

## Woke Vs. Awake

Wars have been waged since the beginning of time. Some were fought over land, resources, or the ego of leaders. The most memorable wars are those fought to defend or establish a way of life. Wars fought over ideology have formed the world we live in today. Whether it was the war of civilization vs. tribalism in ancient Rome, religious wars during the Middle Ages, the fight for liberty during the American revolution, or the wars against the Marxist trilogy of Fascism, Communism, and now, Wokeism, the battle for freedom must wage on.



Wokeism is the plague brought upon us by the ideologues of a new Marxist regime that seeks to suppress and control the individual, stripping them of liberty and the freedom to pursue happiness on their own terms. They present their dogma as a generous and humanitarian way of life. They use 'goodness' as an excuse to tear down the values this great nation was founded upon. They seek, in every area of life, a reason to be unhappy, a reason to be dissatisfied, and a reason to rage against the traditional way of life that has afforded them the space, time, and freedom to question it.

### In this briefing we will discuss the following:

- » The Rise of Wokeism
- » Equality: Outcome vs. Opportunity
- » Merit vs. Quota
- » The Cold Civil War
- » The Anti-Woke Movement

**YOUR MISSION:** Understand the threat posed by the woke regime and how you can dismantle it in your community.

**ATTENTION:** Wokeism is spreading lies to tear the fabric of morality that made America great.

Ep. 6-231 (OSINT) Open-Sourced Intelligence Report. This briefing includes a conversation between Kevin Freeman and Thomas Klingenstein. Thomas Klingenstein is a friend of the Economic War Room® and a patriot. Tom Klingenstein is the Chairman of the Claremont Institute and also a philanthropist, public speaker, writer, and playwright. He believes that we are in a cold civil war and that our enemy—what he calls the “Woke Communists”—are winning, in large measure because Republican leaders have yet to engage. His essays, speeches and plays all encourage Republicans to do just that— to think, talk, and act as if we are at war. Among his essays are: “Preserving the American Way of Life,” “Fighting the Mob,” “Winning the Cold Civil War,” “Men and the Future of America,” and many others. His work has been published at the Claremont Reviews of Books, Newsweek, American Mind, American Greatness, and Real Clear Politics.



## 1. The Rise of Wokeism

During the cold war, Russian KGB agents were trained to subvert the United States of America. Subversion is an ancient art of warfare where you trick your opponent into doing what you want without ever fighting them head-on.

Instead, the aim is to redirect their energy and focus it in the direction you want them to go. In martial arts, one might pull their opponent’s arm during an intended punch to ensure the enemy misses and then uses their momentum to throw them.

- » In this way, KGB agents installed themselves into American media, education, and eventually government with the sole purpose of empowering movements that would destabilize the American way of life.
- » The hippie movements were only the beginning. The primary target has always been the youth because their minds are still being formed and their views and opinions are not yet solidified.
- » They were able to speed up the growth of communist and Marxist university groups.
- » As the Soviet Union collapsed, their work was slowed until Chinese agents began to pour in to complete what the Russians started.
- » They found even more targets with agendas like racial divide and LGBTQ+. The strategy remains the same: victimize groups of people and then convince them to wear it as a badge of honor amongst their social justice peers.

What was once communism has been rebranded in the modern era as Wokeism.

Woke individuals are constantly searching for a reason to be upset, looking for some new social cause they can fight for that makes them either a victim or a savior. As a victim, they can carry no guilt or responsibility for the difficult circumstances they face in life. Instead, others are the cause... they have someone to blame. This weakens a generation as woke members will not put forth the effort to grow and succeed because they do not see themselves as responsible for the difficulty, nor do they see themselves as strong enough to overcome those hurdles or capable of achieving greatness for themselves.



Meanwhile, others who have been accused and feel guilt, due to the name calling (bigot, homophobe, racist, etc.), can rid themselves of all guilt by stepping in as a 'savior' for the 'victims' around them. Together they play a dysfunctional game of house where nobody succeeds in life, and everyone is looking for someone else to blame for the failure of the family.

### **Remember the real America?**

The above stands in blatant contrast to the American way of life where each individual is responsible for their own actions, their own failures, and hopefully their own success.



**“The American way of life, and the woke way of life... they’re 100% incompatible. They’re utterly irreconcilable.”**

–Thomas Klingenstein

**Lessons from History –**

The founding fathers of our nation had a vision of a nation, the first of its kind, where everyone would be free to live out their lives in the way that they saw fit. It was understood that God had created all men equal as was stated in Galatians 3:28, “There is neither Jew nor Gentile, neither slave nor free, nor is there male and female, for you are all one in Christ Jesus.” Transforming the minds of the people to be able to take upon themselves the responsibility that comes from freedom takes time, and many battles have been fought throughout American history to make these words true for all people.

**Everyone was created equal with the same rights to life, liberty, and the pursuit of happiness.**



**WARNING: While Wokeism has impacts on each of these three rights, it primarily deceives the individual out of happiness to then strip them of liberty and eventually take from them their very lives.**

Today this strategy has been employed as Woke movements have convinced many young people that they are victims who have had their abilities for acquiring happiness or success stripped from them by America.

- » This lie subdues these individuals by sapping their creative energy to use it against their communities instead of for their betterment and development.
- » This is seen clearly in the BLM riots that destroyed local communities and ruined the lives of many local small business owners... people BLM claimed to be fighting for.
- » Or, in another vein, the push of the LGBTQ+ agenda has undermined the works of the feminist movement. Now, biological male athletes are robbing the most talented women athletes of their local and even world-performance records by claiming they were meant to be women.



These hypocrisies are only the beginning. Wokeism promises a better world where people will be more equal and thus happier. Yet it is virtually impossible to find any Woke ideologues who are not completely obsessed with negativity as they seek new reasons to hate the world and blame someone or something for the suffering in the world.



**“If you let individuals pursue happiness, you’re going to end up with an inequality of results. This is OK!” –Thomas Klingenstein.**

## 2. Equality: Outcome vs. Opportunity

This is a fundamental truth that Woke ideologues refuse to accept, instead they aspire to create a world where everyone ends up exactly the same.

### Beware of Equity

They call this concept of ‘equality of outcome’ equity. It is a feel-good idea based entirely on idealism with no foundation in reality.

- » It promises much of the same that Lenin and his communist comrades did in the 20th century; a world where everyone gets the same income, and nobody is unhappy.
- » As we know, this did not quite work out that way as millions of Russians died of starvation or in gulag work camps because the incentive to work hard and succeed had been removed.
- » Instead, you received the same income regardless of your work performance and new incentives had to be introduced: work or die. Isn’t that slavery to the state?

**As it has eloquently been described, the downfall of Marxism is that whoever is given the responsibility of managing the finances and encouraging the labor of the people must inevitably do so with one finger on the trigger.**

**“The only way you can create equality of result is by force, and ultimately by tyranny.” –Thomas Klingenstein**

In stark contrast, the American way of life has been focused on individualism and capitalism.

- » In these scenarios, the goal is to create equal opportunity for all. In this manner, the best and brightest of each generation will rise to the occasion, work hard, and achieve greatness both for themselves and their nation.
- » American history is riddled with innovators who have risen from the ashes of poverty and established themselves amongst the greats of their time.
- » For this reason, **America is known as the land of opportunity**, the place millions of people around the world have immigrated to, seeking the American dream.
- » There is no promise of success, achievement, or wealth there is only a promise that an individual will be free to apply themselves to make as much out of their life as they are willing and able to.



**By no means does life look equal as some live with great wealth and others do not, however, when you look below the surface you see that every individual is afforded the same opportunity to take responsibility for their lives and do their best to achieve with the gifts and talents God has given them.**

The common desire is to improve oneself and the standard of living one experiences, especially with the goal of leaving one's children with a better starting point than one was afforded. This dream, of a better world for the next generation, requires some disparity of wealth and experience. The next generation must have more wealth at birth than those who came before, otherwise, the dream was not achieved.



**WARNING:** Wokeism seeks to strip Americans of their ability to individually pursue happiness, liberty, and eventually life itself.

### 3. Merit vs. Quota

This concept is perhaps best outlined in corporate America where a new battle wages between merit-based employment and quota-based employment. Quota-based employment is based on the idea that every aspect of life should be diverse, especially the American boardrooms.



To ensure diversity every company must have X percentage of their leadership be it racial minorities, LGBTQ, female, etc.

- » This idea is sold with the idea that diversity of views will bring important and different perspectives into the room that can encourage a more complete understanding of any given situation.
- » It may sound nice and logical, however, the question any business should be asking is: "Does this idea help me achieve my goals more effectively and efficiently?"
- » While it may be possible that this type of diverse leadership team is the best one available, it may also not be.
- » And the real goal has nothing to do with diversity of thought which does provide benefits. Rather, it is all superficial diversity. Conservative minorities are shunned.

This is where merit-based employment comes into play. Under merit-based systems, every individual is considered based on their qualifications.

- » The idea is to build a team of experts who are qualified to fill the role they are supposed to fill.
- » Diversity of thought is essential, but that diversity should be in different fields of expertise that are relevant to the company, its product, and its customers... not an assortment of tribalistic stereotypes like skin color.
- » It is obvious that merit-based employment is essential in certain fields. When looking for a heart surgeon, seeking a gay surgeon, for example, should not be a higher priority than seeking the most qualified surgeon possible. Patients should prefer having someone save their life rather than meeting a quota.
- » The quota system also degrades those it purports to help through the [soft bigotry of low expectations](#).

The responsibility of the leadership of a company is to fulfill the mission and purpose of the company. Every company should have one thing in common, the long-term bottom line. It is essential for a company to pursue profit, without profit the company will go bankrupt. Of course, to achieve long-term profits, a company must incorporate the laws of society, serve customers, retain employees, be a good corporate citizen in its community, and be a good partner for suppliers. Long-term profitability incorporates all of these.

- » To improve profitability a company must focus on the efficiency of its team and the advance of its technology.
- » This means the company needs to acquire the most industrious, intelligent, and creative team... in other words, they need the most qualified people they can find.
- » To look for any attribute other than qualification is ludicrous and will eventually lead to the failure of the company, as competitors who have hired based on merit dominate and take their market share with better technology and higher skill in every aspect of their business.
- » Obviously, corporations should promote equal opportunity, providing advancement, education, training, and other support. A wise corporation will seek out hidden talent regardless of race or gender. Maintaining illogical race or gender bias against talented people is anti-economic.



**Ultimately, mandating a Quota allows a governmental body to place people wherever they want to, instead of allowing people to work hard and earn their position.** The results are often disastrous to company culture and organization performance.

#### 4. The Cold Civil War

What began as a work of foreign agents has evolved and has become a dangerous movement of U.S. nationals who now seek to dismantle the American way of life that has created the prosperity of the modern era.

Many have made claims that America is more polarized now than ever before, but this is not true. America has consistently been split almost 50/50 on conservative and liberal views as individuals can be found anywhere on a vast spectrum of political thought.

What has changed is that the core disagreements are no longer about foreign wars, the personal lives of politicians, or new tax bills.



**CAUTION:** Instead, today's disputes revolve around the core tenets of our ways of life.

The Woke movement has directly targeted the three pillars of American values: Faith, Family, and Livelihood.

- » Christianity, which was the foundational religion of America has been under attack from the Woke regime.
- » The nuclear family, and the value of fatherhood, has been assaulted by Wokeism.
- » Now, the final stage, livelihood is also under attack as farmers in rural areas are being stripped of their ability to make ends meet as the woke agenda has enforced more and more laws that limit their ability to farm freely.
- » Small businesses have been under attack since the onset of the COVID-19 pandemic.



**ATTENTION:** The American way of life is under attack. Woke 'moralists' seek to destroy American values.

## 5. The Anti-Woke Movement

In each generation there has been an enemy to liberty who sought to deceive the people and convince them to sell their liberty, give up their way of life, and conform to a new, and often destructive, ideology.

- » Thankfully, each generation has also provided a heroic revolution that fought to preserve the values of life, liberty, and the pursuit of happiness for all people.
- » Today, the onslaught of the Woke agenda has presented itself as the great enemy of the modern era.
- » While some have made a stand, there has yet to be an obvious heroic revolutionary who can lead the charge.

**However, there is a rumbling in the camp and this Woke Goliath will soon have to face its David.**

“Jim Banks, a very impressive congressman from Indiana, now running for Senate, he just set up an Anti-woke caucus, which I think is a big deal, because he’s elevating this issue to importance.” – Thomas Klingenstein



GOOD NEWS! While it may be in its early stages, the revolution has begun. People all over the nation are waking up and seeing the evils of Wokeism and soon, a new army will rise to battle this demon and preserve true American values.



ATTENTION: The Anti-Woke revolution has begun, it is time to fight!

America is a nation founded on the principles of individual liberty and freedom where the government was to be of the people, by the people, and for the people. This was the case throughout WWII and the Cold War as individual Americans banded together to overcome the respective evils of Nazism and Communism. Individual liberty and avenues for success must belong to the people and not any government that could ever seek to use Woke ideology against the people to control or subdue them.



## THE BIG IDEA:

**You can be a part of the revolution to save this generation and the world.**

## Why You Should Care:

- » The Woke enemy of America has wormed its way into the core of the nation.
- » It intends to create introduce the Marxist institution of equity (equality of outcome rather than opportunity) by deceiving the American people into believing that America is an inherently evil and racist nation so that Americans will willfully surrender their values and way of life.
- » America is not the most racist nation. In fact, America is a nation that has battled against racism, and won on multiple occasions, in its pursuit of absolute liberty for all.



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## **ACTION STEPS:**

1. Be part of the anti-woke movement. Become an Economic War Room patriot.
2. Forget the Woke Narrative, America is not an evil and racist nation, Wokeism is trying to drive racism and it is evil.
3. Pray for America, read 2<sup>nd</sup> Chronicles 7:14. Our land needs to be healed against the divisive attacks against your money, livelihood, and way of life.
4. Watch the [Jesus Revolution movie](#). It is based on a true story of how the hippie movement was redirected in the 1970s. While many Christians may have differing views of that movement, the fact is that **God has saved America before and He will do it again!** Wouldn't it be marvelous if the crazy Woke movement were captured and redirected?
5. Pray that woke friends or family find God where Wokeism fails.
6. Invest in companies whose boards recognize merit, not Wokeism and are proud of America.
7. Understand what Wokeism really is, and do not be afraid to call it out. It is the new communism.
8. Recognize there are more Davids than Goliaths, if we stand together, we can win!
9. Weaponize your money with your values! Think about how you invest, spend, and give. Support organizations aligned with your values.
10. Read Kevin Freeman's latest book, According to Plan. [[CLICK HERE](#)]
11. Share this Economic Battle Plan™ with others and encourage them to become Economic Patriots.
12. Weaponize your money, your investing spending, and giving! Get an NSIC advisor now.

**Remember it is only when we work together, like our founding fathers before us, that we can overcome the threat of tyranny and establish a more perfect union where liberty reigns supreme.**

 **ATTENTION: Again, if you have not contacted your financial advisor, it is time to make it happen! If you don't have an advisor, it's time to consider getting one.**

 **IMPORTANT: If you have a financial advisor make sure they are aligning your investments with your values and that they understand the economic war being waged against you. (See more on Weaponizing your money below)**

1. Financial Advisors sign up for the online NSIC class at Liberty University. If you are a financial advisor, go to [www.NSIC.org](http://www.NSIC.org) and sign up for more information. Our next class starts March 20, 2023.
2. **Join us weekly in the Economic War Room®.** We are building new solutions with thought leaders that come through our doors every week. Understanding the geopolitical landscape and threats against your money, your livelihood, and your life will allow you to be better prepared as the Great Reset is waged against America. Be sure to sign up for our weekly updates at <https://www.economicwarroom.com>.
3. It is time to weaponize your money. **We are in an economic war, as you seek ways to Weaponize your Money in your Investments, Spending, and Giving, consider an NSIC-trained financial advisor.**

 **ATTENTION: Clients already with a Financial Advisor** - Make sure your financial advisor has your values and interests at heart. Make certain they really understand what ESG investments mean for our future. Suggest that they become part of the NSIC institute and nominate them to participate in our online certification at <https://www.economicwarroom.com/advisor>

**If you do not have a financial advisor**, now is a good time to get one. We will soon publish NSIC advisors who have participated in the training and elected to become part of the NSIC Institute.

4. Weaponize your money toward principles that support Liberty, Security, and Values (LSV). You control your giving, spending, and investing. Nominate your financial advisor to attend our next class at Liberty University.
  - Investing. We suggest you get a like-minded financial advisor. We've done surveys and a clear majority of investors want an advisor who matches with their political and cultural beliefs. Unfortunately, Wall Street is pushing for you to just take what they offer in order to force a leftist agenda on you.
    - "If your advisor isn't willing to match your investments with your values, send them to us for training and education. If they won't do that, I can promise you that there are lots of other advisors looking for new clients." –Kevin Freeman

- If you are following Economic War Room®, you will be on the leading edge regarding global threats, geopolitical analysis, and how you can weaponize your money to strengthen America. Your money, livelihood, and way of life are at risk and these tools are designed to mobilize America to protect our economic liberty.

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In the **Economic War Room®**, we encourage Americans to be the “little ships that make the difference.” You cannot solely rely on the government or the president to solve America’s problems. You have to make a difference. It is up to you to help take our country back and create a voice for economic liberty. [The little ships are based on Churchill’s Operation Dynamo that rescued the British Expeditionary Forces in the Miracle of Dunkirk.]

## Shareable Quotes:

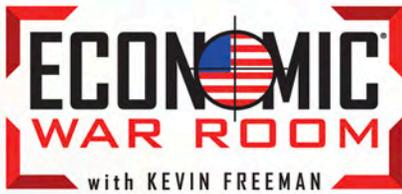
“If you let individuals pursue happiness, you’re going to end up with an inequality of results. And the only way, and this seems to me very important, the only way you can create equality of result is by force, and ultimately by tyranny.”

–Thomas Klingenstein, Best Selling Author

“If you force equality, you don’t get the optimal outcome. And so, everybody loses, but we’re all losing equally.”

–Kevin Freeman, CFA

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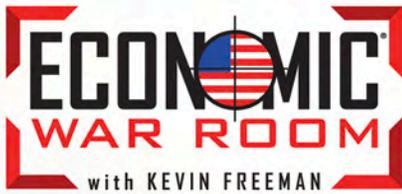
Link to all Economic Battle Plans™ <https://www.economicwarroom.com/battleplans>

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- 06/04/20, EP90, Enemies Within, Trevor Loudon, [Download Economic Battle Plan™](#)
- 05/07/20, EP86 Arguing with Socialists, Glenn Beck, [Download Economic Battle Plan™](#)
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### About Thomas Klingenstein

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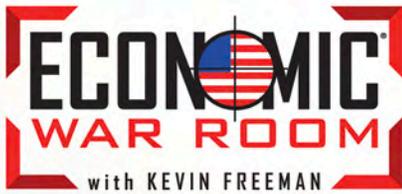
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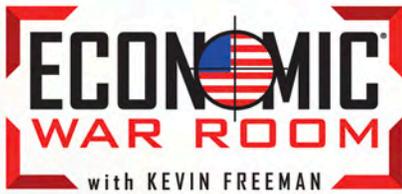
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Even "woke" companies can no longer survive the insane wokeness of their own employees, and they are beginning to close  
<https://www.dcclothesline.com/2022/07/11/even-woke-companies-can-no-longer-survive-the-insane-wokeness-of-their-own-employees-and-they-are-beginning-to-close/>

CEOs Start to Push Back Against 'Woke' Employee Bullying  
[https://www.theepochtimes.com/ceos-start-to-push-back-against-woke-employee-bullying\\_4545883.html](https://www.theepochtimes.com/ceos-start-to-push-back-against-woke-employee-bullying_4545883.html)



Is the Woke Corporate 'Worm' Finally Turning?

[https://www.realclearmarkets.com/articles/2022/05/20/is\\_the\\_woke\\_corporate\\_worm\\_finally\\_turning\\_833327.html](https://www.realclearmarkets.com/articles/2022/05/20/is_the_woke_corporate_worm_finally_turning_833327.html)

BIG Win For Abbott: Texas A&M To Remove DEI Statements From Hiring Practices

<https://www.blabber.buzz/conservative-news/1047194-big-win-for-abbott-texas-a-m-to-remove-dei-statements-from-hiring-practices>

The anti-ESG backlash has begun <https://unherd.com/thepost/the-anti-esg-backlash-has-begun/>

### Other Critical Resources to Battle Wokeism

Stop Corporate Tyranny <https://stopcorporatetyranny.org>

National Center <https://nationalcenter.org/>

Free Enterprise Project <https://nationalcenter.org/programs/free-enterprise-project/>

Second Vote <https://www.2ndvotefunds.com>

Dictatorship of Woke Capital

[https://www.amazon.com/Dictatorship-Woke-Capital-Political-Correctness/dp/1641771429/ref=tmm\\_hrd\\_swatch\\_0?\\_encoding=UTF8&qid=&sr=](https://www.amazon.com/Dictatorship-Woke-Capital-Political-Correctness/dp/1641771429/ref=tmm_hrd_swatch_0?_encoding=UTF8&qid=&sr=)

Woke, Inc. <https://www.amazon.com/Woke-Inc-Corporate-Americas-Justice/dp/1546090789>

Shareholder Equity <https://shareholderequity.org/>

Influence Watch <https://www.influencewatch.org/hub/esg-activism/>

### Action Steps

Contacting Senators <https://www.senate.gov/senators/senators-contact.htm>

Contacting House Representatives <https://www.house.gov/representatives/find-your-representative>

If you're conservative, you need to be careful where you put your money

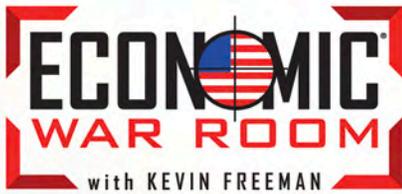
<https://www.wnd.com/2022/07/conservative-need-careful-put-money/>

### About LSV Investing and the NSIC

<https://www.nsic.org/>

Akov Freedom Scholarship for National Security Investment Consultant Institute (NSIC) Advisor Training Program

<https://diamondmindfoundation.org/scholarship/scholarship>



# ECONOMIC BATTLE PLAN™

## TYRANNY OF THE WOKE REGIME **6.231**

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[Economic Battle Plan™ points: 97]

Pentagon 'Matchmakers' Aim to Keep US Tech Firms from Taking Chinese Money <https://www.defenseone.com/technology/2019/05/pentagon-matchmakers-aim-keep-tech-firms-taking-chinese-money/156944/>

Pentagon seeking patriotic investors to fund American small drones <https://www.cnn.com/2019/08/26/politics/pentagon-american-drones-investors/index.html>

Put America's National Security First, Not Investments in China's Threat to It <https://www.centerforsecuritypolicy.org/2019/08/27/put-americas-national-security-first-not-investments-in-chinas-threat-to-it/>

To counter China, Pentagon wants to create patriotic investors <https://www.defensenews.com/pentagon/2019/05/10/to-counter-china-pentagon-wants-to-create-patriotic-investors/>

Pentagon Wary of Adversaries Buying Defense Firms Amid Economic Crisis <https://breakingdefense.com/2020/04/pentagon-wary-of-adversaries-buying-defense-firms-amid-economic-crisis/>

Ellen Lord Warns of Economic Warfare During Pandemic <https://www.afcea.org/content/ellen-lord-warns-economic-warfare-during-pandemic>

The Doolittle Institute: An Air Force Research Laboratory Innovation Institute <https://doolittleinstitute.org/>

American businesses have the power to change China's behavior. Time to step up. <https://www.washingtonpost.com/opinions/2020/07/03/american-businesses-have-power-change-chinas-behavior-time-step-up/#comments-wrapper>

Why ESG Is a Train Wreck and the LSV Investment Solution [https://www.realclearenergy.org/video/2021/09/08/why\\_esg\\_is\\_a\\_train\\_wreck\\_waiting\\_to\\_happen\\_and\\_the\\_lsv\\_investment\\_solution\\_793521.html](https://www.realclearenergy.org/video/2021/09/08/why_esg_is_a_train_wreck_waiting_to_happen_and_the_lsv_investment_solution_793521.html)

Invest in Liberty, Security, and Values, Not ESG: Freeman [https://www.ntd.com/invest-in-liberty-security-and-values-not-esg-freeman\\_823857.html](https://www.ntd.com/invest-in-liberty-security-and-values-not-esg-freeman_823857.html)

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