



# HOW TO CREATE A MOVEMENT

WE NEED YOU TO CHANGE THE WORLD

THE FREE E-BOOK

BY

EVERETT BOGUE

# Introduction

My number one question I receive lately has been:

“How can I make money online?”

The readers at my blog, Far Beyond The Stars, are justified in asking this question of me. In a remarkably short amount of time, I’ve turned my blog into a full-time income stream.

This has excited me to no end, and I’ve made no effort of hiding the fact that I’m surviving off the income generated by my writing.

The question, “How can I make money online?” is the wrong one to ask though. My objective has never been to make money. It’s a nice by-product, because eating is one of my favorite things to do. However, money has never been the focus of the work.

The answer to how I created a full-time living online is simple: I created a movement.

You need to create a movement too.

This is how a movement is made.

# The leader

A movement is created by a leader. This individual is the one that commands the idea and leads the people to change. He focuses attention, speaks truth when it is needed, solves problems when they arise, and makes the difficult choices that appear in the creation of any movement.

This leader is you.





# The idea

The idea is the most important part of any movement.

As hard as it may seem, you have to pick one actual idea and stick with it. Many people who set out to create movements skip this step, and that's why their movements either don't lift off the ground or fail.

There's a belief that we have to make our idea apply to the broadest swath of the population as possible. This belief has been embedded into our psyches by years of education, work, and socialization. It is the opposite of the truth.

An idea must be focused, it must be powerful, it must be specific, it must be simple enough to understand in one sentence.

Anyone who sees your movement must be able to make up their mind as to whether they're inspired to join, or if they are too afraid to understand you, in less than 10 seconds.

And most important, it must leave people out. Not everyone can join your movement, and you don't want them too. If your idea is broad enough to apply to everyone, it's also too broad to have any meaning.

The idea behind my movement is very simple:

Through a minimalist lifestyle, you can live and work from anywhere.

# Believe in something

You need to believe in an ideal that is greater than you in order to inspire people to join your movement.

Whether this is to bring about change, the next big thing, or a better world, it doesn't matter as long as the idea is worth fighting for.

Mundane or boring ideas don't create movements. Ideas that have settled down in suburbia don't create movements. Ideas with all of their edges filed off don't create movements.

Your idea must have the power to make someone hear your message and start dreaming about change. Only then will you make a movement.

# Help people

A movement has to have some benefit to the followers. If there is no benefit, there's no reason to show up every morning.

There are a number of ways you can help, but every leader will have a different way of helping. Teach something, promise to change the world, provide a sense of belonging, give people a place to interact and do their work better. There are of course countless other ideas, it will depend on what you're passionate about providing.

You must provide something though, or there is no reason for a movement to exist.

# The second follower

A leader has to cultivate a group of followers in order to grow his movement. Derek Sivers believes that the [second follower](#) is the most important one you will ever have.

The beginning of a movement is a dark, slow, and quiet period. It will seem like you're standing on a street corner shouting into oblivion. Then someone will come along who believes in you.

This is your first follower. But then someone will come along who believes in them. That person is your focus. You must be supportive of the people who follow the people who follow you.

You + 1st follower + 2nd follower = movement.



# The first 100

Concentrate on your first 100 followers, as they are the most important. You cannot relate to more than 150 people, according to Dunbar's law. This is the way we evolved as hunter-gatherers. When our tribes grew bigger than this, they split into two tribes.

Dunbar's Law is true, and to ignore this fact is movement suicide.

Give up the idea that you can relate to and communicate with everyone. You cannot. Focus on the most important 100, these people are your [Tribe](#). They can rotate as people move in and out of your circle.

If you can find 100 people to believe in your movement, and these people have the ability to harness the power of second followers, nothing can stop you.



# Existing architecture

Use the tools that you have available to you. So many people insist on creating movements with the resources they had in the 1980s.

A lot has changed since the 1980s, there is now this lovely little thing that connects us all called The Internet. Your movement can exist without it, but it won't grow beyond a small group of people.

A small group of people shouting at each other in a room isn't a movement, it's sad.

I don't care which tools you use to create your movement, they will be different for every movement, however you must use them.

I suggest starting with a blog or a newsletter. These mediums are free and distribute information very effectively.

# Permission

If someone wants to quit your movement, you have to let them leave with your blessing.

Frantically holding onto followers will leave you with a handful of very scared people. Fear doesn't make a movement, inspiration does.

Make it easy to leave your movement. Maybe this is an unsubscribe button. Maybe this allowing people to not show up for the rally. It doesn't matter. Just don't take it personally when someone decides not to come.

You have to trust that they left for the right reasons and that someone else will take their place.



# Isolation

A leader has to step out of the fray once in a while to collect his thoughts. He does this by not checking email, not taking phone calls, not going to meetings. When you have 100 followers, you can hope to converse with them all. When you have 1000, there is no longer any hope.

You have to simplify in order to survive. You'll burn out if you don't take a step back.

The message of your movement needs to rest on a scalable communications medium. One of the best ways to do this is by establishing a blog. With a blog you can communicate to an unlimited amount of people, and the ones who are interested can reply to you.

# Failure is not an option

Make it clear to your followers that you don't intend to fail.

Don't show fear. Don't show hesitation. You are the leader, and they expect you to lead.

Don't apologize if you don't show up for a week: instead, show up. If you take a break from your movement before it is ready, the momentum will die faster than you can blink.

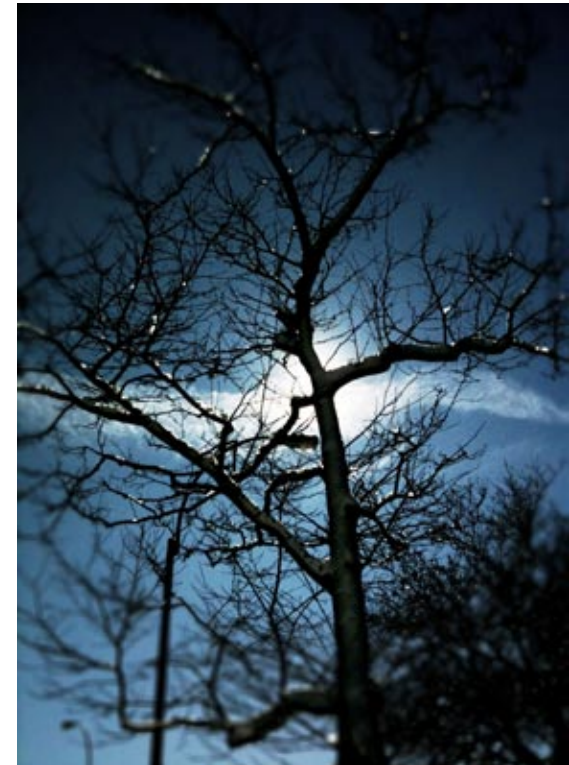
If you do have to take a break, make sure that no one notices you are gone.

# The critics

There will always be haters, dissenters, and stupid people. Don't listen to them, they don't know what they're talking about.

A critic is fueled by the thought of what they might have been if they had just had the guts to try to become something.

Don't waste time arguing with someone who won't change their minds. It's not your job to change minds, it's your job to find minds that want to change.



# The money

The focus cannot be on the money. If your movement is strong enough, the support will come. That being said, you have to give your followers some way to pay you. If you don't, you'll continue to eat ramen.

One of the biggest mistakes a leader can make is to selflessly lead for years without dropping a Paypal donation button or a product for their followers to use to support them.

You only need 1000 true followers to support your movement.

Your followers need you to lead, and in order to lead full time, you have to be able to pay your rent.



# Freedom

An idea must be free. You can't charge admission to every single event or ask for a donation for every single message.

The internet has brought the price of information to zero. In order to harness that full power, most of your message has to exist at that price point.

Give away everything for free, tell people to spread it as far as they can, and they will.

# Ownership

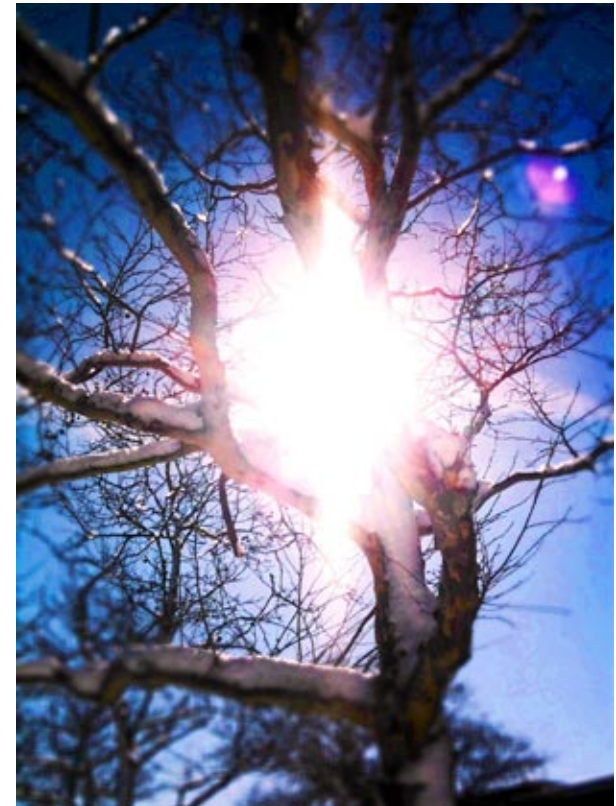
There's a tendency by the leader of a movement to want to have complete control.

You cannot control a movement, a movement is bigger than you. The moment you try to micromanage it, you'll slow or stop it's growth.

If all goes according to plan, your movement will grow to the point that you will never be able to control it anyway. If your message was clear at the beginning, it will remain clear when you have 100,000 followers. It will remain clear when you have 1 million.

Once your movement reaches a certain point, there will be other leaders as well. You cannot fight these people, that will destroy your movement. You have to learn to give up elements of control to the people who support you.

If you allow this process to function naturally, the momentum of all of these voices will carry you and your idea along with them.



# This is bigger than us

Eventually your movement will become so big that you don't matter anymore. The momentum will continue whether you're alive or dead. Whether you're present or sleeping. Your base will need only minor support here and there.

You hit the tipping point, and there is no going back.

Congratulations, you've created a movement.

At this stage, you can sit back and observe. Watch the young leaders interacting with each other. Watch as new ideas are born and create movements of their own.

If you've relinquished enough control, and you've given the people a way to support, you won't have to do much of anything.

Now you're free to create another movement.

# Share this e-book

This is a free e-book, and I want you to send it to as many people as possible because this idea is bigger than you and me.

Here is a [permalink to the e-book download page](#).

To create a movement is one of the most powerful acts that any individual can make. It's easier than ever to succeed.

If you enjoyed this manifesto:

- Email it to as many people as you can.
- Post it on your blog.
- Retweet it on Twitter.
- Print out copies and leave them at your local coffee shop.

There are many other options, the choice is yours.

Special thanks to [Chris O'Byrne](#) for his editing expertise.

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Don't do sketchy things. Do create movements. Thank you.

# About Everett Bogue

Everett Bogue is the leader of a movement at [Far Beyond The Stars](#).

He is the author of *[The Art of Being Minimalist](#)*.

He lives with less than 100 things, he lives and works from anywhere.

