

NATIONAL ACTION

**STRATEGY
AND
PROMOTION**

SEPTEMBER 2013



Theory01: British Socialism

The following document is an introductory packet for National Action that will provide a scientific overview of our approach and what we hope to achieve. Let this be a reference by which to judge the performance of this organisation, as it begins from scratch over the next 12 months. What we have provided here are some intelligent proposals that we believe can expand our options. We intend to put these into practice to prove this point. This is not just a pitch it is the real thing – this has been planned, we have funding, and we have boots on the ground. Expect us!

In grey are the four important breakthroughs that we are to bring to the table, with how exactly we hope to achieve them

Theory

we have already produced a framework around which we are going to operate in the coming months around which we can establish a real world organisation. We have realistic aims that will be achieved through action, and that action will be made possible by a new and consistent message from which it can launch this activity.

“The ability to reach and recruit young people.”

National Action has a high standard of presentation and professionalism. It is a stylistic choice, with an aim to present our nationalist scene in a new, sleek, and fashionable light. By providing a real alternative we believe that we will be able to make successful gains with this market.

Marketing

“The one man cell will become a functioning instrument”

Our activism will not require a large organisation, activity will come at a low personal cost (time, effort, resources) and can operate at an individual level. These activities will come with greater incentives because they will carry large short term payoff.

Organisation

“A group of action, not just words”

We need to raise hell for this plan to work. For this we have developed some new approaches to propaganda – new methods which we believe will be highly effective in their reach and communicating our ideas.

“what we do is going to have an impact”

Practice

Our first innovation is an important ideological one. If we are going to run this thing, then we need to be crystal clear on what nationalism actually means – ‘What is this cause actually going to be about?’

For Nationalism to succeed as any type of movement, the first thing we must do is demonstrate Nationalism is feasible, which has not yet been done. Sentiment is not a substitute for understanding - calls for ‘British jobs’, ‘British workers’, ‘British industries’ is a rock solid standard for nationalists, but it has never gone far beyond sentiment. Fuzzy wuzzy doesn’t work – 2X4’s across the head work. To be taken seriously – we need to let people know we are serious - we need to speak from the view of a credible alternative.

Whether we are pitching this idea to other nationalists or to the public we need our words to come in hammer blows – articulate, confident, solid criticism and argument. This is what our first contribution will be.

The challenge in reaching this is that this has to be fundamental – something everyone can agree on, so what we have developed is a mantra approach, total simplicity.

It is as simple as this: the system we live under is usury and it is the world’s oldest scam; Slavery, serfdom etc. The significance of this is that it explains our constituency in socio-economic terms; You have this: creditor class and then the rest of the white population. Because we have never had good theory, we have not seen things in a broader context and so not come to the full conclusions. Typical issues relating to economics; housing, crime, recession, cuts, etc cannot be part of an effective message individually – what we have to press home is the extent of this programme, which is for the extermination of the white man. Our people, for the first time in their history have no purpose, For centuries they toiled in factories, now, economically they don’t make sense – from the point of view of those with wealth and power, their only role is providing services to themselves, replacing them with third worlders who make better slaves is a much more efficient plantation.

With this theory we have created a class conflict that is in reality a race conflict. The market for this view is large enough – it reflects the majority of the White British, this is our social class and the extent we can credibly create that class conscious will act as the future agents of a racial revolution. With this agreed upon then for the first time we can understand the game, fight that fight, and plan for the future along these lines.

To make this a reality we must succeed in building a conception of the world and to make it understood as race. Our aim is to do this in some place and some level so that when we say British-Socialism it will be as an associated byword for ‘racial’-‘unity’ – and judge for yourself whether there is potential for this approach in the given time.

Theory02: The two step programme

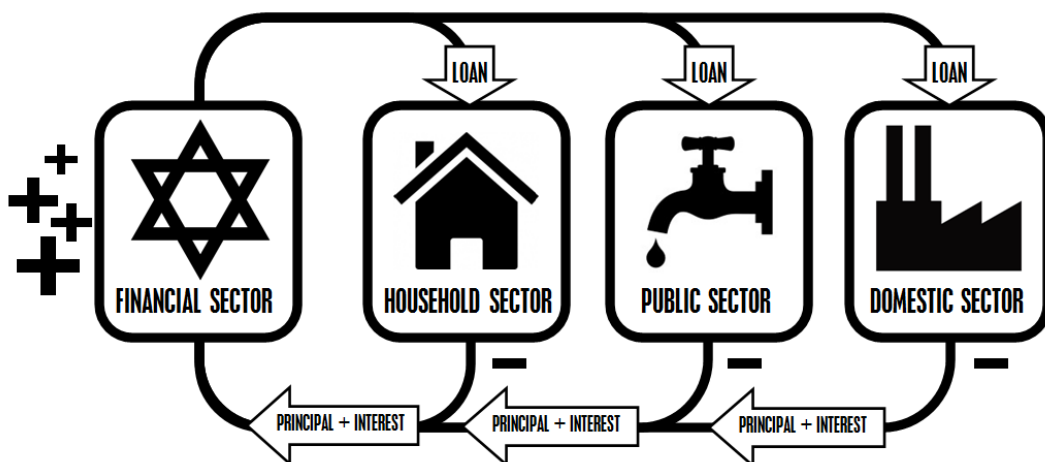
"When I heard Gottfried Feder's first lecture on "Breaking the Slavery of Interest", I immediately knew that this was a theoretical truth which was of huge importance for the future of the German people." - Adolf Hitler

Because our fundamental problem is a lack of credit in the public sphere, we believe this is best explained by the Social Credit idea. Developed in this country by C.H Douglas and Arthur Kitson, this school of economics was developed specifically so the public could understand it and fight with it, and today its application remains just as relevant in explaining every aspect of the debt slavery system we live under, and refuting received wisdom. The iron in our glove, trying to achieve success will be another contribution.

The economics: It's easy as A+B

The **A+B** theorem is a simple measure of usury – 'principal plus interest'.

Douglas stated that if **A** is all the money in the real economy (the weekly wage), and **B** are the profits not eventually paid out to consumers (such as the overhead costs of building, corporate expenditure, and repayment of loans) then the price charged for all goods must be at least **A+B** — an impossibility since only **A** is available to spend. As debt, the only way you can repay **A+B** when you only have only **A** to pay it back with, is to go into more and more debt.



Usury reveals a truth of the magnitude we require for our purposes, big enough to alter perceptions. A deflationary spiral draining everything. Higher prices, lower wages, and all forced to work at the corporate plantation. 5 Years ago this might have sounded mad, now everything has changed. Everyone hates the banks – they want to know what has happened, there have been revolutions that oppose usury across Europe – in Iceland and Greece, and in Iran they are now passing out death sentences for the practice. This is the score – we know it, they know it The years of the robber barons are drawing near – and already our leaders are thinking about where they can retire where they will be able to escape the justice of the people. The alternative is we catch them The technicalities of what we are going to do with the awesome capabilities of national credit is up for discussion at a later date. On a practical level, this is not rocket science that we are dealing with here.

The practical conclusion is that here we have a theory here that completely contradicts everything the right claims; the Deflationary spiral explains the current business cycle as opposed to the inflationary one, we need debtless fiat paper money while a backed currency will require all repayments to be made in gold. The divergent opinions of social credit and the right on the Jewish question and how those are reached are also indicative to everyone as to who is closer to the truth.

Building is difficult without the right tools – as it stands today we cannot fight if there are those who are limiting our supply of ammunition because it suits some vague long term agenda. By openly pointing to the root cause with is the race issue and the Jew we can gain a superior and complete understanding where beore there was only miasma. Our goal is to discredit the frauds and cheats of the right wing who have held us back, and build a solid ground for a new politics on the body of the old right wing, we will make way for National Socialism to enter British politics, and finally begin its fight.

The Iron in the glove

In its technical aspect the social credit idea is a solid critique that is plausible enough to stand the first round of discussion – and that is all it needs to be. Let's get something clear, there is no such thing as a 'good economist' economics is a defluctive topic that detracts from the real issue – an argument with any opposing charlatan demands that you defeat his whole position step by step in a way he understands, a futile and pointless effort beyond human endurance. In the real world people need to buttress their arguments with a world view. To win (for our meme to succeed) requires bringing it all back to the central issue race angle to deliver the knockout blow. Our race is our brick hammer.

"The insight of Gottfried Feder led me to deep study in a field where I previously had little knowledge. I resumed the process of learning and came to realize for the first time the purpose behind the life work of the Jew, Karl Marx. Now, I really began to understand his currency, the capital he used, as well as the struggle of Social Democracy against the national economy—a struggle that was meant only to lay the groundwork for the rule of true international finance by interest-based money." – Adolf Hitler

For all its recognition the science Libertarian economic schools; Austrian, Chicago, etc. are still quite obviously a thin veil for a poorly conceived egoistic and transitory Jewish liberation theology – Ludwig Von Mises, Ayn Rand, Milton Friedman, Murray Rothbard. There is nothing honest or benevolent about the motives of these Jews who openly declared their motivation to be the destruction of all nations and bonds – but it is more docile and liberal which does not reflect Jewish tyranny. Despite the economic science of the right being a thousand times superior and credible to that of the left, the right wingers are regularly beaten by modern adherents of (rebranded) Marxism. It is a powerful and angry outlook on the world that remains dominant, despite what the right says, the upper class political world remains essentially Marxist.

Marxism, the purported 'economic theory', was also never anything more than a social vision to destroy civilization given an economic basis by the Jew Karl Marx. His waffle was debunked as bullshit long ago, but the overwhelming majority of leftists will never understand the economics of their position –and they will never care for this fact. At an academic level practically all of the studies labelled as 'Marxist' are sociological and require no actual reading of the core texts.

What it came down to was that the Marxists had a theory which said their revolution would happen when the masses of the world would be forced to take the means of production or starve. Social credit provides a similar historical outlook, but for the white man – against the usury and paracritical nature of the third world. Marxism is the socialism of the third world masses, while we will fight for white socialism.

It's still economics, but in the real world where it matters.

Marketing01: Why a youth movement?

There are obvious sentimental factors associated with setting up what is called a 'youth movement'– this is sentiment because youth recruitment in nationalism is nonexistent. I wish to emphasise its importance and the precedent for taking the generational angle.

- **If we cannot tap this market, then we cannot succeed:** Somebody has to lay out what our options are at some point. This means taking a scientific approach and seeing what works best specifically for achieving this issue.
- **Officer Class:** What we need is to reach young people who can plan to integrate organised activity into their life plan now, not when they are age 36 with a family, mortgage, job, responsibilities, and their best years behind them.
- **Demographics:** The negative birth rate and immigration levels are going to multiply the rate of decay. Every decade or year - so where we find small progress today, there will be a lot more in a few years time.
- **Inter-Generational Tension:** The boomer generation currently hold almost all of the white middle management positions as they are living longer and working longer. Not only will this demographic not be an agent for any political change in this country for fear of losing their position, but they will be forced to eliminate young people from employment when positive discrimination quotas intensify. When this manifests over time there will be bitter resentment.
- **A thrown away Generation:** This generation was the subject of a grotesque experiment that is the higher education industry. Whatever the fundamental problem young people are leaving all tiers of education unemployable to current standards. To assess the validity of this you only have to check the youth unemployment figures (4 million) not taking into account whether they are overqualified, work part time, seek work, are apprentices.
- **Generation Hate:** I think the most important card in our deck is that our target audience hasn't found itself. 'redpilling' thirty/fourty-somethings into accepting our doctrine means they have to admit they were morons for all that time. Today we have a new generation, Desensitised, brutalised, and completely irreverent of their parent's values, a generation that is already excited about nationalism, and resents being spoken for by others.

Marketing02: Movement Modernization

Part of raising the social status of nationalism is going to be providing a look – a style that is fashionable, but we own and is associated with us. Ideally this has to be for an urban environment – we need respect.

Developing this look has always been a balancing act between awkward overdressing, and pub slob. We need some kind of happy medium that kind of transcends the two. Right now our name is to somehow become chic – we have a limited audience, but we want them to have something they can wear which doesn't embarrass them, but makes them feel proud to represent.



Marketing03: Computers and Interwebz

Nationalists have a reputation of lacking significantly in the technical department – anything involving computers, and it is a realistic aim to change once and for all

Nationalists are incredibly out of touch. There is a prevailing view that the Internet has mystical and mass democratic qualities which isn't true.

Nationalist parties also make the mistake of emulating the political websites of the major parties which actually underwhelming and bland in their conservatism.

From the graphical design angle: For our inspiration we are looking at what they are putting in the magazines – how people are using tools like Photoshop to churn out quality graphical products. In the right hands it can provide credibility to an operation that wishes to be recognised as serious, even if it essentially has nothing to go on.

Marketing04: Example - Russia

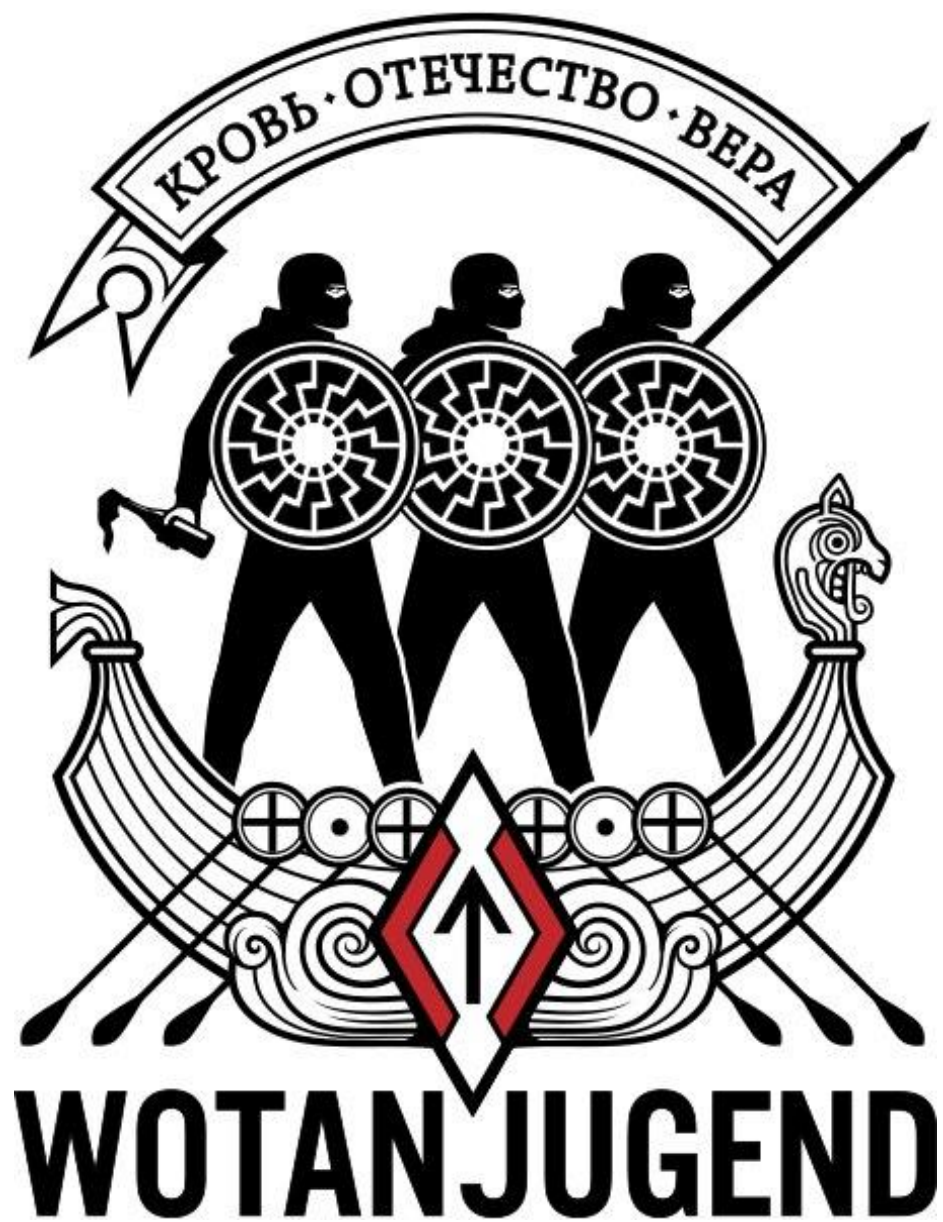
When it comes to innovation Britain can certainly learn a lot looking abroad, and this is best illustrated with examples from Russia where nationalism has been a constant aspect of the post communist state, and has since really flowered in a lot of interesting ways which are not so true or successful in the rest of mainland Europe. Principally Russian far right specialises in soft influence – there is no strong neo-fascist party, but there is a regime that is responsive to a culture of which Neo-Nazism is a part. I believe the following aspects we need to bear in mind in working out what we can take form this experience (and if you look, these points it is a cyclical relationship).

- Without comparison Russian talent is the best, there are lots of extremely qualified professionals who have produced a new and distinct style that is having an impact on society
- To do this they had to combine it with a new and hard-line ideology – which has broken with the old patriotism.
- To achieve this they have not afraid to import from outside if it means clarifying their message – this has included extensive aspects of Nazi Germany and American White Nationalism, politically and in adopting an RAC music scene. It is clearly linked in with an international standard that demands respect.
- Social acceptance: the marketers have been able to have their style accepted in the industry itself from street wear to the Olympics.

The conclusion is that this impressive movement was built from scratch, and they have succeeded making it thrive in a very unforgiving environment. Not only has National Socialism been reconciled with a complicated past, not too unlike the UK.



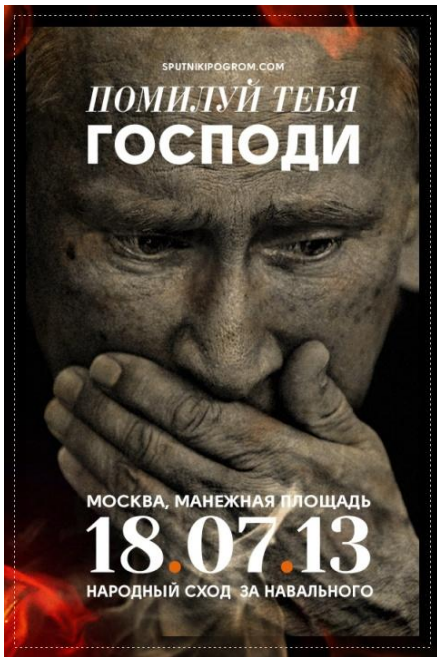
Above Poster advertising a mass protest at Manezhnaya Square, Moscow in 2011 following the stabbing of a white fan. This was not produced on behalf of any organisation, yet propaganda like this is regularly prepared at short notice and shared on social networks.



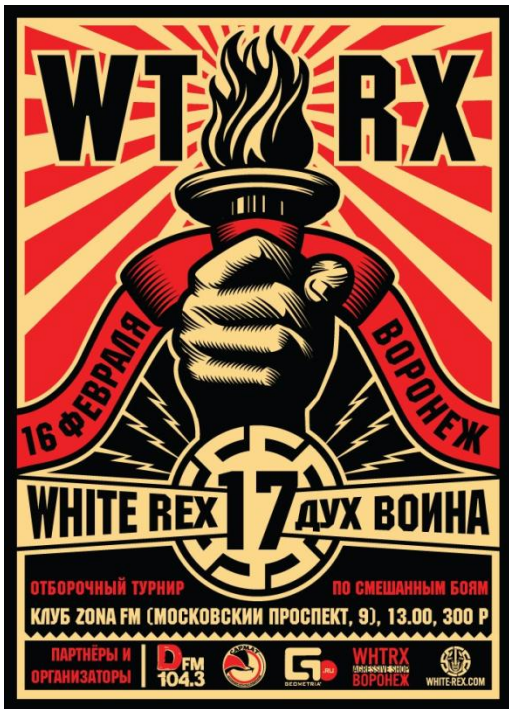
In the UK we have the pseudo satirical art of banksy. Popular Street art in the former Soviet Union has a very different message.

www.youtube.com/watch?v=t0QwFEnJCYE





Above sputnikipogrom.com is a nationalist web magazine which exercises a very high standard of design despite being amateur.



Left white-rex.com is a MMA (Mixed Martial Arts) sports club and Clothing brand. It recently found the work of a fascist 'style' artist who has been responsible for their designs since.

Marketing05: UK (by comparison)

Below Information overload. Autonomous-NationalistsUK and the BNP, Clutters of words



Autonomous Nationalists UK (AnUk-British-bLaCk-BLOck)



Right

The other extreme is overly simplistic – vague musings with a patriotic sentiment. Widely circulated on nationalist websites this image actually communicates very little. Working on exactly what our message is will be a new task for nationalists



Practice01: Reflecting on past failures

The greatest danger this project will face is that it was flawed from the very start – we are aware that we follow in the footsteps of hundreds of abandoned projects that were based on sentimentality and good intentions, but lacked serious thought. Every one of them began with a desire for ‘action’ but this did not make it any more real – may this document provide guidance and focus for our key motivation which is in developing recourse to the means. Though the aims of this initiative are humble, there is going to be no substitute for the real thing, so please reflect on this as it gives a picture of what our considerations are, we have provided this brief analysis before we outline our general strategy.

Failed Groups

- **‘Youth wings’** (applies to practically *any far right party*) are developed essentially on a whim. The idea is that they will function in the real world, but in practice they lack enthusiasm, means, or a purpose to be useful.
- **Imitators:** Groups that intend to copy the style of a political subculture in the belief that the style itself will act as a silver bullet. Attempts to create a specific ‘scene’ in this country and expecting it to become a mass movement is just begging for horrific failure. Often these scenes, continental or European, do not take into account differences in culture and environment –Examples: *ANUK (Autonomous Nationalists United Kingdom) attempted to directly style themselves on successful groups in Europe. Imitators*
- **Entryism:** An often idealistic belief that an established organisation or idea can be stolen: *Labour Unions* for example, – any such attempts are always discovered if they ever get off the ground. If there is anything worth appropriating it is where the money is – higher interests will see to it that it remains theirs.
- **Political Societies:** Attempting to organise a body formally in an institution of higher education directly threatens the instigator. Under enormous social pressure the *Cultural Nationalists* were essentially bullied into taking more and more moderate positions.
- **Ikea movements:** aka the flat pack party - Essentially any pitch based purely on a structure (Party position appointments, sub organisations, constitutions, programmes etc) and going through the grim motions of what the organisation is believed to be. After the initial enthusiasm it burns out. Examples too numerous to mention – it is a rule of thumb.
- **Appropriation:** Like an Ikea movement, except not only are you working off a procedure, but it isn’t even a nationalist one – example; calling yourself ‘anarchists’.

Why copying today’s success stories doesn’t work

- 1) The conditions are different – countries like Greece and Russia face crisis to the point where they can challenge the state in providing services and charities. The drives they put up are consistent and impressive, more than anything that can be achieved right now.
- 2) Parties like the Golden Dawn fought for decades and have been recognised as an established, successful, political movement. They are already in an advanced stage - when activists are making direct contributions the majority of people can draw the proper inferences as to the parties aims. Without a sea to swim in our efforts will be completely wasted.

Factors to consider

1. **Non-urbanisation:** Nationalists are hampered by geography – not enough and not close enough that has produced positive results in European cities. For this initiative we are going to have to make a requirement that activity is also feasible on an individual basis. Though it may be a task for some other initiative in the future to form communities or shared accommodation for nationalists – this is an enormous task in and of itself that will consist of only the most committed followers.
2. **Burnout:** Calls to ‘action’ We hope to invest personal effort to make aspects of this project succeed, but this cannot be maintained – to call this any type of success we have to innovate a new strategy that makes activity enjoyable and worthwhile.
3. **Effectiveness:** there obviously has to be a point to activity when activists are making direct contributions the majority of people can draw the proper inferences. Working the streets for charitable causes, won’t help - we can’t do our bit ‘now’ for what we think a real political party should be doing in a time of crisis.
4. **Target Audience:** It is a rule of thumb that if it is sentiment, any nationalist product is going to be consumed by nationalists and alone, even if it is a nationalist take on a popular music style for instance – there is no way of combining nationalism. We need a separate strategy for targeting the public .
5. **A sea to swim in:** we are extremely limited in our means. When a plan revolves around a ‘vibrant’ political scene that doesn’t already exist, then the task goes from promoting the organisation to long term projects; such as creating businesses, nationalist squats. We cannot plan with something we do not have.

Conclusion

If we want to achieve all this big stuff, then we need a plan for some solid phase one type goals and new innovation.

Organisation01: One man army



If sentiment doesn't work – what does? Our main service is how we can provide with the means and incentives for individuals to act which includes us providing the following

- Professionally printed leaflets and other free product related support
- Co-ordinated plans for actions which are intensively thought out
- A focused interactive community that provides constant support and interest
- Emphasis on new types of actions that can not only be done individually but have a bigger payoff
- Perpetual campaign not centred around specific political events, but for the goal of raising awareness of general issues that do not require context.

With this, what we will achieve is a network of people who have taken the first step towards becoming real life activists who not just playing nationalism as an online game – this is the beginning of a long term plan. We have been presented with an opportunity for this project as our market exploits a doldrum period in nationalism when there is no clear nationalist party to get behind. That is not to say that good arguments cannot be made for many parties, but even if you agree the bottom line is there is no campaigning now, and the youth wings of these organisations have been an afterthought. Also most of the parties are treading on eggshells as such, and an equivalent to this would be a political and financial risk – and from what we believe is required to make it work is they are really not going to like what we are proposing. Activity that is based on a plan people can get behind generates more activity when it becomes more than sentiment. As we go into the year 2014 we are going to be known, hopefully a big deal, and we will be bigger than we are now.

Organisation02: Shock and awe

So what is our great innovation? Courage – what we are going to pioneer is an aggressive form of campaigning on relevant and exciting social issues – putting out a message that is irreverent, extreme, and even exaggerated as opposed to promoting a political party. Traditionally propaganda has been always been softcore so as not to alienate the organisation from the public – but the only people who it actively reaches are going to be the softcore do-nothings. Hardcore propaganda suits our organisation because it will reach the hardcore activists, the people we need to make this succeed. As for the general population all we are trying to get out is a message – we will meet their expectations of what an 'extremist' position is, but we will be able to reach them with a consistent argument that doesn't mince its words. Injecting humour, irony, shock value – is a way of communicating much more effectively, but not something a party that wants to be respectable can use. In this instance we are trading our current limitations in exchange for the freedom to alter our situation and create new possibilities.

Sceptics will claim this is leading in the direction of prison terms. There is a paradoxical legality aspect to shock and awe, and may set a precedent in the future. Having to work within the law, has led to greater compromise for most groups – this has meant that the message itself is more vague. Increasingly the law deals against vague – and it becomes a matter of interpretation by politically correct authorities as to whether something can be implicitly racist. Extreme measures have to be taken and the result is sterile overcompensation. With our approach we are dealing with clear cut issues – if freedom of speech is impeded, then we act anonymously. The nature of our propaganda will be hard hitting so it won't require the extensive personal means of delivery regular propaganda requires to be effective in any normal cases; canvassing, billboards etc. Cards and stickers with the right thing on them can raise utter hell – and generate enormous excitement and energy

This can be observed in youth humour which is currently trending in extreme forms of racism and anti-Semitism in ways unheard of before – all in the past few years. The mask has fallen from the face of fascism, and the kids like it – it is a human face that offers them hope. It is a friendly face that doesn't alienate with its arrogance, but also has no respect for the cancer of the world – The youth have finally found a true friend in the spectre of National Socialism which so openly marching in the streets of Europe – Golden Dawn and Jobbik have our hearts. For us there is only one conclusion; we have to be brave today because the youth need courage against a system that is corrupt, and bastardised, and negroid – only a storm of flowing passion will save our people.

"RING RONG BURRRUUU HURRRRU LASAHHHHAAARAN NIP NOP CHOOOONG
WONGA WONGA HUSBUUURUHAHA GRMANANANANA BLLLLAAAAR RUUUUUUU"

THIS USED TO BE A BRITISH TOWN!



**HOW DID A TSUNAMI
OF OLD FUCKING ASIANS
TAKE OVER ALDERSHOT?
NEPS GO HOME!**

An early mock up, or concept idea for the shock and awe principle (although this would have been extremely illegal). It is likely that the majority of people would have been able to relate to it with the shock value getting their attention, and the message mitigated by humour.

**NOT ONLY HAVE BANKERS
STOLEN ALL OUR MONEY
BUT THEY HATE THE
WHITE BRITISH**



THE BREAKING OF INTEREST-SLAVERY IS MUCH MORE THAN A
POLITICAL DEMAND; IT GOES INTO THE PERSONAL LIFE OF EVERYONE
NO BANKER CRIES FOR THE MILLIONS IN POVERTY
THE BRITISH WORKED THIS LAND FOR THOUSANDS
OF YEARS, BUT WHO OWNS BRITAIN TODAY?
NOT ITS ABUSED PEOPLE WHO ARE BEING REPLACED WITH CHEAP
IMMIGRANTS FROM THE THIRD WORLD BY TRAITOR POLITICIANS
THE BANKERS HAVE DEMANDED THAT BRITAIN MUST PERISH!
OPPOSING BIG BUSINESS IS NOT JUST ABOUT SOCIAL JUSTICE
IT IS A STRUGGLE FOR THE SURVIVAL OF OUR PEOPLE

**IF YOU LOVE YOUR COUNTRY YOU ARE A NATIONALIST
IF YOU LOVE YOUR PEOPLE YOU ARE A SOCIALIST**

**FIGHT TO FREE YOUR NATION
FROM DEBT-SLAVERY TO
THE INTERNATIONAL BANKS!**

NATIONAL-ACTION.INFO



The reverse of a printed leaflet is more intelligent and plays on race in a more subtle and nuanced fashion. Alluding to such bold statements would not be undertaken by any political party.

We don't ask for anything, just expect us.



national-action.info