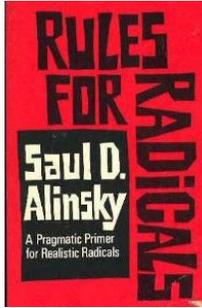


# Rules for Radicals | Saul D. Alinsky



**RULE 1: “Power is not only what you have, but what the enemy thinks you have.”** Power is derived from two main sources – money and people. “Have-Nots” must build power from flesh and blood.

**RULE 2: “Never go outside the expertise of your people.”** It results in confusion, fear and retreat. Feeling secure adds to the backbone of anyone.

**RULE 3: “Whenever possible, go outside the expertise of the enemy.”** Look for ways to increase insecurity, anxiety and uncertainty.

**RULE 4: “Make the enemy live up to its own book of rules.”** If the rule is that every letter gets a reply, send 30,000 letters. You can kill them with this because no one can possibly obey all of their own rules.

**RULE 5: “Ridicule is man’s most potent weapon.”** There is no defense. It’s irrational. It’s infuriating. It also works as a key pressure point to force the enemy into concessions.

**RULE 6: “A good tactic is one your people enjoy.”** They’ll keep doing it without urging and come back to do more. They’re doing their thing, and will even suggest better ones.

**RULE 7: “A tactic that drags on too long becomes a drag.”** Don’t become old news.

**RULE 8: “Keep the pressure on. Never let up.”** Keep trying new things to keep the opposition off balance. As the opposition masters one approach, hit them from the flank with something new.

**RULE 9: “The threat is usually more terrifying than the thing itself.”** Imagination and ego can dream up many more consequences than any activist.

**RULE 10: “If you push a negative hard enough, it will push through and become a positive.”** Violence from the other side can win the public to your side because the public sympathizes with the underdog.

**RULE 11: “The price of a successful attack is a constructive alternative.”** Never let the enemy score points because you’re caught without a solution to the problem.

**RULE 12: “Pick the target, freeze it, personalize it, and polarize it.”** Cut off the support network and isolate the target from sympathy. Go after people and not institutions; people hurt faster than institutions.