

# The 7-Step Protocol

This is the sequence. This is how you turn a traumatized, risk-averse electorate into a disciplined force capable of building transformative power.

**Skip a step and you retraumatize people.** Reverse the order and you build a therapy circle, not a movement.

Each step has been stress-tested against the four adversarial voices. Each has been rebuilt to survive contact with real organizing conditions. This isn't theory—this is the operational manual for movements that actually win.

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## Why This Order Matters

You cannot regulate a nervous system that is still being actively assaulted. You cannot heat water in a container with no walls. You cannot ask people to grieve an old world until they trust the new one will protect them.

**This sequence is not ideology—it is polyvagal reality, trauma-informed organizing, and hard-won battlefield lessons.**

The Machiavellian says we need fear, greed, and hatred. Fine. We'll weaponize them—but aim them at oligarchs, not immigrants.

The Populist says we need to stop condescending. Fine. We'll lead with fierce protection and dignity, not pity.

The Integral Purist says we need to honor all stages. Fine. We'll design policies that speak to Blue, Orange, and Red—not just Green dressed up.

The Somatic Realist says we can't open grief portals without containers. Fine. We'll build power first, then hold the space for transformation.

**Every step below addresses at least one of those critiques.**

Let's begin.

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## Step 6.1: Stop the Bleeding First — Power as the Primary Trauma Intervention

### The Core Principle

**You cannot heal a trauma while the blow is still landing.**

Asking people to "do their inner work" while private equity is still looting their community, while ICE raids are still separating families, while medical debt is still bankrupting households—that's not healing. That's spiritual bypassing.

**Political power is the first somatic intervention.** Victory is the medicine.

The most effective nervous system regulator for a terrified worker is not a breathing exercise—it is a union contract that guarantees they can't be fired at will.

The most effective intervention for a family drowning in debt is not a meditation app—it is the

removal of the debt itself.

When a tenant union wins a rent control battle and families don't have to choose between food and housing—that's the moment the nervous system learns "the threat can be defeated."

When a community stops a pipeline and protects their water supply—that's the moment the body registers "we have agency."

When workers strike and win a contract that doubles their wages—that's the moment freeze becomes fight becomes *victory*.

**These wins create the container.** They prove that organizing works, that solidarity is real, that the system can be beaten. Only inside that new reality—where people have tasted power and felt the rush of collective efficacy—do the deeper practices become possible.

Only after you've stopped the bleeding can you clean the wound.

Only after you've secured the perimeter can you gather around the fire.

## What It Looks Like When It Works

**Chicago's "Migra Watch" (2025):** Diego Morales trains 300-400 people at a time to serve as neighborhood sentries. When ICE vehicles appear, whistles blow, livestreams start, human barriers form. In October 2025, when ICE entered the Pilsen neighborhood, residents organically formed a massive caravan and chased them out. No violence. Just overwhelming numbers and fierce protection.

**Result:** Deportations in that neighborhood dropped to near zero. The community's nervous system shifted from "we are hunted" to "we can defend ourselves."

**Kansas City Tenant Union + DSA Eviction Defense (2023-2025):** When landlords file evictions, the union mobilizes. Lawyers show up to court. Neighbors pack the courtroom. If the eviction proceeds, dozens of people physically blockade the property, making the sheriff's job politically and logically impossible.

**Result:** 80% of targeted evictions stopped or delayed long enough for tenants to secure emergency funds. Families stayed in their homes. The message: "We protect our own."

**United Teachers Los Angeles Strike (2019):** 30,000 teachers walked out for six days. They didn't just demand higher wages—they demanded nurses in every school, smaller class sizes, and a cap on charter school expansion. The city tried to wait them out. The teachers held.

**Result:** They won. All of it. \$2 billion in new school funding, nurses in every school, class size reductions. And crucially: every teacher who participated learned "when we fight together, we win."

## What It Looks Like When It Fails

**Occupy Wall Street (2011):** Massive energy. Powerful symbolism ("We are the 99%"). Clear enemy (Wall Street). But no concrete demands, no organizational structure to sustain momentum, no material wins to point to.

**Result:** Dissolved within months. Participants burned out. The movement became a cautionary tale about the limits of pure symbolic action.

**Why it failed:** They tried to build a new world in the cracks of the old one without first stopping the machinery that was crushing them. No power was seized. No bleeding was stopped. Just radical consciousness-raising in a park until the police swept it away.

**Standing Rock (2016-2017):** Indigenous-led water protectors held the line for months against a pipeline. Massive solidarity. Beautiful ritual and ceremony. But ultimately, the pipeline was built. Protesters faced felony charges. The trauma was immense.

**Why it failed (partially):** They built a powerful container and opened deep grief portals—but they didn't have the *political* power to actually stop the pipeline. The ritual was profound, but it couldn't substitute for the levers of power (courts, capital, political pressure) that could have halted construction.

**The lesson:** Ceremony without power is beautiful and ultimately futile. Power without ceremony is brutal and unsustainable. You need both, but power comes first.

## The Pitfall to Avoid

### "Organizing as Therapy"

The biggest mistake progressive movements make is treating organizing as a healing practice first and a power-building practice second.

#### What this looks like:

- Endless meetings to "process feelings" before taking action
- Prioritizing "inclusive process" over strategic efficacy
- Focusing on "personal growth" and "consciousness raising" instead of winning concrete battles
- Celebrating "brave conversations" and "speaking truth to power" as if they were victories

**Why it fails:** You're asking people to be vulnerable and open their wounds while they're still under assault. That's retraumatization, not healing.

#### The correct sequence:

1. Identify a specific, winnable fight
2. Build power to win it
3. Win it
4. Let people feel the victory in their bodies
5. *Then* create space for processing, reflection, and deeper transformation

## Exercise You Can Do This Week

### The "Stop One Bleeding" Sprint

**Goal:** Win one small, concrete victory in the next 30 days.

#### How:

1. **Identify the most acute harm in your community right now.** One eviction. One wage theft case. One family facing deportation. One student facing suspension. Pick *one*.
2. **Assess if you can actually win.** Do you have the numbers, the leverage, the legal support? If no, pick a smaller fight.
3. **Mobilize everything you have.** Call in every favor. Pack the hearing. Show up in numbers. Make it more costly for them to proceed than to back down.
4. **Win or extract a compromise.** Even a delay is a win if it buys time.
5. **Celebrate publicly.** Let everyone know: "We fought. We won. They tried to stop us. We were stronger."

#### Debrief:

- How did it feel to win something concrete?
- What changed in your group's energy after tasting victory?
- What capacity did you discover you didn't know you had?

### Inoculation: Responding to the Somatic Realist

Voice 4 warned us:

"You cannot titrate trauma with mutual-aid circles while private equity is still strip-mining communities. Power first. Always."

**She was right.** This step exists because of her critique. We flipped the sequence.

We're not asking people to heal so they can organize. We're saying **organizing is the healing**. The act of collectively fighting back and winning—that's what resets the nervous system from "I am helpless" to "I am powerful."

Therapy has its place. But it comes *after* you've proven that the threat can be defeated.

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## Step 6.2: Build the Megaphone — Media Infrastructure as Movement Power

### Why This Order Matters

You've won your first battle. The bleeding has stopped, at least in one specific place. People have tasted victory. Their nervous systems are beginning to shift from freeze to fight.

#### **Now you need to broadcast that signal.**

If a tree falls in the forest and no one hears it, it doesn't inspire other trees to fall. If you win an eviction defense and no one outside your immediate circle knows about it, you don't build momentum.

**The Right understands this viscerally.** They've spent 40+ years building a decentralized media ecosystem—talk radio, Fox News, Sinclair Broadcasting, podcasts, YouTube channels, X/Twitter armies—that acts as a constant feedback loop validating their tribe's identity and amplifying their wins.

**The Left has relied on "mainstream media" (which is dying) and "cultural institutions" (which are distrusted).** We have no parallel transmission network.

**You cannot win with better policies whispered in a vacuum.** You need a megaphone loud enough to override the fear frequency.

### The Core Principle

**Media infrastructure is not a nice-to-have. It's load-bearing infrastructure for the movement.**

Every major social movement that succeeded had its own media apparatus:

- **Labor movement:** Union newspapers in every major city, radio programs
- **Civil Rights movement:** Black-owned newspapers, churches as communication hubs, strategic use of TV news
- **LGBTQ+ movement:** Gay press, zines, eventually control of cultural production

#### **Today's equivalent:**

- Podcasts and YouTube channels
- Substacks and independent news sites
- Union newsletters and community broadsheets
- TikTok and Instagram for rapid response
- Local community radio
- Democratic ownership of social media alternatives

**The goal:** Create a nervous system for the movement where information flows fast, victories are celebrated widely, and people feel connected to something larger than their local fight.

## What It Looks Like When It Works

**Chapo Trap House → Electoral Wins (2016-2020):** A single podcast, started by a few Brooklyn leftists, grew to 200,000+ subscribers generating \$3+ million annually. They used that money to directly fund progressive campaigns, raise awareness about DSA candidates, and shift the Overton window on democratic socialism.

**Result:** The podcast became a cultural force that made socialism cool again for a generation. It didn't just report on the movement—it was the movement's nervous system.

**Breaking Points (2021-present):** Krystal Ball and Saagar Enjeti left corporate media to start an independent news show. Within two years, they had millions of subscribers and were breaking stories the mainstream ignored. Their populist, anti-establishment framing reached working-class voters across the political spectrum.

**Result:** Proof that independent media can compete with corporate outlets if the content is compelling and the framing resonates.

**More Perfect Union (2020-present):** Labor-focused media outlet producing slick, shareable videos about strikes, union campaigns, and worker power. Videos regularly hit millions of views. Funded by small donors and unions.

**Result:** Shifted the narrative around labor from "unions are obsolete" to "the labor movement is resurgent and cool."

## What It Looks Like When It Fails

### The "Preaching to the Choir" Problem:

Most progressive media outlets speak only to people who already agree. They use insider jargon, assume shared values, and optimize for moral righteousness rather than persuasion.

**Result:** High engagement from the base, zero penetration into swing voters or the unconvincing.

### The "No Infrastructure" Problem:

A campaign goes viral on Twitter. 50,000 people retweet it. Then... nothing. There's no newsletter to capture emails, no podcast to keep people engaged, no local organizing structure to channel that energy into action.

**Result:** The energy dissipates. People feel good for a day, then move on.

## Budget Templates: You Can Actually Afford This

### Tier 1: Bare-Bones Podcast Setup (\$800-\$1,500)

- 2x USB microphones (Audio-Technica ATR2100): \$160
- Audio interface (Focusrite Scarlett 2i2): \$180
- Headphones: \$100
- Pop filters and mic stands: \$80
- Editing software (Audacity is free, or Adobe Audition): \$0-\$20/month
- Hosting (Buzzsprout, Libsyn): \$12-\$20/month
- Basic website (Squarespace): \$16/month

**You can launch a listenable podcast for under \$1,000 upfront, \$50/month ongoing.**

### Tier 2: Video Studio (\$3,000-\$5,000)

- Camera (Canon M50 or similar): \$600-\$800
- Lighting kit (softboxes): \$200
- Backdrop or green screen: \$100

- Audio setup (from Tier 1): \$800
- Video editing software (DaVinci Resolve is free): \$0
- YouTube channel: Free
- Streaming software (OBS): Free

**You can launch a decent video channel for \$3,000-\$5,000.**

#### **Tier 3: Local Newsroom/Media Co-op (\$15,000-\$25,000/year)**

- Pay 1-2 part-time journalists/producers: \$12,000-\$18,000/year
- Equipment (Tier 2): \$5,000
- Web hosting, design, subscriptions: \$2,000/year
- Misc (travel, office, etc.): \$3,000/year

**You can run a real, hyperlocal news operation for \$15k-\$25k/year.**

### **The Right-Wing Investment Comparison**

**Conservative media ecosystem build (1990-2020):** Approximately \$2-3 billion (adjusted for inflation) invested in:

- Fox News launch and growth
- Talk radio network (Rush Limbaugh, Sean Hannity, etc.)
- Think tanks (Heritage, AEI, Cato)
- Online outlets (Daily Wire, PragerU, Turning Point USA)

**Progressive/Left equivalent investment:** ~5-10% of that, scattered across dozens of uncoordinated outlets.

**The gap is the problem.** We're trying to win an information war with a fraction of the firepower.

### **How to Build Your Local Megaphone**

#### **Step 1: Start with What You Can Actually Do**

Don't aim for "the next Pod Save America." Start with:

- A monthly newsletter updating your community on wins, upcoming actions, and stories the local news ignores
- A simple podcast interviewing local organizers, workers, and community leaders
- A social media account that shares victories, rapid responses, and calls to action

#### **Step 2: Focus on Wins and Stories, Not Theory**

Nobody wants to listen to you read Gramsci. They want:

- "We stopped the eviction—here's how we did it"
- "This worker got screwed by wage theft—here's how we got their money back"
- "The city council tried to cut library funding—here's how we packed the meeting and won"

**Tell stories. Show power. Celebrate wins.**

#### **Step 3: Cross-Pollinate and Aggregate**

Link to other movement media. Share their content. Build a network, not a silo. The goal is to create a *distributed nervous system* where information flows between nodes.

#### **Step 4: Invest as You Grow**

Start with free tools. As you gain subscribers/listeners, ask for \$5/month memberships. Reinvest that money into better equipment, paying contributors, and expanding reach.

**A successful movement media outlet should aim to be self-sustaining within 2-3 years.**

## Exercise You Can Do This Week

### The "Launch Your Signal" Sprint

**Goal:** Create one piece of media about your recent win (from Step 6.1) and distribute it widely.

**How:**

1. **Pick your format:** A 3-minute video, a 500-word article, a 5-minute podcast episode, or a photo essay.
2. **Tell the story:** What was the problem? What did you do? What did you win? How did it feel?
3. **Post it everywhere:** Email it to your list. Post it on social media. Share it with allied organizations. Submit it to local news outlets.
4. **Track engagement:** How many people saw it? How many shared it? What feedback did you get?

**Debrief:**

- Was it easier or harder than you expected?
- What resonated most with people?
- How can you make this a regular practice?

### Inoculation: Responding to the Machiavellian

Voice 1 said:

"You have zero discussion of money, media spend, or voter-file targeting. You're pretending it's 1996."

**He was right.** Progressive movements lose because we're outgunned in the information war.

But here's what he missed: **You don't need Fox News money to build effective movement media.** You need:

- Consistency (weekly output, not one-off viral moments)
- Stories people actually care about (wins, injustices, real humans)
- Distribution strategy (cross-posting, partnerships, email lists)

**We're not trying to compete with CNN. We're trying to build a trusted information source for our communities.** That's doable on a shoestring if you're disciplined.

The Right spent billions. We can start with thousands and grow strategically.

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### Facilitator's Guide: Steps 6.1 & 6.2

**Time:** 2 hours total (1 hour per step)

**Materials:** Whiteboards, case study handouts, laptops for media exercise

**Structure for Step 6.1:**

1. (15 min) Lecture: Why power is the first intervention
2. (20 min) Case study analysis: Pick one win and one failure, dissect why
3. (20 min) Exercise: "Stop One Bleeding" planning
4. (5 min) Debrief

**Structure for Step 6.2:**

1. (15 min) Lecture: Why media infrastructure matters

2. (15 min) Budget breakdown and right-wing comparison
3. (25 min) Exercise: "Launch Your Signal" workshop
4. (5 min) Debrief

**Discussion Questions:**

- What's the most acute harm in our community we could address this month?
- What media do people in our community actually consume? How do we meet them there?
- What's stopping us from starting a podcast/newsletter/video channel this week?

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**Next up:** Steps 6.3 (Heat the Water) and 6.4 (Build the Slipway). Ready to continue?