys?”

Rational thinkers may be interested in actual data analysis to determine how prevalent neo-Nazis are. I’m the man to show this data.

According to the fake news media, I am “white supremacist,” (Slate) a “white nationalist” (The Atlantic) and “leader of the alt-right” (New York Times). If this is true, then surely a lot of “neo-Nazis” follow me on Twitter. A look at my Twitter analytics would give us some insight into the number of “neo-Nazis” in America.

After a media surrogate was paid to stage a photo op to discredit Trump, I distanced myself from all of that nonsense. And it’s nonsense, not actual terror or anything to be afraid of. (A few people throwing up Roman salutes isn’t triggering, it’s a sign they don’t want to undergo the serious adult undertaking upon us.) The media is creating a form of Satanic panic around non-existent neo-Nazism.

It’s shameful, divisive behavior. But hey, that’s why they call it fake news.

People were furious, my comments were flooded, and there are many message board posts spazzing out about me. But what’s the data say?

Spot the day I distanced myself from fools. You won’t be able to, because only a few people cared enough to stop reading me.

Here is what happened to my Twitter follower count after “betraying” a group the fake news media claimed I was part of.

I lost a few followers, maybe, although a post-election drop-off was expected.

The fake news media is lying.

There is no neo-Nazi movement in the U.S. There are a few hundred, or maybe a thousand, dedicated Internet activists who have usernames like HitlerWasABoss1488. They make a lot of noise, much as the fake news media makes a lot of noise.

Remember first principles.

Attention is influence.

If a few hundred people post with fervor online, it seems like there are a lot of them because they get your attention.
I live in the world of facts and rationality. No one from the alt-right is out there committing violent acts.

Meanwhile, Trump had his campaign headquarters in North Carolina firebombed. Several Trump supporters were attacked. Two Hillary supporters were even arrested for criminal assault.

All of the “attacks” blamed on Trump supporters were revealed to be hoaxes.

Mike Cernovich
✔ @Cernovich
Another hate crime hoax by a sick Hillary supporter!

Mike Cernovich
✔ @Cernovich

Jewish and Hispanic student plead guilty after being caught attempting a "hate crime" hoax. https://t.co/ZZGnqwqYS0 — Mike Cernovich (@Cernovich) November 26, 2016

The fake news media has been caught orchestrating and spreading hoaxes.

Mike Cernovich
✔ @Cernovich

Mike Cernovich
✔ @Cernovich
Another day, another media hoax - this time from ABC. http://money.cnn.com/2016/11/04/media/abc-news-stage-live-shot/index.html ... 11:05 PM - 4 Nov 2016

Mike Cernovich
✔ @Cernovich

The fake news media is creating hysteria and panic to further a left-wing agenda.

To learn more about media hoaxes and to better understand the news, read MAGA Mindset, because it’s time to learn how to think for yourself.
I feel compelled to set aside my trademark modesty in order to review Silenced, a new documentary in which I briefly appear. To get the most important thing out of the way, I rate my performance 10 MILOs out of 10.

Silenced was crowdfunded by producer and Twitter celebrity Mike Cernovich and director Loren Feldman to document the state of free speech in America. The timing couldn’t be better, as we’ve just witnessed Twitter attempting to purge the alt-right and various libertarian and conservative personalities from its platform as revenge for Donald Trump’s victory.

Read the rest here.

Silenced is finally available for the general public.

You can rent/watch Silenced here!
28.11.2016 – Silenced is Finally Available for Public Release!

Silenced, a documentary on free speech featuring everyone from Alan Dershowitz to members of the alt-right is finally available for general release.

Find Silenced on Vimeo.

Who is in Silenced? It’s as deep a cast as you’ll find in any documentary, featuring famous hackers and white nationalists like Weev, banned Twitter activists like Ricky Vaughn, and left-leaning personality types like Larry King’s protege Dave Rubin.

Milo recently reviewed Silenced, and had this to say:

MILO: Mike Cernovich’s Free Speech Movie ‘Silenced’ is Great, and Not Just Because I’m In It. I feel compelled to set aside my trademark modesty in order to review Silenced, a new documentary in which I briefly appear. To get the most important thing out of the way, I rate my performance 10 MILOs out of 10.

Several of the people who appear in Silenced were targeted in the purge, including Pax Dickinson and the pseudonymous Ricky Vaughn.

Silenced is a different type of documentary to Cassie Jaye’s The Red Pill, which I also examined recently. Jay’s movie told a specific story: her exploration and eventual sympathy with the men’s rights movement. Silenced takes a different approach, relying on its interview subjects to make the case for free speech.

Other Silenced reviewers were also impressed:

- I enjoyed the way Feldman got out of the way, by editing out the questions and making the interviewee the focus. You get the feeling that the interviewees are expressing themselves fully, without any barriers – which is sort of the idea behind the film.
- The best way to describe Silenced, in my mind, is to call it a think piece. Their aren’t a lot of flashy graphics or advanced filming techniques, but there are a lot of thought-provoking stories and takes. The film consists of a bunch of smart and/or outspoken people talking about free speech and the way it’s been under attack in our country and abroad.
- It is a powerful, layered and dreadfully troubling documentary that carries grave message.

Warning: Silenced is not a “car crash” film!

Many documentaries are high in drama and action. That’s very cool, and my next documentary will be wild. Silenced is a serious think piece.

Silenced is available for digital download here.

Watch the trailer for Silenced.

Who stars in Silenced?

If you’re looking to see my face, then know it’s only one of over 50. Silenced was not an ego film to make me famous. Silenced is a historical work of art. What is the state of free speech in the West in 2016?
The story of free speech is told by others, including:

- Milo
- Dave Rubin
- Anthony Cumia
- Scott Adams
- Alan Dershowitz
- Gavin Mcinnes
- Weev
- Pax Dickinson
- Mirriam Seddiq
- Charles Johnson
And many more!

**Thanks again to all who backed Silenced and made this historic film possible.**

Silenced ran a bit over budget, so I covered the costs. Any profits from Silenced will be carried forward to our next feature film, HOAXED! The Media’s War on Truth.

Silenced was a film by the people and for the people. It was made possible through your efforts, and I will continue making films you can be proud to be part of.

Silenced won’t be available on iTunes, Amazon, or Netflix for several weeks. The only way to watch Silenced today is [right here on Vimeo](https://vimeo.com).

**Thank you to the full cast of Silenced!**

29.11.2016 – Your Mindset is Your Identity

The terms you use to define yourself will limit or increase your odds of success. Scott Adams told me during my interview of him, “I define myself as an entrepreneur. This is the broadest definition of self and thus doesn’t put any limits on me or what I can do.”

Find out more about your own definition of self in the latest Mike Cernovich podcast (find it on iTunes).

By the way, Scott Adams, entrepreneur, has a new app out.

If you are meeting with family and friends for the holidays, you might find a lot of value in my start-up’s free app, WhenHub. It’s like the Uber app, but for any group of two or more people who want to geostream their locations on a map as they approach a meeting place. No more wondering where everyone is and how long you have to wait. The app is free, and works across iPhone and Android platforms:

WhenHub app for Apple.
WhenHub app for Android.

You can listen to my interview of Scott Adams on Soundcloud.

Or watch it on YouTube, in two parts.

My skin was in a terrible flare during our talk, but I don’t define my identity based on my worst traits.

Neither should you.
29.11.2016 – Silenced Goes Worldwide!

Silenced has now been seen in over 31 countries!

Silenced will be available on DVD soon.

The approval process for Amazon and Netflix is lengthy.

Silenced won’t be available on those platforms for several weeks.

The only way to see Silenced today is on Vimeo.

More reviews for Silenced are pouring in:

Silenced is skillfully edited, each segment crafted to create a coherent narrative with a definitive through-line discussing the importance of free speech to a given field, and how this silencing has affected it.

And while I would have preferred a little more context, mainly so those who will watch after 2016 or who aren’t paying attention to the current culture could understand the issues Silenced seeks to address, the film still makes sense on its own.

I also wish Silenced were longer. Some speakers tended to dominate the conversation, and there are others I would have liked to have heard more from. I get the feeling, though, that unused footage will be used in some way in the future.

Viewers are pleased:

- **POWERFUL documentary!!** I am going to watch it again bc the longer I watched it, the more fired up I GOT! I think the most powerful quote I will remember is,"....we silence ourselves". That’s SO CORRECT!!!
- **Wonderful!** This documentary is going to be a reference on everything we will produce in the future as a rural engaged arts organization. No flying cameras, no crazy graphics, no fast cut-ups, just people talking their minds with the serenity and depth of not being bullied by some furious social justice opponent. And it really makes us think that the future political and social divide will be more and more between intolerant moralists and down-to-earth free speechers, independently of leaning towards left or right wing.
- **Mike,** I’ve been a fan of yours for a while now. **Great documentary, especially the part about comedy.** Comedy is only funny when it is unexpected or uncomfortable. Look at what meme culture and guys like Gavin McInnes accomplished this election cycle. Keep up the good work brother.

Watch Silenced here.
30.11.2016 – My Haters’ Stages of Grief, Film Edition

When I launched a Kickstarter for a documentary on free speech, Silenced, my haters said no one would want to to fund it.

The crowd fund was highly successful, thank you!

Then they said Silenced would never get made. Not only was Silenced made, but it includes some of the biggest names in law, culture, and journalism.

Now they are saying it’s not good, because, well they don’t have a reason. They are spazzing out.

They are also “making fun” of Silenced’s awesome poster.

That is their best “shot” at the People’s Champ.

Sad!

Meanwhile, Janet Bloomfield (a Silenced backer) loved the film.

I watched the whole version of Silenced last night on Vimeo, and it is well worth your time and money.

Silenced takes an interesting approach to the First Amendment from a technical perspective. I don’t know if it’s deliberate (I will give Loren the benefit of the doubt and assume it is), but the camera crew is often visible in reflective surfaces like the glass covering background pictures and posters. The camera crew has an affinity for stripes, which I find quite hilarious – like some twisted combination of prison garb and concentration camp pyjamas. For me, this has the decided effect of serving as a reminder of just where censorship can lead.

It begins with the chilling effect of self-censorship (as many in the film talk about), and leads inevitably to the shadows of the grave.

You can watch Silenced here, because it’s the best film on free speech in 2016.
**December – 2016**

**1.12.2016 – Who is in Silenced, the Best Documentary on Free Speech Ever?**

*Silenced, a documentary on free speech* I produced and you funded, is unique because no one “stars” in it. The protagonist is not me or another narrator. Free speech is the protagonist. Silenced is as much a film as it is a historical project answering the question, “What does free speech mean today?”

To answer that question, we talked to everyone – big names in art and media, famous lawyers, comedians, and college students.

**Mike Cernovich**
✔ @Cernovich

Happy Hour tonight - 8 p.m.
The Algonquin
59 W 44th St, New York, NY
Open to all.

**Mike Cernovich**
✔ @Cernovich

Long day filming for *Silenced*. Thank you for backing this. You will love it! [http://www.silencedmovie.com](http://www.silencedmovie.com) pic.twitter.com/fM3UMjltFj

12:07 AM - 11 Jun 2016

**Sherrod Small & Kurt Metzger** are two comedians who [co-host a show formerly on XM called “Race Wars.”](http://한국어판) Race Wars explores politically incorrect topics with guest appearances from SNL writers, Ann Coulter, and even me. Kurt Metzger has had social justice online hate mobs form around him for his “offensive” comedy. Yet Kurt also worked as a writer for Amy Schumer’s show.

**David Horowitz** is a Zionist who wrote an article at Breitbart entitled, “Bill Kristol: Republican Spoiler, Renegade Jew.” Fake news media claimed the article was anti-Semitic, carefully failing to identify the article when citing the headline in support of the (fake) claim that Breitbart is anti-Semitic. Horowitz has funded many pro-free projects.

**Alan Dershowitz** is a left-wing lawyer who has fought for the free speech rights of neo-Nazis. Dershowitz has also been barred from speaking at many college campuses because his pro-Israel speeches have been falsely labelled as “hate speech.” Meeting Dershowitz was a personal joy of mine, as his book “The Best Defense: The Courtroom Confrontations of America’s Most Outspoken Lawyer of Last Resort” inspired me to go to law school.

**Mike Cernovich**
✔ @Cernovich

"My passion is defending freedom of speech - right, left, and center." - Alan Dershowitz

[pic.twitter.com/ZjcTXZWHED](http://한국어판)

**Mike Cernovich**
✔ @Cernovich

Spent the morning talking free speech, Twitter censorship, and the ADL with Alan Dershowitz for *Silenced*. [pic.twitter.com/3pQOTVKYEV](http://한국어판)

4:35 PM - 9 Jun 2016
Weev (Andrew Alan Escher Auernheimer) is a white supremacist who was wrongfully convicted of computer-hacking related crimes. Weev was recently in the news, “Hacker Hijacks Thousands of Printers to Disseminate Nazi Propoganda.”

Ricky Vaughn is an alt-right meme magician who was banned from Twitter for being too effective at fighting fake journalism. You can find Ricky on Gab.ai/Ricky_Vaughn99

Milo Yiannopoulos is a famous journalist, public speaker, and TV/media personality. Banned from Twitter, Milo has seen his own brand rise even higher. You can read Milo’s review of Silenced here.

Who else in Silenced?

You can watch Silenced on Vimeo today.

Mike Cernovich ✔ @Cernovich
"Feminists are the biggest threat to free speech." - @handymayhem pic.twitter.com/8I2RQdu3Yt

Mike Cernovich ✔ @Cernovich
"Is it black privilege that I can wear this #MAGA hat without being called racist?"- @handymayhem pic.twitter.com/3Qrzk1Y9Wf
3:56 PM - 23 May 2016

Mike Cernovich ✔ @Cernovich
Silenced is finished!
8:23 PM - 1 Nov 2016

When will Silenced be available on Netflix/Amazon/etc.?

According to the distribution company I hired, Silenced will be available for general release in 6 to 8 weeks.

Will Silenced have closed captioning?

Yes, although that’s not available on Vimeo at this time.

Will Silenced be seen in theatres?

We are planning two private showings in January – one in Los Angeles and another in San Francisco.
Why aren’t there any social justice warriors in Silenced?

Chris Sacca, Anil Dash, Nick Denton and other high profile voices of the regressive left turned down offers to be in Silenced. We even promised to let them choose their own clip.

Mike Cernovich
✔ @Cernovich
For Silenced we’ve asked to speak with @sacca, even let him choose clip to prevent "selective editing." None of these SJWs have any balls.
7:18 PM - 7 Jun 2016 · Manhattan, NY

Where can you watch Silenced today?

This is the only way.
1.12.2016 – Fake News Alert! Mike Cernovich is Not a “Troll”

How many women or men in media write a book and produced a feature-length documentary in 2016?

In 2016 I produced Silenced, a documentary on free speech which includes everyone from Scott Adams (of Dilbert and now pundit fame) to Alan Dersowitz to computer hackers to college students to black American members of the “hotep” movement.

In 2016 I wrote, MAGA Mindset, a mindset book explaining Trump’s rise to the White House. MAGA Mindset already has over 150 book reviews.

I launched a Periscope channel which quickly amassed 62,000 followers and 11 million “likes” in less than a year.

I directed a documentary on the fake news media’s dishonest coverage of the RNC and DNC.

I boosted the brand of Gorilla Mindset, doubling its sales. Gorilla Mindset now has over 650 reviews on Amazon.

I also recorded 42 podcasts on subjects including success and mindset to overcoming fears and wrote hundreds of articles and 10X’ed my Twitter profile, going from an average of 10 million monthly impressions to 142 million impressions in November, 2016.

Compare November 2015...

With November 2016...

Who else in media has my track record of success?

Fake news has to call me a troll because they have no other way to define me.

Haters say I self-promote too much, which is nonsense.

If anything we are doing too much at Danger & Play Productions and Cernovich Media, making it harder to promote each project properly.

For example one month after releasing a book about Trump, I launched Silenced.

Most people spend months promoting a new book or film.

I only have a few days or a few weeks to promote new releases.

Speaking of being too busy to properly promote our work, you’ll want to watched Silenced, because it’s getting great reviews.

Watch Silenced here.
Crowd Funding is Going to Kill Fake News Media

Three days before Hillary Clinton had a seizure on 9/11, Chris Cillizza of Jeff Bezos’ blog (WaPo) called my reporting on Hillary’s health a “conspiracy theory.” Today he is begging readers to subscribe to fake newspapers, making this false analogy, “If you can afford a monthly Netflix subscription, you can afford a monthly newspaper subscription.” The New York Times – owned by Mexican monopolist Carlos Slim – has similarly pleaded with readers to stop unsubscribing, with publisher Arthur O. Sulzberger Jr. telling readers, “We cannot deliver the independent, original journalism for which we are known without the loyalty of our subscribers.”

Brian Stelter, who works for a fake news media network that gave the debate questions to Hillary Clinton, implored his readers to, “Make the news better. Buy a subscription. Donate to a J-school.”

Fake news is desperate, and for good reason. Crowd funding is the beginning of the end for fake news.

If you don’t understand why, remember that Danger & Play – to borrow from Wayne Gretzky – shows you where media is heading, not where media has been.

First, a quick look at the past. To get hired at a “legitimate” publication, you’d need rich parents, the ability to work an unpaid internship, and connections. Legitimacy was defined by editors and publishers. To get access to readers, you’d have to persuade editors and publishers that you were the best and the brightest.

Imagine what that must’ve been like – the butt kissing, the glad handing, the refusing to ask tough questions because rich people travel in close circles. A tough story on someone might lead to editorial backlash.

(There’s a reason devoted Cernovich stalker David Weigel wouldn’t write honestly about Hillary Clinton. He’d have lost his job!)

Now look at the future. The future of news is crowd-funded. Legitimacy isn’t defined by gate keepers.

Legitimacy is defined by readers, as social media allows you to go direct to the people.

Consider Dave Rubin, Larry King’s protegé and formerly of the Young Turks, who is doing five-figures a month on Patreon.

Make no mistake – $25,000 for his production team isn’t “TV money.” No massive syndication royalties are going to roll in via crowd-funded news, but most people don’t go into journalism for the money. People want to make a difference in the world.

My own Patreon is doing over $4,000 a month, and I’ve received some one-off contributions. My Patreon is unique because none of the money goes into my pocket. My Patreon backers, via a private Slack and now conference calls, choose what stories we cover.
Crowd-funding movies others won’t produce. Case study: Cassie Jaye.

Cassie Jaye, an award-winning filmmaker, lost funding for her documentary on the men’s rights movement. Her financial backers learned that the film wouldn’t be a hit piece, and instead would seek to tell both sides of the story.

Milo Yiannopoulos wrote about Jaye’s plight. Me being me, I agreed to match up to $10,000 in contributions to her film. In less than 8 hours, we had collectively contributed over $20,000 to her film, and I was an Associate Producer.

Cassie ultimately raised over $200,000 for her film.

Silenced, a documentary on free speech, was crowd-funded.

Arnold Schwarzenegger created gym culture as we know it via a documentary directed by George Butler – Pumping Iron. Whether you know it or not, if you go to the gym to lift, it’s because of Pumping Iron.

The power of culture is something few appreciate. When you go to the gym, you assume it’s a free choice. In a way, it is your choice. But why do you have that choice in the first place? Arnold and George Butler, through the power of film, created gym culture.

Pumping Iron showed me the power of films, which is why I wanted to “do the Pumping Iron of free speech.”

Silenced was crowd-funded, and my pitch was unusual. Most Kickstarter campaigns say, “If you don’t fund this film, it won’t be made.”

My pitch was different. I had already agreed to pay my Director to do Silenced. I wasn’t going to lie to you and thus told the truth: “This film will be funded by me. However you will want your name associated with Silenced.”

To my surprise, Silenced raised over $80,000. (I was expecting $20,000 as a low and $40,000 as a high.)

Crowd funding redefines legitimacy.

For being English majors, “journalists” haven’t seem to have read much sociology.

Legitimacy is a social construct.

For the media to maintain legitimacy, it must persuade readers and views that the news is honest and truthful. Are they succeeding?

Under the old model of media, legitimacy was defined by powerful gate keepers like editors and publishers.

Under the new model of media, legitimacy is defined by readers, viewers, and listeners.

Fake news is dead, even if they don’t know it. New media is has only begun to show its true power and influence.

P.S. It’s the weekend, which is a great reason to watch Silenced.
The fake news media is falsely claiming that the #Pizzagate story belongs to me. This is simply untrue. I have long said the following about #Pizzagate, as anyone who has watched my Periscopes will tell you:

- There is an active pedophile ring in Washington, D.C. This pedophile ring included Dennis Hastert (who was called a “serial child predator” by the judge who sentenced him to prison), among others.
- I have no idea whether Comet Pizza is the center of this pedophile ring. The evidence isn’t strong enough, which is why I have not named the parlor as being part of a sex trafficking ring.
- There is some creepy art work and creepy people associated with Comet Pizza. These are gross people (the Podestas come to mind) and I wouldn’t associate with them or be around their “art.”

The Podesta family, which regularly patronizes Comet Pizza, remains friends with convicted pedophile Dennis Hastert. Why has the media not demanded the Podesta family disavow a pedophile?

Mike Cernovich
✓ @Cernovich
Podesta family remains close friends with convicted pedophile Dennis Hastert! #SpiritCooking
https://wikileaks.org/podesta-emails/emailid/48488 ...
9:39 PM - 5 Nov 2016

There are also massive pedophile rings in Hollywood and in media.

Mike Cernovich
✓ @Cernovich
7:13 AM - 2 Dec 2016

The New York Times and other media outlets like Salon have advocated for pedophilia, with the Times running this disgusting headline: “Pedophilia: A Disorder, Not a Crime.”

Mike Cernovich
✓ @Cernovich
"Pedophilia: A Disorder, Not a Crime."
5:23 AM - 5 Dec 2016

Now here are some interesting questions.
Why doesn’t everyone in the world know that Dennis Hastert is a convicted pedophile?

Why didn’t the media cover this story deeply?

Why hasn’t the media covered the Richard Epstein pedophile story closely?

Daily Mail ran some columns. Otherwise the media ignored it.

**Mike Cernovich**

✔ @Cernovich

Bill Clinton took many trips to pedophile island with his friend and convicted child rapist, Jeff Epstein.

6:17 PM - 23 May 2016

Why did the Clintons defend a convicted human trafficker, and where was the media coverage of this issue?

**WikiLeaks**

✔ @wikileaks

Significant, if partisan, find showing how the Clintons supported child stealer Laura Silsby

https://www.reddit.com/r/The_Donald/comments/5aupnh/breaking_i_believe_i_have_connected_a

_..._ convicted/

7:40 PM - 3 Nov 2016

The fake news media will not report truthfully on pedophilia.

Assume #Pizzagate is a bogus story.

Even so, ask yourself how much energy is being used to debunk #Pizzagate?

Why are the people who seek to disprove #Pizzagate not reporting on Dennis Hastert, Jeffrey Epstein, and other pedophiles in Hollywood, media, and Congress?

Who are they protecting?
7.12.2016 – Think Progress is Fake News, Jake Tapper Claims

“Some just tweeted something inaccurate about me, claiming I said something I didn’t.

What am I supposed to do here,” Jake Tapper emailed John Podesta.

The site in question was Wonkroom, which is owned by left-wing Think Progress.

When I asked Tapper why he was asking his mentor John Podesta for advice, he flipped out, replying,

“I was FIGHTING Podesta over Think Progress lies.”

Anton F @CapAnt84
@bledbetter @Cernovich @jaketapper Guys knock it off! if we demonize every1 in media we lose cred. Jake is as close to objective as possible

Jake Tapper
✔ @jaketapper
@CapAnt84 @bledbetter @Cernovich this is just dumb-as-rocks stupid. I was FIGHTING with podesta over ThinkProgress lies. pic.twitter.com/h3z1AfLuAO
12:16 AM - 21 Oct 2016

Jake Tapper works for CNN alongside an anchor who leaked debate questions to Hillary Clinton.

According to Tapper, Think Progress is fake news. According to me, CNN is a fake news website.

Can we believe Fake Tapper when he claims Think Progress is fake news?

This is all getting a bit recursive.

There isn’t a way to define “fake news” in any sensible way, as human beings are flawed.

That won’t stop Tapper from attacking me, falsely claiming I spread fake news, while hosting guests from Think Progress on his show.

Think Progress is only fake news when they lie about Fake Tapper?

P.S. I got some head shots done.
7.12.2016 – The Intercept Claims Mike Cernovich “Got Trump Elected” (I Disagree)

I got Trump elected according to The Intercept’s Robert Mackey in a hater article calling my truthful reporting about sick Hillary’s health “disinformation.” (Trump got himself elected with the help of his great supporters.)

Disinformation, Not Fake News, Got Trump Elected, and It Is Not Stopping

While Mackey wanted to attack me by claiming it was my “disinformation” that got Trump elected, he still seems to give me more credit than perhaps is deserved. (Experts say my reporting and social media activities last year moved the vote by 5%, although 3% seems more accurate to me.)

Mackey tried trolling me on Twitter. After losing he went to his blog, which is owned by eBay founder Pierre Omidyar. (Cernovich Media is entirely self-funded via me and very generous readers who want truthful reporting.)

Silmi’s conversation with Jones, like my own brief exchange with one of the most prominent boosters of the #PizzaGate hoax — the popular alt-right blogger Mike Cernovich — revealed something interesting about the mindset of those engaged in the vast campaign of disinformation that has helped to elevate Trump to the presidency. They fend off accusations that they are propagandists by claiming to be engaged in investigative journalism.

The media is obsessed with me, it’s getting pretty boring though. I don’t even have time to read all of the hate articles. Everyone from CNN to the New York Times has written about me, to no effect.

An hour on Twitter or article at Danger & Play is worth more than 100 CNN/fake news articles. That’s the real reason fake news media hates me.

Last year I swayed an election, built a massive media profile, wrote a book, and producing a documentary.

Watch Silenced today!

Rather than hate on me, the fake news people should read Gorilla Mindset to develop more self-confidence.

Speaking of free speech and free thought, Silenced DVDs are arriving.

I’ll be mailing these out to Kickstarter backers soon!
Julius and I went for a four-mile walk while listening to Sapiens. After arriving home I told Shauna it was gym time for me.

“Babe, it’s happening.” Shauna had begun the pre-labor process. Unlike in TV where people freak out over this stuff, it was all chill. We had a plan.

Where does our knowledge come from? It was hard not to wonder how much of my reality was controlled by TV, when I learned in our pregnancy classes that a woman’s water breaking is not an emergency. You do not rush to the hospital, as we see happen in every show depicting pregnancy. Many women never have their water break at all. My knowledge of what birth was like was complete nonsense. It all came from media.

What other junk is in my brain?

Shauna and I agreed that a hospital birth with drugs wasn’t right for us. We weren’t ready for a home birth and thus decided to have Cyra in a midwifery. Most of you have never heard of a midwifery, and indeed I also hadn’t.

Midwifery, as known as obstetrics, is a health science and health profession that deals with pregnancy, childbirth, and the postpartum period (including care of the newborn), besides sexual and reproductive health of women throughout their lives. In many countries, midwifery is a medical profession. A professional in midwifery is known as a midwife.

My first piece of advice to those telling people you’re going to have a “natural child birth” is, don’t. Everyone knows everything about how babies are and should be born. AREN’T YOU WORRIED YOUR BABY IS GOING TO DIE?!

Everyone has a “horror story” about a midwife. What about hospital horror stories? Confirmation bias for the dominant narrative (hospitals are good and midwives and doulas are for dirty hippies) means you’ll only hear about problems during birth that happen at midwiferies rather than at hospitals.

The midwifery has a full staff of nurses and mid-wives. They all have traditional educations. There is also a hospital nearby for emergencies. According to our midwifery, fewer than 97% of women do not need to leave for a doctor’s office.

Our midwifery only selects women with low-risk pregnancies. You’re required to undergo extensive childhood education.

What if the mother needs a C-section?

Most C-sections are not emergency based. Giving birth is treated as an assembly line process in most hospitals. If the mother isn’t producing the child fast enough, cut her open!

In the United States, however, about one in three births happen by C-section, a rate that has risen dramatically over the past few decades, from 5 percent in 1970 and 20 percent in 1996. By contrast, about 16 percent of births in Finland and 24 percent in the United Kingdom are from C-sections.

From 5% to 33%? Did babies become massively bigger or the past few decades? Think about it.
Doulas.

A doula is a birthing coach, and the right doula is a game-changer for a man.

A doula (/ˈduːlə/), also known as a birth companion and post-birth supporter, is a nonmedical person who assists a person before, during, and/or after childbirth, as well as her spouse and/or family, by providing physical assistance and emotional support. The provision of continuous support during labour is associated with improved maternal and fetal health and a variety of other benefits, including lower risk of induction and interventions and less need for pain relief.

Shauna’s contractions began increasing in intensity around 2:30 p.m. Let’s be real here. A man isn’t going to be able to provide the type of emotional support a woman needs as the contradictions begin.

Our doula arrived at 3:30, and I waited downstairs while she and Shauna’s mom coached her through the process.

Shauna’s doula was also her hypnosis coach, as Shauna and I went through Hypnobabies together. (Hypnobabies was pretty good, although the program would be considerably better if it adopted Gorilla Mindset techniques.)

We arrived at the midwifery at 6:02 p.m. There wasn’t any drama or freak-outs, which is unusual if you’ve ever seen a movie depicting birth. We got settled in. It was low-key at first.

Once it was go-time, I stayed in the delivery room (which as you can see above is a bedroom) with Shauna and used mindset coaching during the delivery. We had developed some mantras and Gorilla Mindset framing techniques to guide her through the pain.

One technique we developed together was to imagine what she’d say to Cyra when she was born. When in pain, we’d change Shauna’s focus. “Imagine Cyra is on your chest. What are you going to say to Cyra when you see her?”

Shauna rocked it.

Our first child, Cyra, was born at 8:38 p.m., weighing in at 6 pounds and 11 ounces. It was a smooth delivery process at a midwifery assisted by a doula. Shauna did not take any pain medication. Cyra arrived with eyes wide open, looking alert.

While I am not here to sell anyone on midwifery, my experience with the process of delivery was another reminder that most of what we know (or think we know) is a lie.

By the way, Gorilla Mindset techniques work during labor.

They work all of the time, because mindset is everything.
Black journalist Elie Mystal wrote his own Modest Proposal, arguing that black jurors should vote to acquit any black accused of committing a crime against whites.

Anyone can be outraged by this.

Does Mystal have a point?

What if (do not argue against this for now) it’s true that black men are being murdered by police officers? If you believe this is true, then you view any acquittal of those police officers as being a jury nullification. If white juries will refuse to convicted murderous police officers, and if protests aren’t working, then what short of civil war can blacks do?

Maybe it’s time for black people to use the same tool white people have been using to defy a system they do not consent to: jury nullification. White juries regularly refuse to convict or indict cops for murder. White juries refuse to convict vigilantes who murder black children. White juries refuse to convict other white people for property crimes. White juries act like the law is just a guideline and their personal morality (or lack thereof) should be controlling.

Maybe it’s time minorities got in the game?

Again, I can see those comments coming! Anyone can be outraged. That’s a bit basic bitch.

What strikes me most about Elie’s modest proposal is that he cucked for the feminist lobby.

Black people lucky enough to get on a jury could use that power to acquit any person charged with a crime against white men and white male institutions. It’s not about the race of the defendant, but if the alleged victim is a white guy, or his bank, or his position, or his authority: we could acquit.


One reason I hate the fake news media is because they are trying to start a race war. Many blacks believe that white police officers are murdering them. “Hands up, don’t shoot” was spread far and wide by the media, even though it was a fake news meme.

The media has convinced millions of Americans that the police want to murder them.

I look at issues from a branding and marketing perspective. Brand value is subjective. Statistics about race and crime matter far less than the subjective feelings people have towards one another. The brand of police (and whites) has suffered a lot of damage due to fake news media propaganda.

If millions of blacks believe police are out to kill them, then every interaction is going to be more toxic for both parties.

In mindset we call this Summoning the Demon. Your subjective beliefs create the very monster your fear. Consider this.

A black man is pulled over. He believes (rightly or wrongly, as your opinion doesn’t matter for this example) that the police officer poses a threat to his life. The black man is going to be tense. Sensing the driver’s tension, the police officer is going to view the black man as a threat. They will feed off of one another’s energy until something bad happens.
The belief manifested the reality.

Again, I do not live in the world of “absolute truth.” It doesn’t matter if racism in policing is real or not if millions of people believe it’s real.

My personal belief is that police are not actively discriminateng against blacks. If millions of other people feel differently, then we have a branding problem.

That is why I suggested Trump hire Kanye West as sort of a “brand ambassador.” People thought the idea was crazy.

Mike Cernovich
✔ @Cernovich
Trump creates informal role for Kayne, outreach to black community, consultant on black issue. Kayne wants it. It’d be masterful.
8:04 PM - 19 Nov 2016

I think yelling at one another all day and censoring people – preludes to a civil war – is a national lunacy.

What can America do about race relations?

It’s hard to say, as half of the people call me a “race cuck” while the fake news media calls me a “white nationalist” and “white supremacist.”

For my part, I’d rather talk to people like Elie (and we’ve trolled one another on Facebook for several years) rather than act as a pawn in the Soros’ funded efforts at starting a race war.

Fake news media has created a toxic conversation on race, which is why we must bring down the media establishment.

If you’re interested in talking to and hearing from others (including everyone from a rabbi to a neo-Nazi), watch Silenced.
11.12.2016 – How to Let Go of Bad Ideas

Why do we believe bad ideas, even when presented evidence that our ideas are wrong?

Ego and fear are the answer.

If you imagine an idea is yours, then letting go of that idea is like selling a cherished family heirloom. “It’s been in the family for centuries,” you say while packing it up again during your latest move and stashing it away in yet another cellar.

Even worse is when someone tries to persuade you that your idea is inaccurate. Now it’s a fight. It’s personal. Someone is trying to take something dear and precious from you.

What ideas are uniquely yours? I’ve had people claim I stole their ideas, only to show them my own article appeared first, and of course I’ve thought, “This guy ripped me off,” only to realize his article appeared first. Not even 1% of our ideas are ours. They’ve come from somewhere else, usually your culture.

Surely it’s your idea that all men and women are created equally. You only believe that because you were born into America or Western Europe. If you had been born in Sparta, you’d have thought otherwise. If you had been born in Pakistan (“servants”) or India (“untouchables”) or Saudi Arabia (sex slavery), you’d have entirely differently ideas while nonetheless proclaiming those ideas to be yours.

A little groupthink can be a good thing.

We live in society around other people and evolved to desire to be liked. Shame hurts because it’s deep within our DNA that shame is disapproval, and in darker days, disapproval would mean murder or ostracism.

Did you know men used to wear wigs and tights? If you dressed like a Founding Father today (alpha males who risked being hanged for their cause), you’d be called names. There are times to go with the flow.

As Thomas Jefferson said, “‘In matters of style, swim with the current; in matters of principle, stand like a rock.”

Yet going with the flow is quite different from believing you are the flow. Riding a wave and making a wave are two separate endeavors, though ego convinces surfers there are the ocean.

Groupthink, especially in a debased society, leads to disaster. Remember when everyone knew that housing never goes down in value? Everyone included the Chairman of the Fed, the President of the United States, both houses of Congress, and your 25-year-old neighbor.

Remember when everyone knew that going into debt for college was a wise investment?

Everyone knew PayPal was a terrible idea, which is why PayPal paid people $25 for using the service. Today everyone knows that Russia has declared war on the United States. At least the same everyone who knew that housing bubbles didn’t exist, that 18-year olds should go into six-figure debt for a college education, and that Donald J. Trump had an 8% ceiling and thus would not win the Republican primary.
(You do keep track of what people have said in the past when evaluating what they are saying in the present?)

**Let go of your bad ideas. Here’s how.**

1. **Don’t take being wrong personally.**

If your ideas are not yours, why care if those ideas are attacked? You are you. The ideas you choose to hold dear are how you live your life. Better ideas means a better life. Bad ideas are like a spare tire around your waist. Do you take it personally when you lose fat? You have lost part of yourself, haven’t you? Yet you rejoice. Adopt the same mindset when losing bad ideas.

2. **Remind yourself that bad ideas ruin lives.**

I saw too many friends go into bankruptcy after the housing bubble burst. I avoided that fate because I never purchased a home, though other bad ideas have cost me dearly.

3. **Ask how much money you would bet on your ideas.**

If your ideas are true and good, surely you’ll wager on them? Do you know how many people cowered away from election bets? Everyone knew who would win the election, and few would put their money where their mouths were. If you wouldn’t bet on an idea you hold on the world, then do you believe the idea to be true?

4. **Embrace uncertainty as an opportunity for growth.**

What is the element of every horror film? Suspense. Uncertainty. We cling onto certain beliefs, even when those beliefs are wrong, because in a state of nature surprise usually meant some form of attack from wolverines, tsunamis, and blizzards. Hold true to ideas about gravity, as they will keep you alive. Remain fluid on ideas about the nature of the human condition, as other people have lives of their own and those lives are influenced by an ever-changing zeitgeist.

Recognizing you are wrong today gives you an opportunity to be right tomorrow.

5. **Winning big, by definition, started off as a disagreement with conventional wisdom.**

Business students learn about the first-mover advantage, which is “the advantage gained by the initial (‘first-moving’) significant occupant of a market segment.” Business students are not taught the mindset of the first moving.

Moving first means going where others aren’t going. When people see you headed in the “wrong” direction, they will let you know. Whoever says, “Sticks and stones may break my bones but names will never hurt me,” is lying. Talk to some Army Rangers or pro fighters who have been smashed in the face or shot at for a living about how it feels to take a business risk. Rejection hurts, shame hurts, yes those negative slave emotions can be overcome.

**It takes mindset training.**

We all hold bad ideas. My own head is full of them, though the trick is that I don’t know which ones are bad. You’ll never root out all of the bad ideas, but training your focus on identifying them will help you discover the good ideas.
6. Here are a few good ideas I’ve discovered.

The media is owned by globalist elites who enrich themselves off of the blood and toil of the people.

The media elite will always agitate for wars. Iran was our biggest threat! When that idea didn’t catch on, the media began war-mongering against Russia. Show me a year in your entire life when the media didn’t have some foreign boogeyman to scare us with. War is $$$, and the same corporations who own the fake news media owns the fighter jets, bombs, and tanks.

Never marry for love. Love is nice. Shared compatibility matters more. You’ll be spending a lot of time with the person you “love,” and if you want to spend your time differently, there will be drama. Relationships do not take a lot of work. That is a scam started by people who married for puppy love. (It happened to me, so I am not throwing stones.) If a relationship takes a lot of work, you are not compatible.

Invest 80% of your money in a low-cost ETF. Forget about the 80%. Unless we are eating canned food and fighting off bandits, the 80% will always grow slowly but surely. Make high-risk bets with the other 20%. If you lack the discipline to limit your bets to 20%, check into a gambling rehab institute.

Your emotions are a choice. How you feel is a choice you make in the present moment. It takes decades to fully master your emotions, and there is no greater reward than having control over yourself – as that will impact every personal relationship you have.

Embarrassment is growth. When is the last time you felt blood rush to your cheeks? Embarrassment is shame, and shame occurs when you are going against conventional wisdom (or feel that way).

*Once you overcome shame, you are free.*

*Note: the biggest chains put upon Man are those of Shame. Overcome Shame and you will be truly Free!*

Gorilla Mindset is the best mindset book ever written. [That’s why I wrote it.](#)

Confessional. What is the WORST idea you’ve had about the world or yourself?

You should feel a bit embarrassed. Go!

“How can you let a man who wants to murder abortion doctors host a meeting at your event?” That is the type of emails venues receive when I announce the location of a **Gorilla Mindset** seminar in advance. It doesn’t matter that they are lying – When have I ever even wrote about abortion? – as their intent is to financially harm me and silence me.

Some will say it’s ironic for me to claim to be silenced, and yet consider the precautions I take before hosting a seminar:

- I don’t announce the venue until the day of the seminar.
- The venue has to be owned by a friend or someone familiar with me.
- Someone has to be on alert to ensure no one starts calling the venue harassing them.

Those precautions are necessary for Gorilla Mindset seminars, which are politics-free and family-friendly.

**For anything political, we face actual violence.**

Trump supporters gathered in West Hollywood for an impromptu flash mob. Afterwards they went to a local taco restaurant after being invited in by the manager. Patrons began booing once the Trump supporters walked in, and some even flung food. Two women were arrested for assault after clawing at a man and breaking his phone.

**Another Trump event was disrupted yesterday.**

The Deploraball was open to everyone of all backgrounds. After selling 500 tickets in 24 hours, the venue cancelled on us. Read: *Deploraball* Sells Out in 24 Hours, Clinton Supporters Get Venue to Back Out. The venue host claimed no event had been scheduled, and thus I posted the proposal to my Twitter.

*Mike Cernovich*

Very disappointing to hear @CBallroom no longer hosting Deploraball. Caved to left-wing harassment? New venue TBD. We won’t be silenced!

12:33 AM - 14 Dec 2016

**The “social consequences of speech” cop-out.**

People who try destroying the livelihoods of others or who violently attack people don’t want to face the facts – they are crappy people. They instead make the social consequences of speech argument, which goes like this: You have free speech rights, and we have the free speech right to criticize you. If others decide not to do business with you after we’ve expressed our free speech rights, tough luck.

**The social consequences of speech argument is dishonest because the people using it spread lies.**

Moreover, they ignore reality. Businesses don’t want to deal with drama. If a venue chooses not to host me, it’s not due to my values. They simply don’t want to deal with harassing phone calls.

Gavin McInnes calls this the crazy ex-girlfriend/ex-boyfriend rule. “If your ex keeps showing up to your work and throws a brick through the window, you’re going to be fired. This isn’t because of any high-minded principle. Your boss simply wants people working, and drama is a distraction.”

Silencing people we disagree with by harassing their employers is one of the biggest issues of the day.

That’s why we made a film about the subject called, appropriately enough, **Silenced**.

You’ll want to watch Silenced because Gavin McInnes is in it.
Vic Berger is trying to portray me as a harasser, so let’s get some facts straight.

- Vic told his followers to message me after I blocked him.
- His followers messaged and spammed me for weeks.
- His followers finally crossed the line by DM’ing me a picture of me holding my daughter with the caption, “Cum.”
- Vic never disavowed these comments, apologized to me, or took any responsibility for what his followers sent.
- Far from being “random trolls,” two of the accounts who sent me the “Cum” DM were fans of Vic’s, and indeed Vic interacted with them.
- Vic refuses to take ownership of what he started. He told his followers to message me, and they did, and now he wants to pretend he has no responsibility for what they sent.

Vic Berger IV began trolling me on Twitter several weeks ago, and that’s fine. For several weeks he asked his friends and fans to troll me, and that was fine even though it’s technically a violation of Twitter’s terms of service and considered “harassment.”

Yet there was something about Vic Berger IV that creeped me out, so I avoided him and ignored him.

Today I have confirmation that Vic Berger IV is some sort of sicko as he pals around with people who send DMs saying, “cum” with a picture of a newborn baby. (Three people have sent me such messages, including two that Vic has interacted with before.)

Today I posed a picture of myself with my newborn daughter. I received a DM that can only be described as highly disturbing. A search of the sender revealed this was a fan of Berger.

Here is Vic Berger IV paling around with username @gurdubu. Here are several other examples. This was not a random troll account. This is an account that Vic had interacted with many times.

David @gurdubu
@VicBergerIV https://twitter.com/iatemuggles/status/804664245296185344 ...

Vic Berger IV
✔ @VicBergerIV
@gurdubu haha
9:24 PM - 4 Dec 2016

This is the direct message @gurdubu, Vic Berger’s friend, sent me.

When I showed the message to Vic’s own friend, Michael Ian Black, he replied (Archive), “I’m with you – not a fan of people making jokes (particularly sex jokes) about other people’s kids.”

Another one of Vic’s fans sent me a DM with “Cum.” The user was @pmurt420. I ran a search and Vic had interacted with this account before as well. Proof: http://archive.is/UVAMy

@pmurt420 also was a friend of the first account, @gurdubu. You can see they interacted often on Twitter. Proof here: http://archive.is/eJ9ZI
That account Tweeted out many other messages make sex comments about my daughter. That account was suspended, that’s how bad it was. https://twitter.com/pmurt420
User @pmurt420 is ban evading by using the new account @pmurt421, [https://twitter.com/pmurt421](https://twitter.com/pmurt421)

As you can see, user @gurdubu interacts with @pmurt421.

**I did not view the multiple DMs as “jokes.”**

Vic encouraged his friends to message me for weeks after I blocked him, and Vic tweeted at me despite being blocked on Twitter. [Vic even made a video about me in a Tweet that it appears he has since deleted](https://twitter.com/VicBergerIV/status/800538602539286528).

**Vic, I do not take Twitter personally,** but this is crossing the line. Your fans are sick, and given that you have continued to tell people to message me, it’s fair to infer you encourage this behavior.

Vic continually told his followers to message me after I blocked him, in violation of Twitter’s rules against targeted harassment.

**Deleted Tweet:**

[https://twitter.com/VicBergerIV/status/800538602539286528](https://twitter.com/VicBergerIV/status/800538602539286528)

**Archived cached:**

[http://archive.is/dwpVu](http://archive.is/dwpVu)

**Deleted Tweet:**

[https://twitter.com/VicBergerIV/status/800547126505832448](https://twitter.com/VicBergerIV/status/800547126505832448)

**Archived cache:**

[http://archive.is/GhJmV](http://archive.is/GhJmV)

**Deleted Tweet:**

[https://twitter.com/VicBergerIV/status/800543659942903808](https://twitter.com/VicBergerIV/status/800543659942903808)

**Archived Cache:**

[http://archive.is/iqZUB](http://archive.is/iqZUB)

By the way, Adrian Chen of the New Yorker praised Vick Berger and Brian Raftery called him a “genius.”

Perhaps they should do a follow-up article, asking Vic why his friends send pedophile-like messages to parents.

**As you can see, Vic Berger talks to that person on Twitter regularly.**

Did Vic send him to harass me with pedophile messages? ([Read the exchanges here](https://twitter.com/VicBergerIV/status/800538602539286528))

**UPDATE:** After publication of this article, more of Victor Berger’s fans and friends contacted me with even more appalling messages. Vic is trying to play the victim here because I reported on what his own followers sent.
Meet Alexander Cortes @AJA_Cortes, Danger & Play’s New Fitness Staff Writer

Despite incredible demand for more fitness articles, I stopped writing them over a year ago to focus on other subjects. Plus I’m out of shape; it’s not my way to write about areas of my own life unless they are dialed in. Yet there are few credible sources of fitness information, as juice-to-the-gills steroid users tell you that it’s all about diet, bro, and if you don’t look like a cover model you simply lack discipline (rather than test, masterone, clen, ‘slin, gh, and tren).

The comments also got out of control, with people screaming at one another over “ideal” diets.

Fitness is more toxic than politics. Let’s give fitness another chance.

I am thus pleased to introduce Alexander Cortes, who will be covering the fitness beat at Danger & Play.

I brought Alexander on board because the world doesn’t need more fitness bros and we won’t have any of that here. Go elsewhere to argue with teenage boys about water retention, calf size, and to talk like a moron with the, “HEY BRO, ARE YOU HOLDING WATER IN YOUR OBLIQUES BRO?” stuff.

Alexander has a dance background, has thought deeply about philosophy, and even has had drama with social justice warriors – who have invaded the fitness community.

Cernovich: you’ve been a regular reader the past few years, what brought you to Danger and Play?

Alexander: It was about 3 years ago I discovered the website through Victor Pride’s website, it may have been when he mentioned you specifically in a podcast, and I then found your own.

At the time, I recently left my job to work mobile for someone else, so I was in an interesting career stage of hourly to freelancer. At the same time, I was only 24, and I had spent my 20s to that point getting by well enough, but never had guidance or mentorship of any kind.

In that sense, Danger and Play was exactly what I needed to read. It was very revelatory to find a masculine source of self-development that really spoke to me personally. I identified with you in your writing.

I know you work in the fitness industry, but you’ve got a very different angle from the “Gym Bro” culture that is the norm. What sets you apart?

Ironically, I never intended to have a career in fitness. Which is probably good, as it’s given me a far more objective perspective on it. I had no passion for it when I started. My first “real” job was as a personal trainer in 2009, and I did simply because I liked the relaxed atmosphere, and enjoyed teaching.

What I found out though the more I did it, is that people’s health, their “true health” as I call it, which is the mindset of how they live and feel and invested in their own life on a day-to-day basis, that manifests itself physically.

Everyone I’ve ever worked with, there was always a deeper, more personal reason than just the physical aspect of wanting to be fit.

I’m not a life coach. I’m no ones fucking guru. With the filter of “health”, I have the freedom to write on most any subject. All this stuff is connected.
My intention is that I give you the tools to improving your own health, and that you apply them. I’m a philosopher and educator in that sense. I want people to be able to THINK effectively about their health, their physique, their diet. If you understand the basic principles behind these things, and you can understand them in context, then can you be in an effective place of control.

I talk about this all the time on my email list. I send out three emails daily. Only one of them is a “fitness” email with a workout. The rest are real life examples and perspectives of health topics and what application can be learned from them.

The audience at Danger and Play is largely men, although we definitely have some female readership. What would you say to the younger guys that just want to look good and stand out?

Now, I understand for some young guys reading this, in their 20s, 30s maybe, sure the motivation can simply be “get jacked, have abs, bang bitches”. I myself joke constantly that my own training mantra is #jackedandtan, one word. If you are jacked and tan, you will feel confident and should reasonably attract all the women you want.

So there’s nothing wrong with that, but that gets tired fast. At a certain stage of being a man (or woman for that matter), your physical health has got to mean more than you simply looking “hot”.

Not to say that doesn’t matter at all, but take it from me, I’ve worked with very high level bodybuilders and female physique competitors, and 99% of these people are just “shells” as I call them. They obsess over not being shredded, their arms not being 20 inches, they have breakdowns constantly over food.

Most are lonely, highly dysfunctional people.

What is the point of looking physically impressive, if it inhibits your relationships with people?

I can talk about muscles, workouts, fat loss, diet, and nuances thereof all day. I do fact have a ton of free resources on all those topics, including published books on them.

I want people to want to look good. Society has gotten fat largely because the social norm has changed from obesity being discouraged to obesity being accepted as the new normal. Looks do matter. But I also want you to find, discover, or create a reason for your health that supersedes simply staring at yourself in the mirror and flexing. Everyone finds their own answer eventually.

That’s a very broad view on a subject thats usually considered pretty narrow. Do you have an overall philosophy to what you do with training and diet?

I do.

Mentality = Physicality

Ironically, I was talking about mindset before the term mindset ever got popular. I coined that phrase back in 2013. Ironically 3 years later “mindset” is now the hot topic to discuss in the fitness industry.

Mentality can be called mindset, I would deem the two interchangeable. My perspective is that someone’s purely “physical” state of health, that is an outcome of their lifestyle. Lifestyle is the active display of mindset. So your mental state is the determining factor of your physical body and health.
Mentality = Physicality, this gives you two ways to approach your health;

- You can do it externally → how you workout, what you eat, when you train, etc.
- You can do it internally → objective audit of your health, your beliefs about your health, your vision for yourself long-term

The physical part is honestly pretty easy. I realized early on that the physical is not truly “hard”.

If you can do it, you can do it.

Following a workout program is not the science of rockets.

Its people’s mental state that is the biggest obstacle.

It might be that someone lives a very healthy life, is fit as hell, and does what they are told. I’ve got plenty of clients, guys I give them the program, they follow it to the letter. Thats awesome when it happens.

But you also have men that physically, they have never been the “Gorilla”. Having a powerful identity that way, it’s a struggle to create to believe in the first place. It will require more than just a series of workouts, you have to talk about the mindset of it for someone to truly believe in what they are doing. Or what they are learning for that matter.

A lot of fitness information is total bullshit.

**Fitness bullshit is pervasive, something that’s always turned me off personally from that industry. Why do you think that is?**

To make a connection, fitness bullshit is exemplary of “fake news” that the mainstream media propagates and then tries to hypocritically claim is an illusionary practice.

The fitness industry operates like a fish bowl. The average “fit pro” is so out of touch with the regular consumer, that they have no idea how absurd they sound. Even the ones that are “honest”, most of their work is for their fellow fit pros.

It’s akin to the journalistic circle jerk. Everyone is practicing group think, everyone needs the approval of a few prominent people, everyone falls in line with status quo.

Being objective and speaking to regular people, you rarely encounter it. At the same time, sensationalism sells well, and there will always been teenage and 20 something guys that want abs, arms, and to get jacked as quickly as possible. Just as there will always be insecure women that wished they weighed 10lbs less.

It’s an industry that markets to insecurity, so it attracts sycophants, charlatans, and useful idiots for the most part.

Why do things differently when billions are made selling skinny tea and test boosters to teenagers?
It looks as though you’ve done a lot of writing in the fitness industry, can you talk about that?

Definitely. Writing was not something I ever planned on doing professionally. Back in 2008, I was actually incarcerated for 2 months. I was an inmate in county jail. If anyone is interested in the experience, I have written about it. I had been charged with embezzlement and drug possession, although the latter got tossed. Basically I was stealing merchandise from a retail job I was a security guard at.

Point to this story, that was when I first started writing, while locked up.

It was a way to handle the stress.

Fast forward to 2012, I was between jobs, had broken up with my ex girlfriend, and was at a low point overall. I submitted a few articles for free to a website I’d been a long time reader of, Elitefts.com. They generally will accept outside submissions if they’re good, so I figured why not?

They published them, and they all went viral, three articles in a row. After that, Elitefts asked me to be a bi-monthly columnist on their site, something they had never done before with anyone. A year later in 2014, I’d written 20+ articles for them, and I was contacted by a fitness magazine editor to write for his publication.

It was a major change. I went from writing for free, to being paid $900 an article. Since then, I’ve been paid to write many times over. I’ve written for muscle magazines, ghost written for prominent people in the fitness industry, I’ve got a monthly column in Iron Man.

Opportunities have come fast the more I’ve worked.

My writing career trajectory isn’t a typical one at all. Most people struggle to break into writing, in any field. I started from the top so to speak, writing for a very major website with a huge audience, and that gave me leverage and reputation fairly fast.

Where can we find you online?

I’m pretty wired in at this point.

My website is my full name, AlexanderJuanAntonioCortes.com, and the blog gets updated weekly.

It’s godawful for showing up on a browser or link, but there is only one of me. I’m very active on Twitter, I Periscope pretty frequently, and I’ve got a number of podcasts on soundcloud.

My email list is where I interact the most, I email everyone three times a day, and all my content gets sent out to email friends first.

You can learn more about Alexander here:

- Blog
- Instagram
- Twitter

Welcome Alexander in the comments below!

WIRED wanted to interview me. I usually turn down media requests because they do not give me Twitter followers, increase my profile, or sell books. One hour on Twitter is worth more than a fake news media interview. However to show you how fake news is made, I spoke to WIRED about #DumpStarWars, a stupid story that I spend 30 seconds Tweeting about.

Now you might ask why dozens of “magazines” have written about #DumpStarWars. Star Wars is a multi-billion dollar franchise. They aren’t cyber-bullying victims.

However Disney owns Star Wars. Disney also owns the media. Thus “journalists” white knight for multi-billion dollar corporations. I explained this to WIRED’s research assistant, who didn’t get a byline for the article.

The questions are bolded. My responses are in block quotes.

Hi Mike—WIRED is reporting on #DumpStarWars, which I see you’ve participated in. Any chance you’d like to chat about why you’re boycotting?

‘Star Wars writers hate Trump voters. Why give them money?’

From what I’ve seen, what they really hate are white supremacists. You don’t see throwing alt-right-lite/west support behind the boycott as reinforcing the idea that trump supporters=white supremacists?

‘Buddy my wife is Persian, we have a daughter, the white supremacist stuff is stupid as hell.’

To be clear, I wasn’t saying you were a white supremacist. But much of the backlash has focused on the idea that Rogue One is racist against white men. Are you saying that white supremacist sentiment isn’t a factor in the protest?

‘Nah, that’s not it at all. I don’t see why this is hard to understand. Trump supporters are attacked. Giving money to people who attack them is pathetic. I am going to organize more boycotts.’

I’m struggling to find evidence that Rogue One’s writers have been explicitly against anything but white supremacy. Could you point out an example? I’m also curious about what else you plan to boycott.

‘Pro–Hillary shills.’

To be really frank with you, that doesn’t look like an attack to me. How is supporting Hillary Clinton an attack on Trump?

‘How does supporting Trump make someone a Nazi? How are Steve Bannon and the Zionist Breitbart neo-Nazis? Why does media rush to defend Star Wars while lying about Breitbart?’

Of course supporting Trump doesn’t make someone a Nazi. But here with Star Wars we have people speaking out against white supremacy, and Trump supporters jumping down their throats. If you don’t see a connection there, I’m very curious how you’d explain it.

‘Star Wars has a $100 million dollar media budget. There have been like 10 articles about me today. Why write about this? Who cares? There are real issues going on and Star Wars can afford entire PR Firms to back them.’
You’re avoiding the question: Why protest if you’re not a white supremacist? How does supporting Hillary Clinton attack Donald Trump? This isn’t really about Star Wars at all. It’s about ideology. And the alt-right protesting this movie looks racist (and sexist) to many.

‘Is this why you went to journalism school – to white knight for Star Wars? A Google News search says there are 10,900 stories about #DumpStarWars already. Why add to this? Have you read Chomsky? Is concentration of media ownership the reason media rushes to defend multi-billion-dollar franchises?’

Why protest Star Wars if you don’t want media attention? Doesn’t boycotting Rogue One publicize the film as well?

‘I made a few Tweets. It cracks me up that this is newsworthy. Did you know Disney (which owns Star Wars) is also one of six mega-corporations which controls 90% of all media? That’s the “real” story here. #DumpStarWars is a big deal only because “journalists” must protect their corporate owners.’

How does Rogue One attack Trump supporters if they are not white supremacists?

‘What does white supremacy even mean? People throw the term around daily, even calling me one. It’s a meaningless buzzword. #DumpStarWars is a dopey story. One reason media is collapsing is because everyone writes the same (fungible) content. Another hot take on how #DumpStarWars is really a white supremacy psyop is totally what the world needs?’

If you don’t think #DumpStarWars is worthy of coverage, why participate?

‘It would be a story worthy of coverage if 10,000 people aren’t writing about it. That’s my broader point. How many more “hot takes” does it need, especially when every mainstream article is gonna run with the “white supremacy” narrative? I make counter-narrative points, which is why my profile continues to rise where as 99% of people in media are never read for their own byline but instead are cogs in Disney-owned corporate machines.’

If the white supremacy narrative is wrong, give me another. For the moment, I don’t buy that the writers have attacked Donald Trump or his supporters. The coverage won’t change unless someone gives it a reason to.

‘Well I told you my perspective and the perspective of the many non-white Trump supporters. No evidence will change your mind. It’s all good. This was a nasty election – the worst of my lifetime.

Trump supporters have been physically attacked and media covered this up even when I showed people court records. Hillary supporters and their media and Hollywood enablers made this personal.

We got the message. The media and entertainment industries hate us. Now it’s our turn. As for “coverage” changing, well I’m doing OK getting the message out. Have a nice day.’

And the worst of mine. Wishing you a nice day as well.

‘Here is a real story for you. Demand more from your editors. You are more than a PR agent for multi-billion dollar corporations.’

[I then linked to a REAL story, that of course the fake news media did not cover.]

https://twitter.com/Cernovich/status/807386022401036288
Hi, it’s Mike Cernovich here with some cool news. For over a year thousands of people have requested a hardcover edition of Gorilla Mindset. Since I published GM myself to avoid dealing with the corrupt publishing industry, which rips off authors, there was no way to get hardcovers done.

That has changed. Gorilla Mindset is now available in hardcovers, exclusively at Barnes and Noble.

I’m not going to do a “hard sell” on these books, as many of you have already read Gorilla Mindset.

I will tell you that the interior looks amazing. These are beautiful books.

Here’s the back cover.

Gorilla Mindset hardcovers are available exclusively at Barnes & Noble.

Buy a copy here.

P.S If you’re an independent author, you can publish hardcovers on B&N now.

My friend Rob took me through the process.

Archangel Ink

(Are you interested in a full review/tutorial on how to get hardcovers of your books?)

Again, you can pick up a Gorilla Mindset hardcover today, because it will arrived before Christmas and the holidays.
21.12.2016 – Media Covers Up Rape Accusation Against Prominent Hillary Clinton Supporter

Hillary Clinton supporter, comedy club owner, and accused rapist Mo Fathelbab was a media darling who became something of a folk hero after his underground club, in the wake of the Oakland warehouse fire that killed 36 people, was shut down by the New York Fire Department for safety issues. The Verge and other media outlets wrote about the club shutdown by blaming “4Chan” and the “alt-right.”

Read: 4chan trolls want to ‘quell’ anti-Trump dissent by shutting down DIY venues and art spaces.

The coverage of the club shutdown was remarkable because it was the Fire Department that shut down the venue. “4Chan” saved lives.

What’s more remarkable is how the media is handling the rape accusation recently made against Fathelbab.

One woman, seeing the positive press coverage and fundraising efforts started on Fathelbab’s behalf, had enough. She claimed Fathelbab raped her at the now-defunct comedy club. According to the accusation, made on Facebook, an unconscious woman woke up with Fathelbab inside of her.

Where is the media outrage? Where is the coverage? The “journalists” who found Fathelbab a fascinating case study when he was attacking Trump and when his dangerous club was shut down haven’t reported on the accusations.

Compare these glowing articles of Fathelbab...

With...

The media doesn’t care about women or rape.

They will cover up alleged rapes committed by Hillary Clinton supporters.

Now some would ask whether I think the Mo Fathelbab case is a rape hoax. This is a fair question.

The rape accusation was made on Facebook rather than to a police officer. However Fathelbab has said in the past that all rape accusations must be believed. He is a social justice warrior. I will hold him to his own code.

The real issue isn’t Fathelbab, it’s the fake news media.

If a Trump supporter were accused of rape, can you imagine how many stories there’d be published? The fake news media was obsessed with Fathelbab when they could use him to attack Trump or to blame “harassment” on the “alt-right” (even though it was the Fire Department who shut down the club.)

Yet when a rape accusation is made by a female comic against a male comedy story owner, there’s no outrage from feminist sites about patriarchy, rape culture, or privilege.
Hey remember the comic who ran The Experimental Comedy Gallery who blamed the “alt-right” for the fire department shutting down his illegal comedy club a few days ago? He’s been publicly accused of rape on Facebook, posted “it’s over” and deleted his account.

**Interesting how that works, isn’t it?**

When there’s a fake story about the alt-right getting a comedy club shut down, it’s HUGE NEWS!

A surprise inspection was kicked off from an anonymous tip, but owner Mo Fathelbab told Brokelyn he believes a far-right comedian he recently banned from the space was the tipster. The comedian, Louie Bee, sent a string of tweets to President-elect Donald Trump, Eric Trump, and Donald Trump Jr. on Wednesday, promising to produce a comedy show that would “slam the SJW leftist bullshit in Brooklyn.” Bee denied that he sent the tip or knew about the tip, telling Brokelyn that he’s “semi-against” the 4chan movement to shut down community art spaces and DIY venues.

Those alt-right people are terrible, right? **BIG NEWS!**

Williamsburg’s eclectic comedy venue the Experiment Comedy Gallery was permanently shut down for safety reasons by the New York Fire Department last night, displacing dozens of performers in a move supporters worry is tied to an alt-right campaign to shutter left-leaning venues. The surprise inspection came from a tip to the fire department that led to the discovery of a lack of proper fire exits. But fans and regulars point to a campaign by on sites like 4chan to shut down “radical left” and DIY spaces in the wake of the deadly Ghost Ship fire in Oakland. Fathelbab said he suspected the tip was made by a comedian he had banned from the venue who is known in the comedy community for being a right-wing agitator.

When a comedian is staging a Fuck Donald Trump event, **it’s HUGE NEWS!**

Mo Fathelbab and his crew at The Experiment Comedy Gallery are organizing what could be the most exhaustive (and exhausting) anti-Donald action to go down yet, one week before America officially becomes Trumplandia. On Friday January 13 the Williamsburg comedy club, which recently relocated to a former punk venue on Grand Street, will host The Fuck Donald Trump Marathon, an epic “31 and 1/2” hour lol-bender that the organizers say is “aimed to fuck with the incoming fascist regime of Donald J. Trump.”

When the same club owner is accusing of committing rape in the venue...

**Silence.**

The fake news media has an agenda.

They don’t care about women, children, or anyone else.

They only want to harm Western Civilization.

I know better than most, as the media lies about me daily.

Learn how to avoid media hoaxes in MAGA Mindset.
21.12.2015 – 5 Recent Anti-Trump “Hate Crime Hoaxes” that the Media Spread

Since November 8th, America has been under a hate crime epidemic, according to fake news media.

The truth is that America is under a hate crime hoax epidemic.

Here are a few recent examples.

1. Houston man pleads guilty in mosque fire on Christmas Day

A Houston man was sentenced Friday to four years in prison after pleading guilty to starting a fire at a mosque on Christmas Day. Gary Nathaniel Moore, 38 of Houston, was arrested last year in connection with a fire at 2 p.m. on Dec. 25 at a storefront mosque in the 1200 block of Wilcrest. Moore told investigators at the scene that he had attended the mosque for five years, coming five times per day to pray seven days per week, according to court records.

2. Muslim college student made up Trump supporter subway attack story to avoid punishment for missing curfew

A Muslim student who said she was harassed on the subway by drunken, hate-spewing white men shouting “Donald Trump!” lied to police because she broke her curfew, law enforcement sources said Wednesday. Yasmin Seweid, 18, joined a growing list of local and national alleged hate-crime victims when she told cops she was taunted Dec. 1 on the No. 6 train by three men who called her a terrorist and tried to snatch her hijab off her head while straphangers did nothing.

3. Hate Hoax: Another Student Fakes Mugging Claim by Trump Fans

More than a week after the 2016 Election, a man on the BGSU campus claimed he had been pushed to the ground and robbed, all while the two perpetrators allegedly called him a racial slur. The university’s vice president for student affairs, Thomas Gibson, put out a statement based off a local police investigation where he confirms that the alleged attack did not actually happen, The Blade reported.

4. Police: Threat to burn UM student wearing hijab did not happen

ANN ARBOR, Mich. (WJFK) – Police have determined a University of Michigan student’s claim that a man threatened to burn her if she didn’t remove her hijab was false. Ann Arbor Police Lt. Matthew Lige says there was not enough evidence to support her claim. The woman, who hasn’t been identified, told police she was walking along William Street and State Street when she was approached by a man. She told police the man threatened to set her on fire using his lighter if she did not remove her hijab. The victim described the suspect to police as a white man with bad body odor and slurred speech, as if he may have been drunk.

5. Mississippi church member charged in ‘Vote Trump’ arson

JACKSON, Miss. (AP) — A Mississippi man with a prior criminal record was arrested Wednesday in the burning of an African-American church that was spray-painted with the words “Vote Trump,” and the church’s bishop said the man is a member of the congregation. The state fire marshal said investigators do not believe the fire was politically motivated, but there are signs it may have been done to appear that way.

Some of these hoaxes appear to be the same story, as they follow a similar pattern – church burnings and hijabi pullings. Each story above is not only unique, but they all also happened in the past couple of weeks.

When will CNN and other “journalists” do a story on the hate crime hoax epidemic? Don’t look for that anytime soon, as the media is nothing more than a PR outlet for the DNC, as you’ll learn in my latest book.
If five years ago you’d had predicted that a majority of Americans would trust a foreign government more than their own media, you’d have been called a madman. Yet today a majority of Americans trust Russian media more than American media. Indeed a good percentage of us trust Russians more than Democrats.

**In 2017 you’re going to notice the following trends:**

**Hard trends (75% or above of this happening)**

1. **Deeper distrust of American media.**

Hate crime hoaxes are spread without regard for their truth. CNN’s own Brian Stelter hosts a show called “Reliable Sources,” where he attacks “fake news.” Stelter has spread many hate crime hoaxes and recently shared the viral video of YouTube hoaxter Adam Saleh.

2. **The economy will soar.**


3. **More media attacks on Trump supporters.**

The media suffers from a nasty case of hubris. There has been almost zero effort made to understand the Trump phenomena. The media will continue to double down on its attacks.

4. **Worldwide nationalism movements.**

Political movements are connected to the collective unconscious and thus best understood as a zeitgeist. Brexit, the rise of Trump, Italy’s refusal to bow down to the EU, Angela Merkel’s declining popularity, and the rise of French nationalist Marine Le Pen are all connected.

[Paul Joseph Watson](https://twitter.com/PrisonPlanet)

Millennials are turning to the political right because the left has no answer to Islamic terrorism other than denial. Millennials are turning to the political right because the left has no answer to Islamic terrorism other than denial.

5. **Populism will be the hottest new political word of 2016.**

Remember when everyone started saying demagogue, even though most didn’t even know what it meant? Populism will find common usage as people focus less on abstract measures of economic growth like GDP and more on populist measures of well-being like median income and average life expectancy.

To understand populism and nationalism, read my book about Trump’s rise. I wrote this book before the election; that’s how certain I was in my predictions.
6. Putin will rise in popularity in the U.S.

Why? See above. Putin is a nationalist, and nationalism is a worldwide movement. I have even heard from friends in India that there’s a nationalistic movement growing stronger there. Putin, Le Pen, and Trump are the faces of modern civic nationalism.

7. Masculinity rising.

Culture is downstream of Hollywood, and in 2016 Bud-Lite pulled an ad campaign featuring feminist harpy Amy Schumer and cucked Seth Rogen. An aggressive masculine-type book would be the hottest socio-political category purchase in publishing.

8. The left will lose even more power, and in 2018 faces a mid-term election slaughter.

The brand of the left is associated with fatness and grossness (Seth Rogen and Amy Schumer) and thus is losing its cool factor. Admitted pedophile and rape hoaxter Lena Dunham was the face of Hillary Clinton’s campaign, and Dunham was forced to make a humiliating apology after saying she hadn’t had an abortion, but wishes she had the opportunity.

9. Racism against whites will become socially unacceptable.

MTV had to take down its vile attack on white males. It’s no coincidence that MTV’s video was removed on the same week as Dunham apologized. The left has no ideas outside of identity politics and hatred.

10. A major pedophile ring will be exposed.

Why did the same fake news media that spreads hate crime hoaxes freak out when citizen journalists began investigating pedophile rings? The media doth protest too much. There are three major pedophile rings in the U.S. – Hollywood, New York Media, and D.C.

Dennis Hastert was a lifelong pedophile and everyone in D.C. knew it. Why didn’t they speak out?

Under Trump, victims of child sex trafficking will feel empowered to go to the FBI.

11. The fake news media will continue trying to censor social media.

Social media allows us to expose media hoaxes. Expect more panic and hysteria from the fake news media.

12. There will be an assassination attempt on Trump.

The media will be blamed for inciting violence. If I worked in mainstream media, I’d be worried about the fall-out that will happen if harm befalls Trump.

13. The far right and center left will be the big winners.

My brand will continue rising as left-wing losers like Seth Rogen decline. Centrists and center-left thinkers like Dave Rubin, Jordan B. Peterson will be the huge winners, as people move away from hateful regressive left thinking. YouTube stars like Stefan Molyneux, Paul Joseph Watson, Sargon on Akkad, Lauren Southern, and Rebel Media will continue growing.
Soft predictions (25% certain of this happening).

1. A Venture Capital fund committed to free speech will find controversial figures.

Around 90% of the Valley supports Hillary Clinton. That still leaves billions on the table. Eventually the 10% will take their money and fund start-ups with controversial founders. Remember that it only takes 10% of committed people to begin a new movement. (P.S. That’s not a soft sell for investing in me. Outside investors = people breathing down my neck.)

2. Scott Adams’ app will be one the biggest new businesses launched.

If Scott were taking investors in WhenHub (Apple, Android), I’d be first in line.

If you are a divorced parent with joint custody you know how frustrating it is to manage the hand-offs of the kids once or twice a week. One parent is always waiting for the other, and getting angrier each minute because of lateness that seems intentional (because exes are like that).

You don’t want to text your ex, especially when the ex is driving with your kids in the car. So how do you solve this annoying child exchange tension that you have EVERY week?

Try my startup’s new app, WhenHub.

It allows any group of two or more people to TEMPORARILY geostream their locations on a map as they head to a meeting spot. (Like the Uber app without the Uber car.) That way you know your ex is on the way without talking to them. And if your ex is not cooperative, you can put the app on your kids’ phones because they will be in the same vehicle.

3. Mainstream companies will advertise to men.

Most advertising for me follows the “helpless schlub” trope. (Think: Look at this poor helpless chubby man trying to buy Diet Coke, he’s lost without his wife’s guidance!)

4. Social media is undervalued, “real” media is overvalued.

Young people who want to make it in media are focusing less on building a resume and getting internships and are instead building skills like video editing, public speaking, writing, and blog building.

5. Crowd funding will provide a career to new media stars.

There’s a shortage of reliable news outlets and thoughtful political commentators out there. The next 3-5 years will see some major incomes for new stars. Eventually the market will be crowded out. In the short-term the outlook is exceptional for new media.

6. My mindset business will explode.

American writers of self-reliance date back to Benjamin Franklin and Ralph Waldo Emerson. As people reject victim politics, they’ll start looking for answers. Gorilla Mindset is the answer.

7. What’s your biggest prediction for 2017?

Post your comments below.

2016 was a year for the record books, but the day you believe your own hype is the day you’ve created your own high water mark. As the year winds down, it’s time for an after-action review of your year. What went right, what went wrong, and how can you improve.

I’ll start with the negative. What went wrong in 2016?

Operationally I’m a mess. There are boxes of books for me to sign and movie posters and t-shirts for me to ship. I hired someone to help, and that didn’t work out.

It annoys me that this stuff hasn’t been signed. Some of the delay is not my fault, as products hadn’t arrived. However, as a business owner everything that goes wrong is your fault. (That’s why most fail in business. They look for others to blame. Even if it’s not your fault, it is.)

It’s a lack of gratitude for the people who have books/posters heading their way. I’m going to sit down and print out shipping labels myself. Every business owner will tell you that, no matter how glamourous their lives may seem, if the toilet gets clogged you are the person who unclogs it.

What I’ve learned in 2016 is most people do not want to work hard. People want to get in front of a camera and get famous. When it comes to sitting down and doing the tedious details involved in my line of work, people disappear.

This presents a challenge for me because expanding operations requires delegation.

Two wins that should have been bigger.

MAGA Mindset did not hit “classic” status.

This may be my fault, or it may signal a decline in viability of political books.

MAGA Mindset had a great opening month. Now book sales are mediocre. Don’t get me wrong, it has still already sold more books in a few weeks than 99% of books sell in a lifetime and will hit the magic 10,000 copies sold that makes a book a success by publishing standards. However, MAGA Mindset isn’t going to “tip over” into classic status the way Gorilla Mindset has.

Initially my idea for the title was, The Rise of Trump: The Cultural, Media, and Mindset Principles Trump Used to Win. Two people who give great branding advice hated the title, so I changed it. In hindsight, it’s impossible to say which idea was better.

The book cover, while awesome, may be preventing it from reaching a broader audience.

Or perhaps not. Ann Coulter’s great book on Trump didn’t sell as well as I expected it to. Most books about this election are poor sellers. Coulter and I actually have the two most popular books on the election. Maybe the entire market has changed.

It could be that the political books category is shrinking massively and that there’s no way MAGA Mindset could have reached classic status.
Silenced did not tip over to the mainstream.

Silenced, the documentary on free speech I produced, isn’t going to tip over to the mainstream. Some of the flaws of Silenced included a lack of narrative structure and a failure of A/B testing.

Silenced turned out well, I’m proud to be part of it, and by indie filmmaker standards, it’s a success.

At this point in my life, “success” is settling.

I want blockbusters or nothing at all.

That’s not because of ego, it’s because of work. What you’ll learn is that it takes as much work to earn a small sale as a large sale.

(That’s why it’s stupid to write books thinking you’ll get rich or even make a lot of money. Writing books today means selling them yourself. If you can sell books, you can sell high margin products. Sales is sales.)

It takes as much time to write a book that breaks through as one that does not break through. The same is true of films.

In the time it took me to work on MAGA Mindset, I could have written another book.

My next film will be far more popular because I care what viewers want to see and will A/B test more carefully.

What went right in 2016.

Big picture, 2016 was a smashing success. Web traffic is up, book sales are up, my Twitter grew by 10x, our message is reaching millions of people.

(If I owe you a t-shirt, book, don’t beat me up too badly, it’s been busy around here!)

Additionally I produced my first documentary and wrote another book.

Silenced shipped after less than a year.

Silenced was a proof of concept as much as a documentary in and of itself. You backed Silenced even though I never produced a documentary, and it shipped in less than a year, and it was good.

Anyone but me would be thrilled by Silenced’s success. Everyone talks about wanting to make a movie “one day,” and together we made that happen.

Blog traffic hit over 12,000,000 views.

Danger & Play continues to grow year over year, averaging more than one million page views a month.

Book sales are up.

When MAGA Mindset hit, I sold over 10,000 total books in a month. I’m moving up the author food chain, which is cool.
I didn’t track book sales by year (see my operational shortcomings, above), but they hit a spike.

Gorilla Mindset now has nearly 700 reviews on the Amazon.com store.

Gorilla Mindset is now available in hardcover exclusively at Barnes & Noble.

Media/journalism stuff went through the roof.

My influence on the election is hard to overstate. It was fun for me to create something out of nothing. I had no media or journalism career.

Yet somehow in 2016 I was on TV, profiled in the New Yorker, attacked in WaPo/NY Times/every other fake news site out there.

It’s rational analysis rather than ego stroking to say I’m a real player in the media game.

Friendships are up.

I made new and who will sure to be lifelong friends in 2016.

What’s next for 2017? (Navel gazing alert.)

Skip this section if, like most readers, you don’t care about the internal struggles of “content creators.”

You want to see the end product and grimace at behind-the-scenes stuff.

My life vision is at a crossroads, and this will seem like humble bragging, and that’s how I’d have read an article like this years ago. It’s such a bitch move to pull an Andrew Sullivan, crying about how the fame and influence and attention has really got ya down, bro, and drives you to a silent meditation retreat.

But…

As you know from reading Gorilla Mindset, you are what you do. Being online as I am rewire your brain. It makes you glib and superficial and gossipy rather than deep and introspective and philosophical.

Read: Solitude and Leadership.

Writing about news and current affairs requires me to focus on individual people – people who are vile scum. The fake news media is made up of the worst people alive and the evil they want for the world is unimaginable to most.

There’s a conflict between my journalism and my interest in mindset. I have passion for the latter and not the former.

Don’t get me wrong. This “struggle” is a good problem to have. There are people truly suffering, and I’m by no means whining because – wow, just wow, how can I choose between all of these enviable options?!

Life is always a bit self-indulgent and solipsistic.
There have been around 108 billion of us humans who have lived or are living on this planet.

If I said your life and vision don’t matter because you are only 1 out of 108,000,000,000 you’d be startled.

In one sense, nothing any of us will ever experience is novel. The miracle of childbirth – happened 108 billion times already, welcome to nothing. The joy of seeing your child smile for the first time – get over it, happened.

Falling in love – who cares, it’s no different from chocolate.

Life would lose its joy if you truly believed nothing you do matters. Your life does matter, and that’s why you must honestly and critically analyze your own life, asking if your habits and focus align with your vision.

Sometimes this means being a bit full of yourself. People will even hate on you for reflecting on your life. Don’t take that personally, as they are not mad at you.

Your own introspective shines a mirror on their failure to reflect.

Take some time to reflect on what you’ve done this year and how you can improve it.

Even though you are only 1 / 108,000,000,000 your life matters.

Happy Holidays to you and yours.

**May 2017 be your best year ever.**

1. The system is rigged.

There are puppet masters pulling strings. While the ruling elite may change names or faces, it will always be there. Now what?

At some point deep political insight is indistinguishable from trivia. Learn about the world, but obsessing over secret conspiracies is going to make you a paranoid weirdo.

2. Changing the system requires you to change yourself.

Let’s say you fight against the first rule. You will never accept injustice. Great. Fight the power!

Now bring yourself back to reality. Humans are primates, and if you look like a gross person, you will never develop a following sufficient to create social change.

If you or your life is a mess, you’re never going to have a hope of beating the the rigged system.

Social activism starts with personal activism.

The Civil Rights Marches of 1965 got results. BlackLivesMatter is a failure.

Pop quiz: Can you spot the difference between these two images?

3. Needy people are greedy people.

Twenty years ago a charity sent me a solicitation using a misspelled name. I gave them money. My mailbox became overfilled with more solicitations from other charities – all used the same misspelled name.

Charities sell your personal information. Rather than thank you for your gift, they bombard with you more offers from themselves and other groups.

The same mindset is true of “friends” and “family” who ask for a favor. They’ll never be grateful and instead will always ask for more. It gets worse.

There’s a perverse cognitive bias at work. People you help often resent you for helping them, as they feel like they owe you something.

4. Today’s favor is tomorrow’s obligation.

Have you ever felt the rush of a huge win? That rush never lasts due to the hedonic treadmill.

(“The hedonic treadmill, also known as hedonic adaptation, is the observed tendency of humans to quickly return to a relatively stable level of happiness despite major positive or negative events or life changes.”)

Whatever you do for others today becomes their new normal. It won’t be viewed as a favor later on.
5. **Live by the 80/20 rule or die by it.**

The Pareto principle (also known as the 80–20 rule, the law of the vital few, and the principle of factor sparsity) states that, for many events, roughly 80% of the effects come from 20% of the causes.

Think about five friends in your life, or five clients, or five businesses you run, or five of whatever.

- 20% of the people in your life (1) are responsible for 80% of your happiness.
- 20% of the people in your life (1) are responsible for 80% of the drama.

As business owners we have clients we adore and who are great to us. Are we expressing gratitude to them or are we focused on the toxic people?

6. **Most people never evolve past high school. Their personalities are fixed and won't change.**

If you knew a person 10, 20, or 30 years ago, you know him today. The pot head is still a pot head. The people who wanted to be cool kids are still chasing days of glory gone past. Nerds are still nerds. Gossip girls are still gossiping.

It’s important to accept this rule because often you meet people today who are trash or in serious need of work. You let them into your lives optimistic they will change. They won’t. Move on.

7. **Never give second chances. (Leave that for your God to do.)**

That’s a corollary to the above rule. Once you accept that change in hard (look in the mirror at how hard changing yourself is, and you’re actively working on yourself), you realize the futility of hoping someone will change.

8. **Skip the moral judgments when dealing with people. Either they “work” for you or they don’t.**

Viewing people as good or bad or moral and immoral isn’t helpful. In a free society you can work with whomever you like. If a relationship isn’t working, avoid nonsense like, “But the person [who is screwing up] means well/has a good heart.”

9. **There are clicks and there are snaps.**

Remember back when you learned a new skill or new language. You were frustrated, tired, and maybe went to bed exhausted. You felt like nothing good was happening. You felt terrible. You went from nowhere after hours and hours of practice.

One day it all “clicks.” It all makes sense.

The same is true of snaps. You may feel good today, even as drama mongers in your life attack you. Then one day... you snap.

You must keep parasites and negative people out of your life. Even if you feel good today, they are wearing you down and bringing you closer to a breakdown.

**Watch “The Backwards Brain Bicycle – Smarter Every Day 133,” a fascinating look at neurological formations and skills acquisitions.**
10. Even if these rules are wrong, they are right.

Life is about probabilities. Successful people are lucky in the sense that you never know when an idea will hit. Some people are too ahead of their time to succeed. In life you have to play the odds.

Yes, there are people who deserve second chances. Maybe 1 in 10 people should get one. This means you’re going to be ripped off or conned 90% of the time.

Playing exceptions to the rule is a form of self-destruction by ego. You know better! The rules don’t apply to you. Yes, the rules apply to you.

And the above paragraph was less about you than me. In college I helped a “down on his luck” guy out by opening a bank account for him. He couldn’t open one because of bad credit. Turns out he was a crack head who overdrew the account and wrote bad checks.

Recently someone completely back stabbed me and tried destroying a project I had worked on. The specifics aren’t important. I helped this person as he had a bird-with-a-broken-wing vibe about him. I bet against my own rules.

Here I am, at 39, still making mistakes. Which brings me to Bonus Rule #11.

11. Keep moving forward.

Our current age is understood as the therapeutic society. Let’s all sit down and talk about our childhoods, our parents, and the people who betrayed us. People spend years on couches and hundreds of thousands of dollars.

Zero results.

We’ve all make mistakes in life, and our parents made mistakes, and our friends and loved ones have made mistakes. Focusing on mistakes will distract you from focusing on your future vision.

Mistakes you made are puzzles you weren’t able to solve. Find the reason you weren’t able to solve the puzzle and then move forward. Brooding over past mistakes or walling in regret amplify the mistakes.

Find out why you screwed up, then move forward. The keyword is you.

You won’t hear me cry about people who betrayed me because, FACT, I let them into my life. Their betrayal was due to my own ego or foolishness.

(Isn’t it interesting how we are self-obsessed with being victims and suddenly lose all interests in ourselves when it’s time to assign accountability.)

Own your choices, own your life, that’s Gorilla Mindset.

See you in 2017!

P.S. Gorilla Mindset is now available in hardcovers, exclusively at Barnes & Noble. They look gorgeous.
29.12.2016 – Censorship Backfires as MILO’S Debut Book Hits Number 1 on All of Amazon

Traditional publishing has long censored controversial writers, leading to its decline. With independent publishing houses and new, dynamic companies like Castalia House, authors stopped needing the Big 5 media companies. After paying a disastrous $14 million for Hillary Clinton’s failing book, Simon & Schuster took a risk.

Simon & Schuster signed MILO to a book deal.

The Internet outrage was predictable, and predictably boring. The mob demanded Simon & Schuster censor MILO’s book.

#MILO became a worldwide trending hashtag on Twitter, and every media outlet talked about Dangerous.

As of press time, Dangerous by MILO is #73 in all of Amazon. This is striking for a number of reasons.

Mike Cernovich
✔ @Cernovich

Mike Cernovich
✔ @Cernovich
Dangerous by #MILO is now in the top 100 of *all* books on Amazon, above Harry Potter.  https://www.amazon.com/Dangerous-Milo-Yiannopoulos/dp/1501173081/ … pic.twitter.com/BMz8wxmGQ9
3:37 AM - 30 Dec 2016

First $26 is a lot of money for a hardcover. Second is that DANGEROUS is only available for pre-sale. We live in an instant gratification society. Pre-sales are hard to pull off. Third is that MILO is a debut author. It’s rare to hit the top 100 on your first (or even fifth) book.

UPDATE: Dangerous by MILO hit #1 in all of Amazon.

Mike Cernovich
✔ @Cernovich

Mike Cernovich
✔ @Cernovich
MILO pic.twitter.com/jZexHjPvBW
8:05 PM - 30 Dec 2016

Dangerous has already sold enough copies to make the NY Times best seller list, and at this rate, may debut at #1.

Take a moment to count our blessings. While they outnumber us, our enemies are fools who lack impulse control. They are making MILO’s book a huge success, as they can’t stop talking about MILO.

You can buy Dangerous by MILO on Amazon today, to make the social justice warriors even angrier.

I ordered my copy.

By the way, MILO is featured in our documentary on free speech. You can watch Silenced here.
When we talk about mindset, on one level we are discussing thoughts/actions/feelings that can’t readily be quantified. You cannot “measure” mindset with any kind of quantitative instrument.

On another level however, all of these things take place within the brain, and the brain is a physical construct of cells, synapses, and hormones. And these can readily be measured, and acted upon.

As a man, your testosterone levels affect far more than just your muscle and strength levels.

Testosterone is not just a “sex” hormone; since then time you are conceived as a man, testosterone influences and directs your fetal, childhood, and adolescent development.

As a man, testosterone directly affects the function of the brain. Your brain tissue has androgen receptors, and when testosterone binds to them, this affects your cognitive function. These cognitive functions include

- Complex and logical thinking
- Mental focus and mental clarity
- Reaction time
- Risk taking and competitive behavior
- Improved mood --> higher testosterone men report more positive outlooks and mental attitudes than low testosterone men
- Aggression/assertiveness
- Sex drive, confidence, and libido
- Spatial awareness and spatial coordination
  - Why are women so bad with directions typically? No testosterone levels (or very little).
  - The parts of the brain that are responsible for spatial awareness and coordination are much more developed in men than women
  - When test levels drop, so too does spatial awareness. This is partly why older men can experience worsening balance and coordination as they age

When testosterone is low, and a man is suboptimal or hypogonadal (basically means little to no testosterone production at all), the following behaviors are reported.

Symptoms of Low Testosterone

- Increased brain fog
- Lack of mental focus and reasoning
- Passivity and lack of competitive drive
- Pessimistic attitude towards life, depression
- Increased irritability and lack of emotional control
- Lowered sex drive, confidence, and libido
- Decline in athleticism, strength and coordination

Speaking from professional experience, men with suboptimal testosterone levels can frequently experience depression, and it can be misdiagnosed as such. Being prescribed psychiatric drugs then exacerbates the problem further, as many of these drugs further kill libido and energy.
The operative point to all this?

Testosterone affects mental state. If want to change your mindset, creating and sustaining healthy testosterone levels is part of that.

What are Healthy Testosterone Levels?

This question gets asked a lot. To understand this in context, there is not “set” number. If you ask “what should my testosterone levels be”, I’ll tell you that they should be healthy for YOU. Everyone is different.

That said, there are THREE main tests you need to take.

1. Total testosterone --> this test essentially shows how much testosterone is floating around in your blood.

   The “Healthy Range” is between 300-1100 ng/dl

2. Free Testosterone --> this is testosterone that is not bound to Sex Hormone Binding Globulin.

   This number is MUCH lower. This is testosterone in your body that “biologically active”, and helps you to build muscle.

   The “Healthy Range” is between 9 – 30 ng/dl

3. Sex Hormone Binding Globulin --> this is a molecule that binds to sex hormones, and it render them “inactive”.

   You could have “normal” test levels, but if SHBG is high, and free test is low, and estrogen is elevated (estradiol), you are essentially living with low testosterone.

   Low testosterone is a CLINICAL diagnosis. It is not a “number”. Your testosterone levels may be 400, but if you feel high energy and strong, free test is healthy, and overall quality life is good, your test levels are probably fine.

   I am not a doctor, and this article is for informational purposes only. All I can advise is that if you suspect your testosterone levels are low, you need to have appropriate bloodwork done.

(If this is a subject that enough people are interested in, I can cover all the ways that you can have done)

How to Naturally Boost Testosterone

To preface, you could do all of these suggested strategies, but they are not going to raise your testosterone to supraphysiological levels. These are elevating your production of testosterone through diet, training and lifestyle. And if you are truly hypogonadal, you will need TRT, as no amount of lifestyle change is likely to fix the situation.
1. **Sleep deep every night.**

Roll your eyes all you want, but a lack of sleep has clinically proven over and over again to suppress testosterone levels. The number of health issues that arise from a lack of sleep is endless; being under slept raises cortisol and will make you age and die faster.

Getting sleep should not be hard, yet modern society has turned into a monumental task. Blue light from computers and smartphone screens screws up our natural circadian rhythm, we rarely sleep in total dark, and we use our phones as alarms. Put the phone down and get off the computer before sleeping, go to bed at the same time every night, make sure you sleep in a truly dark room. Use an alarm clock to wake yourself up, not your phone. It is time to avail yourself of virtual living and allocate more time to deep sleep so you can improve real world living.

Try reading for an hour before bedtime to unwind and get into a relaxed state. Magnesium before bedtime is also a natural muscle relaxant that not only supports deep sleep, but increases testosterone levels as well.

2. **Resistance train with compound exercises, with low to high repetitions.**

Progressive resistance training raises test levels. Having more lean body mass (muscle tissue) raises testosterone levels. Muscle mass is best built with moderate to high reps, but all rep ranges can be used to prompt muscular growth.

Training should focus upon the foundational exercises that engage multiple joints and muscles: overhead press, chins-ups and pull-ups, chest presses and rows, squats and deadlifts, dips and lunges.

Apply the 80/20 principle to selecting exercises. Of these thousands you could perform, about 20% will prompt 80% of the muscle growth you get.

Compound movements are what you should focus upon. Perform these movements in the 5-15 rep range for 2-5 sets each.

For isolation movements, these can be a smaller part of your program, they can be done for 2-5 sets, and higher reps of 10-20.

Train the entire body over the course of a week.

Start with 3 days if you are a novice, and work up to 4-6 days over time.

4 days is the “sweet spot” for most people.

3. **Increase healthy fat intake**

Testosterone is synthesized from cholesterol, and you NEED cholesterol for testosterone production. Your joints, connective tissue, and muscle also use fatty acids for lubrication, cellular repair and structure, and as an energy source. You need fat as part of your diet.

Of your total calorie intake, at least 30% should come from healthy fat sources. 30% is not a hard and fast rule, this number could 40 or even 50%. Depending on your ethnicity and current state of health, you metabolism is individually unique. Metabolism varies across the spectrum of ethnicities, and even then, there are still individual differences.
Your fat intake should come from animal protein consumption; red meat, poultry, fish, eggs. After that, you want to consume healthy oils; coconut oil, extra virgin olive oil, and uncommon oils like walnut or avocado oil. Nuts can be a very healthy source of fat as well.

Avoid partially hydrogenated fats and vegetable oils. These do nothing beneficial for your health at all.

4. Cut down sugar consumption

Sugar isn’t cocaine, but consuming a high amount in your diet is not healthy either. High sugar intake causes big releases of insulin, sometimes called an insulin spike. This makes sugar a great quick energy source, but it also creates the crash effect as well. Having constant rise and falls in blood sugar increase leptin levels (the hunger hormone) which then makes you want to eat more. Sugar obviously tastes good, and it is to develop cravings for it.

Excess sugar/calorie intake then prompts the body to store dietary fat intake. The higher your bodyfat goes, the more testosterone drops, and the more testosterone converts to estrogen. Higher bodyfat also causes release of cortisol, the stress hormone.

This drives down testosterone production as well.

Being overweight then is not just physical, but it hormonally emasculates you.

Take control of your sweet tooth.

5. Address Vitamin and Mineral deficiencies

None of these things by themselves are going to dramatically raise testosterone. Together though, they definitely have the potential to raise your natural levels. I consider these “health supplements” that can fill a missing piece in your nutrition. If you know you eat lousy, and are trying to change, supplementing can be a way to improve health while you optimize your daily nutrition.

Optimal intake is as follows (and all of these are very cheap to purchase):

- Vitamin D3 --> 2500-5000iu (taken with a meal that contains fat)
- Vitamin A --> 5000iu
- Zinc --> 30-50mg (zinc citrate, zinc aspartate)
- B Vitamins --> 1-2 B-100 tabs
- Magnesium --> 300-400mg (magnesium citrate, magnesium aspartate magnesium oil)
- Selenium --> 200mcg

If I had to narrow that down to two, I’d suggest Vitamin D3, and ZMA (and mix of zinc, magnesium, and vitamin B). Vitamin D3 can be had with food, while ZMA can be taken before bed and improves sleep quality and quantity.
6. Cut back on your drinking

Alcohol and testosterone do not mix. Alcohol increases the conversion of testosterone in estrogen, the technical term for this being aromatization.

The effect happens very quickly as well, a few drinks can quickly tan test levels, which combined with the effects of alcohol on the brain, it might make sense why mood changes can be do dramatic when drinking.

If you are doing to drink, hard alcohols are actually preferable over beer. Dark beer with hops contain a lot of estrogen compounds, which you then get an unfortunate combo effect of cutting down test levels plus raising estrogen levels at the same time.

Alcohol also has the effect of slowing metabolism, and if you combine with excessive eating, alcohol promotes fat storage in the gut area.

Operative point, if you want to increase your natural testosterone levels, drink sparingly.

Healthy Testosterone starts NOW!

Your Health is your greatest asset.

“Waiting” to improve is foolish

5 years ago was yesterday.

2017 is upon us and raising your testosterone levels, making your body and mindset healthy is how you set yourself up for a phenomenal year.

If you want direction on this, join my email list.

I send out 3 emails daily on all things to improve your health.

And I always reply and answers to your questions.

And my final question for you...

What would you like to see more of on Health in 2017?