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# The True Believer Summary PDF Cheatsheet —

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### **? 1. Universal Frustrations: All mass movements appeal to the same kinds of personal frustrations**

All mass movements appeal to similar human frustrations, whether they are political, social or religious. This is why in 1930s Germany, Communists and National Socialists would sometimes “switch sides.”

### **? 2. Escaping Powerlessness: People join mass movements when they feel frustrated and powerless**

Joining a movement gives a frustrated and hopeless person a sense of power again. They are encouraged to blame their inadequacies on things outside themselves. People who feel fulfilled and in control of their life don't care to change the existing system.

### **? 3. Freedom From Responsibility: People join mass movements to become free of the limitations of their individual self**

Joining a larger movement lets someone drop individual responsibility and accountability. They can be free of individual scrutiny and feelings of inadequacy. Most Nazis didn't feel responsible for atrocities committed by the movement as a whole.

### **? 4. The New Poor: Those who have recently become poor are most likely to join mass movements**

The “New Poor” are the most frustrated group of people. They are those whose income, security and status in society has fallen... or those who rose from extreme poverty. In both cases, the taste of a better life motivates them to join mass movements.

### **? 5. Passionate Hate: Stoking hatred against a common enemy unifies members of a mass movement like nothing else**

Leaders of mass movements have always stoked anger by redirecting blame towards a common enemy like the wealthy, the Jews, etc. It's one of the most effective ways to unite a group of people.

### **? 6. Men of Words: Influential intellectuals prepare the ground for every mass movement by undermining established institutions**

The first stage of every mass movement is led by Men of Words, who undermine existing social institutions and group bonds. They plant seeds which will grow into a new movement.

### **?? 7. Fanatics Build Momentum: Each new mass movement is led by a passionate fanatic who motivates the masses into action**

The second stage of every movement is led by a Fanatic, who motivates masses of people into unified action. His goal is to fill them with hope of a glorious future coming soon.

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**? 8. Men of Action: At the end, every successful mass movement is stabilized and organized into a new set of institutions**

The third stage is led by Men of Action, who seal the once-dynamic mass movement into a solid structure that can last. As every religious movement becomes an organized religion and every political revolution becomes a new government.

**This is just a sample!**

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