



# Corona kills woke - and 9 useful, positive conclusions for yourself

WORKING PAPER, V1.0  
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- Why the coronavirus crisis is killing off woke culture.
- The steps you should take to benefit personally from these coming changes.
- How to approach these developments with the right mindset.

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# INTRODUCTION



Dear reader,

No one has any doubts that the coronavirus crisis will bring significant and lasting changes to Western society and politics.

Few dare to speak about one obvious aspect, though.

The virus is going to obliterate almost everything the "woke" hold dearly; not the least because it shows just how ridiculous their positions are.

It's not a moment too soon for that to happen.

Even better, you can draw from it a number of useful, productive conclusions for your own life.

## **Who are the "woke"?**

The woke, in case you didn't

know, are an extremely vocal subset of society who search for things to take offence at. Wokeness (and wokeism) is the bastard child of political correctness, and it's even more toxic than political correctness culture.

The Urban Dictionary defines woke as *"the act of being very pretentious about how much you care about social issues."*

Describing a group of people based on a single term is always asking for trouble. Generalisations are by definition just that, and exceptions make the rule. However, for the sake of defining an overall direction of travel, it is not that difficult to narrow it down.

Terms that are closely related to

wokeness are "progressive", "liberalism", and "left-wing". These terms are all cousins of each other. Where one stops, and the other one begins, is fluid in the eyes of most people who are not themselves part of these different strands of ideology.

It's not entirely unreasonable to use them all interchangeably. I picked "woke" for the headline because the term has in recent months already started to become the butt of thoroughly deserved jokes. But I could have just as well chosen any one of the other terms.

The wokerati have run riot in Western media, politics, and education – and few did anything against it. That didn't come as a surprise, because bullying and intimidating those who speak out against it has always been part of the woke culture.

For example, the wokerati perfected the concept of "[cancel culture](#)". This term refers to their policy of having anyone who speaks out about them thrown off social media platforms, shamed in corporate media, or fired from their jobs. They, in turn, are extremely vocal and will never hesitate to rub their views in your face.

Since the coronavirus broke out, the favourite pet subjects of the woke have largely disappeared from public debate. It's been a pleasant change. Perversely, the West needed a deadly, tragic pandemic to get a reprieve from the culture of woke.

I fully expect it to be a permanent change to public debate and the societal landscape. It is the beginning of a massive shift in the all-permeating culture war that is waging in the West, and I thoroughly welcome it as one of the (few) good outcomes of the coronavirus crisis.

This eBook is going to spell out a lot of things that the woke do not want to see spelt out.

### **Why is this relevant for my blog?**

Who you hang out with, the worldviews you hold, and whose rulebook you follow has a massive impact on every aspect of your life. This includes your career, your business, and your personal life – as well as how all of these factors are interconnected to form your entire experience of going through life.

Would you ever want to be affiliated with a group of people whose views are about to be kicked into the dustbin of history under widespread laughter and applause? Remember that you are a product of the people you spend the most time with. If my perception of ongoing changes is correct, then being too close to the woke from here on will become a significant liability on your life. It was going to happen anyway, but the coronavirus crisis is now accelerating it.

Instead, you want to be seen with the group that is ahead of the curve, and which will come out on top of things.

Now is the time to position yourself for the time after the coronavirus crisis. Being seen with, or spending undue amounts of time with, the woke elements of society do not appear like a winning plan.

This eBook will show you some of the reasons why all this is about to happen. Even more importantly, it will also provide you with concrete, easy-to-follow guidance on how to live a happier, more successful life in the era following the coming collapse of woke culture.

Good times lie ahead! The wokerati will become an irrelevant fringe of society, and you can benefit from it.

### **How to use this eBook**

This eBook is divided into two sections. Depending on your current view and knowledge, you can approach it in two different ways:

- If you already have a good understanding of what the woke do and why their grip on society is about to fail, then skip the first section and focus on the recommendations.
- Else, start with the first part. It will help you understand the context of the recommendations.

Also, watch out for follow-up posts on my website. Unpacking the various issues at play here is difficult because the subject does not lend itself to simple narrative

exposition. This is because understanding why A leads to B requires you to understand C, but understanding C requires that you already understand how A leads to B, etc. It's a deep, rich subject, and this eBook is only beginning to scratch the surface for you.

With all that in mind, I hope you find these two lists and my conclusion useful for yourself.

Best regards



Swen Lorenz

P.S.: My free eBook from November 2019 is still [available on my website](#). Its content relates to parts of this eBook, so it could be worth reading them consecutively.

## **PART 1:**

# **THE WOKE, AND WHY CORONA IS OBLITERATING EVERYTHING THEY HOLD DEARLY**

# CORONA KILLS WOKE, #1: NO BORDERS, NO NATIONS



he most delusional thing I ever heard from the woke was: *"Borders are a 20<sup>th</sup>-century issue."*

I actually heard someone say that last year; in public, and in the presence of serious people.

That was so woke! 🙄

"Open Borders" has always been a euphemism not just for actual open borders, but also for redistributing the wealth of productive, well-organised countries to less productive, less well-organised countries (and woke organisations taking a cut of the transferred goods along the way). Its ultimate aim is to establish a global standard of governance, led by institutions such as the United Nations or (regionally) the EU. As part of that, the concept of national sovereignty was gradually to be watered down, to the point of being abolished. That's neither a secret nor a conspiracy theory; the woke are actually quite open about it, and there is ample source material to read up on it (check [here](#), [here](#), [here](#), and [here](#)). As they say, borders were

supposed to be a thing of the past.

What has happened since is best illustrated by the example of Germany's woke leader, Angela Merkel.

Germany during the 2015 migrant crisis: *"Borders cannot possibly be protected nowadays."*

[Actual Angela Merkel quote](#)

Germany in early March 2020: *"Closing borders is not a solution."*

[Actual Angela Merkel quote](#)

Germany in mid-March 2020: *"Close the f\*\*\*\*\* border!!!!!!"*

I made this one up, but it's what she instructed her country to do.

The woke have long had a propensity to propose naïve and extreme solutions to complex issues, such as immigration. Proposing simple solutions to problems that

were, in reality, multifaceted helped them to rally their dogmatic followers. Instead of a careful evolution of borders and national sovereignty, they wanted a revolution. Open borders, for everyone, everywhere! One world, one people. Simple.

Naivety is forgivable. What's unforgivable is that they deemed anyone who favoured well-protected national borders a Neanderthal. Disagree with Open Borders, and you are racist – that's one of the most important rules in the woke playbook.

Who are the woke and how have they become that way? It's important to understand that wokeism is a decadent choice of a sense of threat that is cut off from anything real. It can only survive in affluent societies, where those with an inclination towards wokeism have the material security to spend their time dreaming up fictitious threats.

Once affluence disappears, so does wokeism. Now that an economic crisis of unprecedented proportions has hit the West, the idea of large-scale redistribution of money to people from other nations has been put on the backburner. When many of your neighbours, friends, and family members face destitution because they have lost their jobs and the economy around you is visibly in freefall, it suddenly makes (almost) everyone realise two eternal truths:

- Money is a limited resource.

- If you need help, then your fellow citizens are the only ones where you stand the slightest chance of getting it.

Corona made it sink in. All of a sudden, even the up-to-now mega-woke World Economic Forum (WEF) promotes national solutions. A WEF video posted on LinkedIn in April 2020 celebrated Denmark's newly adopted concept of: "*Taxpayer money will not be sent overseas*" ([within the EU's legal limits for setting such a policy](#)). Has the virtue-signalling Davos crowd turned "*Denmark First*"? It appears to be going this way.

How times have changed since early March 2020.

You can see similar developments elsewhere. For example, it wasn't long ago that woke US presidential candidates were calling for open borders. Where are these voices now? I follow the US elections closely and have not heard anyone recently saying they wished they had open borders and uncontrolled migrant caravans.

In the UK, one of the wokest voices in media is the *Financial Times*. It's surprising, but the FT has turned into the "pink Guardian" over the past few years, and its articles usually carry reader comments to match. Corona, however, is changing everything. On 4 May 2020, the FT published an article: "[UK should consider border controls, say independent scientists](#)". One of the most liked comments underneath the

article read: *"UK border is a huge problem with tens of thousands arriving every day by air or by car without any controls at all."* Seeing such an article and such a comment get popular on the FT website was unthinkable until recently.

There is a whole swathe of related subjects. For example, if you had one governance system for the entire world, you'd also only have one approach to dealing with the coronavirus. By having different nation states adopting different strategies, everyone can learn what works best. Competition and a diversity of approaches are good things. Nations are much more agile in making decisions and much more aware of local needs. Long live the nation state.

Yesterday's Neanderthalism has proven today's prescience. And masses of people who previously didn't notice, didn't care, or didn't dare to speak up are now fully aware of it.

Corona has killed the open border nonsense. It won't come back for at least a generation or two.

# CORONA KILLS WOKE, #2: THE PLEBS SHOULD "LEARN TO CODE"

**T**he year 2016 saw two major political upheavals. Ever since the woke openly disdained those people who they didn't feel were part of the anointed.

They looked down on people who didn't live in London or San Francisco, and who didn't work in tech or at least for a do-gooder NGO. These were the truckers, bus drivers, fishermen, farmers, or labourers in the rural parts of England or the American flyover country. They were deemed the global losers.

Hillary Clinton called them *"the deplorables"*.

The British wokerati referred to them as *"Little Englanders"*.

[Richard Dawkins wanted them not to have a vote in elections.](#)

The woke commentariat told these supposed losers not to mourn their old jobs in industries that had been decimated by

offshoring jobs to China. Instead, they lectured them to *"[learn to code](#)"*. It was like throwing dirt on people who already had a foot in their grave.

Fast forward to spring 2020, and the global losers are suddenly the ones saving the day.

Truckers kept the food supply lines going.

Bus drivers ensured that nurses were able to get to their job.

Fishermen and farmers helped keep supermarket shelves filled.

People with jobs in manufacturing became critical staff for producing ventilators and personal protection equipment. Relying on Chinese manufacturing, as promoted

by the "One World, One People" wokerati, had just turned out not to have been all that wise after all.

Joe Smith who drives a truck all night to get toilet paper to the supermarket by 6 am is vital to a functioning, healthy society.

Nurses are more important than diversity officers.

Manufacturing is more important than gender historians.

It's now blatantly apparent to everyone.

Those the woke despised the most are now the heroes of the pandemic. They are the people who are generating the economic value keeping us all alive at this time.

The woke don't have the intellectual integrity to admit it, but it's plain for everyone else to see.

This virus is giving everyone a renewed sense of perspective.

# CORONA KILLS WOKE, #3: YOU CAN CHOOSE YOUR GENDER



Nowhere else had the influence of wokeness on popular culture been scarier than in all things relating to gender.

"Gender is a social construct", they shouted.

The woke want you to have a legal right to "self-identify" as any gender you liked.

At one point, uber-woke [Facebook offered the option to choose between 71 different genders](#). It subsequently switched to simply offering you to fill in a field where you define your gender. X chromosomes, Y chromosomes – whatever! Biology doesn't matter anymore; just make it up yourself.

They consider it offensive to say that only women can give birth. In their world, that's deemed transphobic. Woke tech platforms, such as Twitter, [will censor you for saying it](#). Stating biological facts was banned by the woke Speech Police.

If you didn't agree, you were called sexist, bigot, transphobic, etc.

This aggressive sub-movement of wokism had already led to [male prisoners self-identifying as women so that they would be incarcerated in a women-only prison – and then going on to rape female prisoners!](#)

I had been looking forward to the Summer Olympics 2020 in Tokyo. [The entire world was about to see biologically male athletes compete against female athletes](#), courtesy to aggressive woke lobbying. The culture and history of sports were about to be destroyed, and the world was to be the witness. It should have made for a reversal of the debate.

Corona got there quicker.

Out of 35 countries that have reported their coronavirus deaths based on the victims' sex, 33 had a males-to-females death ratio higher than one. [Men are more likely to die of the disease than women, and by](#)

[a large margin.](#)

Maybe gender isn't a social construct, after all?

All the clues are there.

Biology still reigns supreme, and modern-day gender theories are wokerati pap.

# CORONA KILLS WOKE, #4: DO AS THE SCIENTISTS TELL YOU



r years now, we have been told that we must be "*led by The Science*".

"*The Science*" was described as the scientific consensus. Surely, when 97% of scientists agree, it must be right! This was then rapidly reshaped into dogma, and efficiently perpetuated in a quasi-religious manner by corporate media and government funding decisions; much of which was controlled by the foot soldiers of wokeism.

If you disagreed with "*The Science*", you were a "*denier*". This is a term the woke-rati purposefully based on the "*Holocaust denier*" label to give it an extra punch. As such, you deserved to be shamed, fired, censored, blocked and cast out of polite society. Corporate media and scientific publications shunned you.

During the coronavirus crisis, all of this was taken yet a level further. We have just witnessed the woke lifting "*The Science*" to the Olymp:

- Dr Anthony Fauci, who has served as a government bureaucrat since medieval times, temporarily became the de facto President of the US.
- British politicians viewed the advice of one particular scientist from the Imperial College, Professor Neil Ferguson, as God-given truth. His work is widely credited as having led to the global lockdown, which is why he is often called "Prof. Lockdown".
- Germany effectively disabled its constitution (*Grundgesetz*), because scientists at the government-funded *Robert Koch Institute* said so.

This wasn't a new trend, but one that had unfolded over the past few decades. Politicians switched to focus on the more performative aspects of politics, and instead let "*The Science*" make decisions. Combine such an approach with a compliant main-

stream media, and you end up with public debate getting abandoned in favour of meetings among small handfuls of unelected technocrats.

Corona has just demonstrated that this approach is nonsense and dangerous. It's now out there for everyone to see, and it is going to change the landscape.

We are lucky that it happened. The power given to *"The Science"* in recent years was primarily based on that one scientific subject where the ultimate evidence was out by a few decades (so-called man-made climate change, of course). Nothing could ever be disproven because everything was still decades away. That's why this technocratic system could have stayed with us for decades.

Corona yielded visible, measurable results incredibly quickly and in aspects of life that are immediately relevant to just about anyone.

Within just a few weeks, the population witnessed how countless supposed scientific facts fell apart:

- Ventilators turned out not to be the ultimate saviour, [but could even be a killer](#) if used too hastily ([and there are now so many ventilators that they aren't even used](#)).
- Computer models were off by a factor of 10, 20, or 50.

- Issues that not one of the chosen experts had anticipated at all transpired to be significant factors. [For example, obesity turned out to be the biggest risk factor for coronavirus patients under the age of 50.](#)

Never before in living history has *"The Science"* been proven to be so wrong (or at least so incomplete, hasty, ill-considered) in so many ways and by such a wide margin.

No one should blame scientists for that. Science can never provide a grand tome that gets everything right. That's not how science works. It is a process trying to draw together tentative conclusions driven by experiment and observation.

Scientists specialised in a single subject should never have the burden placed on them of making all-permeating policy decisions. The world is a complex system, and putting an epidemiologist in charge of everything can never be the answer. It's asking them to do things beyond their knowledge. (What sort of character it takes for someone like Prof. Ferguson to accept – or even seek – such a role is worthy of a separate discussion.)

If you hear a politician (or a pressure group) say *"We are following The Science"*, then you can leave that conversation right there. What they are really saying is: *"We have picked a few titbits from science that suits our political agenda. To ensure we get to push through our goals, we are now using*

*that to make everyone else shut up. If you don't, we will publicly label you a "denier" or a "lover of death", and you will get expelled from public life."*

It's the modern-day version of saying: *"Listen to us, you peasants! Now, get on board the boxcar. It is taking you to a better life."*

The woke-rati approach to weaponising science for political gain is coming to a rapid end. Following the disastrous results that *"The Science"* has led to during the coronavirus crisis (and that became more visible by the day while I was writing this eBook), the majority of the public is going to push for a return to how science was used in the past:

- Sceptical questioning of each claim and without limits to what can be challenged. Science has to be an open marketplace of ideas in which any and all opposing strategies can be fiercely debated. Individual scientists (or groups of scientists) must not be allowed to abuse their power to stifle ideas that contradict their own for fear their authority (or access to funding) would be toppled.
- No more black-and-white views allowed to drive agendas. Instead, an all-encompassing cost-benefit analysis to establish the best possible trade-off.
- Experts to advise leaders, but not to replace them.

The recent attempt to use *"The Science"* to justify burning down entire economies is likely to have enormous political and societal ramifications once the dust has settled. People will realise that a small group of scientists – whose views were anything but a consensus, but most of whom had been members of the aggressive, activist woke movement – were given the power to place an estimated 3.5bn people under house arrest and destroy trillions of dollars of wealth. In a few months, we will likely see the evidence that the secondary and tertiary deaths (from lack of treatment of other illnesses, despair, suicide, abuse, etc.) will surpass the number of deaths directly attributable to coronavirus by a multiple. The first studies about this are already in the making. For example, read the 6 May 2020 article ["Is Lockdown costing more lives than COVID?"](#) by *Critic* magazine. The jury is still out, but the writing for that is already on the wall. Studies about the collateral damage of the lockdown are a matter of time, and it'll be impossible to suppress them.

As a direct result of the coronavirus crisis, I doubt that the people will ever again allow a presumed scientific consensus to wield such power over everyone. The evident failure of computer models created by scientists will also play a significant role in it. Everyone who hasn't lived under a rock in recent weeks will have gotten to read about the [track record of computer models devised by "Prof. Lockdown"](#):

- In 2001, Prof. Ferguson warned the government that 150,000 people could die as a result of the Foot and Mouth outbreak. In the end, 200 people died.
- In 2005, Prof. Ferguson estimated the potential death toll caused by the outbreak of Avian Flu at 200m. The real number was in the low hundreds.
- In 2009, one of Prof. Ferguson's models predicted that 65,000 people could die from Swine Flu. The final figure was below 500.

It's also become obvious to everyone that for each world-leading scientist who has one view, you can just as well find another world-leading scientist who holds an opposing view:

- Prof. Michael Levitt, a Nobel laureate from Stanford University, [concluded that the entire lockdown was a terrible concept to begin with because the data clearly showed it wasn't necessary](#). Prof. Levitt specifically went on the record with criticism of Prof. Ferguson's model.
- John Ioannidis, a professor at Stanford University for disease prevention, said about Prof. Ferguson's work: *"Some of the major assumptions and estimates that are built in the calculations seem to be substantially inflated."*

- [Oxford University had offered a model competing with the view of Prof. Ferguson](#), and it had come to an entirely different conclusion. Their model differed the "consensus" by a factor of 9:1. The woke media wasn't interested in the Oxford estimation, because it didn't fit their established narrative and goals.

Never mind the highly symbolic fact of Professor Ferguson not even following his own advice. He had his married lover, a woke climate activist, [join him for trysts when he was self-isolating](#). The entire world has now witnessed that woke scientism is about: *"One rule for thee, but not for me."* This is a common feature of wokeism. Not only was it there for everyone to see, but it was also directly relevant for everyone's life. That's why corona has such a powerful effect on the woke movement.

Allowing a small activist section of society to determine who deserves to be heard, and who should be censored, cancelled, and cast a "denier", is a dangerous thing. It must never happen again.

Incidentally, the coronavirus crisis will spell the end of the so-called climate change movement. Their approach will never again be taken seriously by anyone but a fringe minority. (Note that I am speaking of the climate change movement, not the issue of climate change; these are two different matters.)

As a result of this health crisis and everything that has been unfolding in plain view during a short period, the West is once again going to develop a proper and very healthy scepticism towards individual science - while celebrating the use of science as a whole!

The wokerati's stranglehold of "*The Science*" is coming to an end.

# CORONA KILLS WOKE, #5: NO IMMIGRANT IS ILLEGAL

It's been all too easy for the wokerati to demand that anyone and everyone should be able to come to Western welfare states and claim the benefits of the established welfare systems and public infrastructure.

If you live in London on the salary of a BBC pundit, the effects of unlimited mass immigration from Third World countries didn't affect you. With a BBC pundit salary, you were able to:

- Live in a predominantly white neighbourhood with low crime.
- Send your kids to private schools.
- Have your health issues taken care of in private hospitals.

Preaching fashionable woke concepts such as "diversity", "inclusion" and "multiculturalism" was easy if you were located in a safe gated community with access to services that the average Joe could not afford. You could adamantly and self-righteously preach how others should live while being isolated from these policies' effects.

Bringing in large numbers of people who are illiterate, not fit for the local job market, and not interested in integrating into local customs inevitably ends with them becoming permanent clients of the welfare state and dependent on the public infrastructure. Finally, something made it clear what it means to be overburdening the public infrastructure and the capacity of the welfare state to provide.

How would you like the following prospect?

- Pay taxes all your life.
- End up in a public hospital at an advanced age.
- Have your machine switched off while watching your hospital help someone who never contributed economically to your country but happens to be younger.

Welcome to the world of open borders, "undocumented migrants", and free healthcare for all.

We are already on the cusp of that becoming reality in Western European healthcare systems.

Just check these media reports:

- ["Doctors in Italy, Spain and Sweden have also been prioritising younger over older patients"](#)
- ["Anyone over 75 is no longer intubated"](#)
- ["In France, they are no longer helping the oldest patients except to die"](#)

The public infrastructure of any country has a limited carrying capacity. Flood a country with too many people who don't contribute, and those who built the system end up suffering when there is a shortage of capacity.

That's simple math. It doesn't take more than basic logic to figure out what comes next. An older person who has paid taxes their entire life will likely become a lower priority to the healthcare system than a person who does not have that country's nationality and has never paid a dime into the system but happens to be younger. If you followed the trajectory of woke lobbying over the past years, you'll know where it's heading. A discussion about this already broke out in Sweden following a

news conference statement by the national health board, but the newspapers who did report about it subsequently took the articles down. No matter how much of an effort goes into wishing the issue away, it won't. Just about anyone I have spoken to recently was well aware of it, but didn't dare to speak up publicly because they feared the woke Speech Police.

The issue may seem far away if you are younger. However, in a world where it could become possible to live to 90, 100 or even older if you have sufficient healthcare, it's a very relevant one. Having the odd additional decade to enjoy your life is worth something, and it's less likely to happen if healthcare capacity is restricted by bureaucrats who deem lifelong taxpayers a lower priority than someone who never contributed a dime but happens to be younger.

Once the coronavirus crisis is dealt with, the public will never again grant power to politicians who unfairly disadvantage their own population for the sake of virtue-signalling about woke immigration strategies. Trying to redefine an "illegal immigrant" as an "undocumented person", as the woke did, will finally get push-back. People proposing to pursue such policies will be seen as deranged extremists on the fringe of society.

# CORONA KILLS WOKE, #6: CELEBRITIES ARE LEADERS



h, the celebrities!

Who doesn't remember their role in recent elections, political campaigns and public debate? [The woke wheeled them out to spread their views of politics and advise you how to vote.](#)

How fast the world has changed.

Following the countless incidences of celebrities posting the most cringe-worthy lockdown material imaginable, the tide has turned for good. The world has now seen them for what they are.

My favourite was the Obamas.

Barrack Obama disrespected the lockdown to go golfing. [He got caught and exposed.](#)

Do they know any shame? No, they don't.

[Two days later, Michelle Obama lectured the public on social media that everyone](#)

[should respect the lockdown.](#)

It made for a beautiful summary of the worldview of the wokerati. One rule for thee, but not for me. And never, ever show any sign of shame.

If you have followed the wokerati for longer, you will know all this already. What's remarkable is how this realisation about woke celebrities has now spread across all factions of society.

[Just watch and enjoy the video "Thank you, celebrities"; which shows ordinary people voicing their gratitude for the lockdown videos posted by celebrities.](#)

It has gone viral, and it makes for a good laugh – just as the celebrities' inane views make for a good laugh when you look at them in broad daylight.

Finally, the tide has turned for good.

We will soon see Hollywood celebrities go back to serving as court jesters. That's where they belong and serve a purpose. Elevating them to political roles, as the wokerati did in their attempt to weaponise their media reach and influence over the young, was always going to turn out a bad idea.

# CORONA KILLS WOKE, #7: EVERYTHING CAN BE FOR FREE (AND THE GOVERNMENT WILL MANAGE IT FOR YOU)



or the wokerati, it's almost a kind of Bible.

[\*"Utopia for Realists - The Case for a Universal Basic Income, Open Borders, and a 15-hour Workweek"\*](#) is a 2014 book with hundreds of glowing reviews on Amazon.

I have heard the woke crowd gush over the content of the book:

- Income for everyone – no questions asked.
- Everything you want, for free.
- The government will provide for you, from now until forever.

Woke culture believed that the West had

unlimited funds.

The problem was that it left unanswered one critical question: Who was going to pay for it all?

Free stuff is never free, it's just paid for by someone else from whom these resources were taken away by force. Eventually, such systems always run out of other peoples' money. That's the Achilles heel of socialism. It always has been and always will be.

The coronavirus crisis has given the Western world a test drive of wokenomics, aka socialism. Previous experiments with wo-

kenomics usually took years or decades to ruin countries; now we have all witnessed its effects in a matter of a few months.

Look at the Western world's economies just three months into the coronavirus crisis. It's a wasteland of irreversible destruction through bad decisions, unsustainable debt-funding to try and cover up the mistakes, and cronyism that is favouring the large corporations and elites who control politicians through lobbyists. The poor will be hit the hardest by all this.

Fancy getting that magnified by a factor of 10?

Then vote for the woke's "*Green New Deal*" the next time you head to the ballot box.

The Green New Deal revolution would be like redoing this global pandemic and economic slump every year from now until 2050. It is the future they plan for you.

Thanks to the pandemic lockdown of society, the public is in a position to judge what the "*Green New Deal*" revolution would look like.

I doubt anyone but an extreme fringe of society will vote for it.

Calls to make everything for free and have the economy managed by bureaucrats will not perform well at the ballot box the next time around. The woke approach to wasting everyone's money and having the government in charge of the economy is

about to go away for a generation (or two).

Thanks for the test drive of wokenomics, corona!

**PART 2:**

**MY**

**RECOMMENDATIONS**

**ON HOW YOU CAN**

**MAKE THE MOST OF**

**THE COMING POST-**

**WOKE ERA**



e are witnessing a defining moment in history.

I'd love to fast-forward and read how history books will treat the coronavirus crisis in twenty years.

One moment should stand out as pivotal, and eventually be recognised as such.

[On 23 January 2020](#), the Chinese locked down Wuhan.

However, [residents from Wuhan were still able to take direct flights to Los Angeles, San Francisco and New York](#) (and never mind taking flights from other Chinese airports).

When the Trump administration closed down travel from China on 31 January 2020, [the woke media and their allies called it a racist, xenophobic move](#).

It made for a rare moment of clarity, whether you noticed it at the time or are now looking back at it. It got a large number of people in the West to dust off their instincts and wake up to the dangers the woke pose to us all. Defending an authoritarian regime that launches a de facto act of war against your fellow citizens isn't going to make the wokerati many friends.

The early part of the coronavirus crisis ri-

vals with few other moments in history, such as the shooting down of a South Korean airliner by the Soviets in 1983. Up to that point, what were the woke of those days still glorified aspects of the Soviet Unions. Finally, there was something that allowed Americans across the spectrum to see the pure evil of the Soviets regime. The inconsistency of woke thinking unravelled in front of everyone's eyes.

Thanks to the coronavirus crisis, people are waking up to the real and present danger to us all by the woke. The woke are painting an image of reality that has nothing to do with the real world, and making decisions off the back of their distorted view of reality puts everyone at risk.

Just like Ronald Reagan took on the Soviets, those who want to preserve Western freedoms and prosperity now need to find a way how to deal with the woke in our midst.

That said, it's also important to realise that you can't keep doing the same thing and expect different results. Given how long the woke movement had survived and how powerful it had become, it's clear that past strategies to deal with them weren't effective.

There is a need to define a new strategy to ensure that the woke do not have influence on our societies, economies, and personal lives anymore.

Equally, few people have a taste for making political fights a part of their daily lives. People who live productive, virtuous lives have better things to do. No one who is in their right mind wants to live in constant conflict with those of their family, friends and colleagues who have not yet wised up to the methods of the woke.

Here are a few easy, conflict-free strategies to help you live a life that is free from the influence (or presence) of the woke, while advancing your business and career, and allowing you to live a blissfully woke-free existence. As a side effect, you'll contribute to pushing the woke to the side and rendering them irrelevant to Western society.

The list is a work in progress, and input from readers is appreciated (I might publish updated versions in the future).

# BEAT THE WOKERATI STRATEGY #1: FOCUS YOUR LIFE ON OPTIMISM AND THE IDEA OF BUILDING THINGS



For entrepreneurs, crises are a gift.

In 2009, a study found that 57% of all Fortune 500 companies had been founded in a recession or bear market. That's all the more remarkable when considering that of all the years since 1855, only 31% counted as down years.

Put another way; if you start a company during a crisis, it's twice as likely that you'll end up building a world-class, global company.

All the unquestionable human tragedy aside, the coronavirus crisis is one heck of an opportunity for would-be entrepreneurs.

Now is the time to get going.

The coronavirus crisis will produce a whole range of new needs and problems. These will be golden opportunities for entrepreneurs who can translate them into products and services that no one had previously thought of.

Some circumstances for setting up your own company have improved massively since this crisis broke out.

Hiring was extremely competitive until February 2020, and start-ups had to offer sky-high wages to attract talent. Now you've got tens of millions of unemployed

who are eager to speak to you about ANY paid work.

Advertising prices will be a lot lower during a recession. Some advertising channels might now accept entirely different propositions, such as a stake in your business in return for a multi-year advertising deal. It's a good time for creative thinking on how to make something happen.

Funding will not be that easily available anymore, but that's an opportunity in disguise. You'll be forced to work harder to make do with your available capital. In the end, you will own a higher stake of your business than if you were able to easily tap outside funding sources.

As a side effect, taking an optimistic stance is one of the most powerful tools for pushing the woke aside. For the woke, apocalypticism is a way of life. They have spent the last few years preaching that Brexit will unleash economic mayhem, racist pogroms, and even a pandemic of super-gonorrhoea. If it's not Brexit that will kill us, it'll be Trump unleashing World War III on us. Or climate change, which certainly will kill all of us within the next ten years. And if you disagree, you suffer from denialism and need to be treated for a psychological disorder. The wokerati resemble the millenarian preachers who are baulking at the imminent arrival of the lightning bolt of final judgement.

Once you have lived through a few woke apocalypses, you realise that it's all a tool

for them to try and gain control over your life and your resources. Don't let these ever-changing fashionable apocalypses of the nervous commentariat and political elite affect your thinking and your decisions.

The world belongs to the optimists and the problem solvers.

The next couple of years will see us deal with the aftermath of the economic destruction the woke brought upon us, and it can be the best training academy you could wish for. The sales you will make will be the hardest of your life. If you need to do fundraising, it will be slow and cumbersome; all the more if you are a first-time founder. You will collect scars from battle. But these are the scars that will make for a great future.

That sums it up.

Go!

# BEAT THE WOKERATI STRATEGY #2: WIN BACK THE TIME THAT CORPORATE MEDIA MADE YOU WASTE

**B**esides coronavirus, another sickness has been permeating Western society recently.

The fear of coronavirus.

Or as I like to call it, Plague TV. Others call it panic porn.

You know the mainstream media has hit a new low when a senior correspondent of *The Times* writes that "[popping out to buy milk might prove as deadly as driving on Kabul's most suicide-bombed road.](#)"

Corporate media has recently been on a manic quest for generating clicks and views at all cost. The advertising income of newspaper has plummeted by up to 50%. To make up for lost advertising income, they decided that no low was too low to sink to when it came to producing sensationalist, clickbait content. They knew

you were bored, and they knew you were scared. By writing the most sensationalist, negative content, they hoped to keep their revenues up and survive a bit longer. There was something about this virus that caused the corporate media to go completely off the rails. Obviously, they have an interest in keeping you under eternal lockdown, because that'll keep you glued to the TV and online news websites. The mainstream media turned into piranhas swimming in a toilet bowl.

Combine that with woke "journalists", who are in reality activists in disguise and who are using this crisis to push their (or their publication's) political agenda. You need to realise that crashing the economy had long been the wet dream of the

woke media crowd, and everyone knows it. Just check back [Bill Maher's 2019 comment about wanting to see the economy crash](#) because he thought it was going to help his woke buddies win an election. The woke commentariat doesn't mind the jobs, livelihoods, and actual lives that are lost, for as long as their agenda and self-interest are satisfied. That's why they have recently been fanning those flames like never before.

Make no mistake about it; the mainstream media played a role in this lockdown that warrants closer investigation when all this is over. CBS and CNN staging scenes shot for their news reporting (and being stupid enough to get caught – check [here](#) and [here](#)) will be remembered by many for a long time. (There are a few exceptions from it, such as the Wall Street Journal, [which has acted as a voice of reason right from the start of the pandemic.](#))

I could come up with a long list of examples why the mainstream media has behaved in ways that are nothing short of despicable. In my books, terrible reporting and clickbait is one thing, but directly contributing to putting lives at risk is another thing. However, you'll probably have your list already.

Their day of being held to account will come. There are already ever-growing calls to stop the BBC's ability to forcefully collect so-called license fees (and similar movements exist in other countries). It won't be long before a majority of people

views certain corporate media outlets as a public health hazard.

The good news is, you don't need to wait for that to unfold. You can easily switch to an alternative that is all-round better for you.

As media expert Mark Pack said in the opening lines of [his book](#): *"I used to read a newspaper every day. Now that I don't, I am better informed."*

The Internet has given us access to content creators who have a more reflective approach, and who work to understand trends and facts.

You can watch long-form interviews with intelligent people where the host lets them finish their train of thought. There is no need for you to expose yourself to the shrill preachiness of woke BBC moderators who interrupt their guests every few seconds (each time they don't stick to the woke-approved narrative).

There are plenty of media channels that respect the intelligence of their audience; you just don't usually find them among corporate media outlets.

Journalists who ask real questions are nowadays mostly found among podcasts, blogs, and similar forms of alternative media. There is a whole world of insightful journalism out there for you to discover. You will find it easy to replace the churnalism (sic) that the corporate media is

spewing out, and you can even save money doing so.

Once you have used alternative sources for a while, you can see much more clearly the weakness of the mainstream media. Mainstream media is the collecting tank for woke grandstanders, and it has become the home of doom-mongering, hysterical, and scientifically illiterate activism.

None of this is of any real use to you, other than satisfying the addictive (but unproductive) craving for sensationalism.

Alternative media is where deep conversations take place.

The sooner you make the switch, the better. Hit that flush button! Now is the time to do it.

# BEAT THE WOKERATI STRATEGY #3: FREE YOURSELF FROM THE LIMITING INFLUENCE OF "EXPERTS"



We are currently witnessing the crash landing of the "cult of experts" (see page 15)

In the case of the coronavirus crisis, it's the folks with computer models that are going to look the worst. Never before have so many models proved so wrong by such a large margin. Once the dust has settled, we'll see experts being put back into the place where they always belong – before the wokerati temporarily elevated them to God-like status.

Here is the only aspect about experts that you need to understand.

Experts exist to advise leaders (politicians, CEOs, company owners, etc.). They are not there to become de-facto leaders or make major decisions. Not because there'd be anything wrong with them *per se*, but because their work and overall approach do

not make them suitable for making the big decisions.

The job of an expert is to deal with known facts and figures from the past. The role of leaders is to deal with debatable principles and an unknown future. The former primarily use their head, and the latter has to use their head and their heart.

To win in life, you need to take calculated risks.

For an expert, to win in their job, it's all about lowering risks.

History is full of examples. There were "experts" who wanted to make peace with Nazi Germany because the odds of fight-

ing Hitler seemed overwhelming. Winston Churchill took a risk and led his people to fight it out – which saved the world.

There is a time to listen to experts, and there is a time to make the decision that you feel is the right one for you.

In your career and in building your business, never let the experts dictate decisions to you.

The experts would have told Steve Jobs that no one needs a phone with a screen.

However, he did rely on the best experts for building the screens.

You get the idea. Follow it in your own life!

# BEAT THE WOKERATI STRATEGY #4: BROADEN YOUR HORIZONS BEYOND BIG TECH

If the wokerati had their way, they – and only they – would determine what information you have access to.

The coronavirus crisis made it easy for everyone to see what consequences it has.

ANY information that challenges the advice of the World Health Organisation? Banned by YouTube. The CEO of YouTube, one woke Susan Wojcicki, even said as much in a television interview: "[Anything that goes against the recommendations of the World Health Organisation is a violation of YouTube policy and will be removed.](#)"

Never mind the questionable past (and present) of WHO. Just watch "[Trust WHO](#)", a 2018 documentary by a multi-award winning German documentary filmmaker. Oh, wait. Banned by Vimeo! You can still watch it on the alternative media channel

I linked to in the name of the documentary.

Censorship of certain viewpoints by (mostly) California-based woke tech companies used to be something that many discarded as irrelevant to them. Surely, it would only affect white supremacists, right? That's what the more naïve long thought was the case. They forgot that governments always start implementing authoritarian measures based on one widely unpopular group, only to then gradually widen its catchment area.

As always when authoritarianism isn't kept in check, it runs rampant. The role of the WHO affects everyone, and it needs to be part of an open public debate. Google

ensorship (Google owns YouTube) now affects everyone – and everyone's life, quite literally.

As with mainstream media, there is a positive, easy solution available to you.

Simply switch to other channels.

Instead of Google, use [DuckDuckGo](#).

Instead of YouTube, watch content on [Bitchute](#).

Instead of using Fakebook (sic), set up a blog and communicate with your friends, family, and followers by email.

I have used the past weeks of the coronavirus lockdown to further reduce my dependence on tech companies that are dominated by woke culture. It's a good rule of thumb to say that any large tech company from California is super-woke. Begin with those.

Don't allow tech companies to have any influence over what you get to read or watch. Your life will be for the better.

It feels empowering once you have left them behind.

# BEAT THE WOKERATI STRATEGY #5: ALLOW YOURSELF AUTHENTICITY WITHOUT LIMITATIONS

**P**olitical correctness, wokeness, censorship.... It's all about controlling you.

Do you know what upsets the wokerati the most?

If you simply ignore them.

Be yourself – live your life. Don't let anyone dictate what you say or think. (Which is what I do by publishing this eBook.)

By being authentic and true to yourself, you banish the woke movement to the dustbin of history. That's where it belongs. Incidentally, following this advice also leads to you having the best possible life.

It's great fun to see the wokerati hate you

for being authentic. Deep down, they will know that they have allowed others to push them into stultifying conformity. The woke are boring as hell. As a matter of fact, they are so dull, that a reality TV show host can win a major election against them without as much as a trial run. The world is so tired of the fake, boring wokerati. Don't be one of them; instead, just be yourself.

Try it out and see what happens when you break out of conventionality. You'll also get to experience how being authentic is modelling a behaviour that allows others to escape the grip of woke culture.

It's green and sunny out here, in the land  
of those who don't allow the woke to have  
any power over them.

# BEAT THE WOKERATI STRATEGY #6: INFORM YOURSELF ABOUT SUSTAINABLE, RESILIENT HEALTHCARE SYSTEMS

If there is ONE piece of advice you action, please make it this one.

Don't be impressed and misled by the belief that free, "inclusive" healthcare systems are the best.

What you need for yourself is a healthcare system that:

- Gives you the broadest possible choice of existing proven treatments.
- Allows you to use experimental treatments, if you are in a life-threatening situation where all known treatments have failed.

- Is financially strong and sustainable. You want your healthcare system to be able to afford the best treatments available, and you want it to be solvent when the time has arrived when you really need it.

Have you ever checked in detail if the healthcare system you are currently under ticks all these three boxes? Would you even know how to find out about it?

Europe, in particular, is currently going through another spell of glorifying univer-

sal healthcare systems. Powerful political and financial interests have been using the coronavirus crisis to promote healthcare systems collectivism. In the UK, the NHS has been given a rainbow-coloured halo. Nobody calls it "the NHS" anymore, it's now "our NHS". Questioning the NHS or its operating model has been turned into heresy – woke-style!

None of this is about the people working in the NHS. It's all about the control of money and power. Don't let yourself be impressed by it.

In a year or two, we might realise that the economic cost of the misguided lockdown has become so large, that eventually there is no more money left to "save the NHS".

You now need to look out for your long-term interest. Where will you find a healthcare system that delivers the three crucial criteria I listed above?

Do you have a thorough understanding of how the performance and sustainability of universal healthcare systems compare to other systems?

If not, do study it. Your life may one day depend on it.

(Or leave the hard work to me. I'll have an eBook about the subject coming out later this year. Its readers will get to learn a few surprising facts.)

Don't allow woke virtue signalling about

"free" healthcare distract you from what matters most. Get informed and act. It's your future!

# BEAT THE WOKERATI STRATEGY #7: PICK FROM THE WIDE VARIETY OF CULTURES AND JURISDICTIONS TO LIVE IN

I t's something my website mentions regularly.

No one forces you to live in the country you are currently living in. (At least not yet. For now, you still have the right to settle elsewhere using legal immigration processes; and you can even renounce your citizenship should you find a better one.)

The coronavirus crisis has been yielding a lot of clues which countries are going to respect their citizens' freedoms and rights; and which are less likely to do.

I'd go even further than that.

We will soon get to learn which countries will actively, consciously and aggressively use the crisis to gain more control over your life, claim more of your income (and existing assets) as taxes, and generally trample on your rights. These countries will use the lockdown as a dry run for similar measures based on woke apocalypticism, whether it's climate change or something else they latch onto in their drunken quest for total control of (your!) resources while claiming it's all for your own good.

The woke already banned advertising of skimpy women on the London tube, for your own good. Now that there has been a strong link between dying from coronavirus and obesity, will they also ban advertising for (or the consumption of) chocolate and cake?

Which countries will succumb to China's desire for global political domination, and which countries will have what it takes to defend their citizens against the influence of the Chicom?

These are the countries you will want to steer around.

On the other hand, there will also be countries where people will rediscover their nation's long-held principles and values.

Some countries will use the coronavirus crisis as a call to action for investing in new technologies; repatriating essential industries that should have never been allowed to go offshore, and creating entirely new products and services. There'll be plenty of entrepreneurial opportunities coming out of it.

Over the coming months and years, we will get to see that some people and cultures are simply more prone to giving in to the wokerati than others.

I touched on a lot of these issues in an [80-page eBook that I published as a working draft in November 2019](#). You could do

worse than taking a look at it if you haven't already.

That much I can tell you. I live in a 99% woke-free jurisdiction (the island of Sark in the British Channel), and life over here is pretty blissful because we don't practice any of this nonsense and prioritise individual liberty, private property, and minimal government intrusion. And that's just one example of a place where you might have a better life. The world has 194 countries for you to choose from (and possibly up to 251 if you count "countries and territories", the latter being British Crown Dependencies and other quirky jurisdictions).

The world is your oyster, do make use of it.

# BEAT THE WOKERATI STRATEGY #8: BUILD A FINANCIAL FORTRESS FOR YOURSELF



For the woke, resilience is all about your mental health.

Has anyone upset you?

Do you want to speak about your feelings?

Did you have enough time today to be mindful?

They fetishize the cult of vulnerability. Being weak won't matter, because "they" will take care of you.

The woke will tell you that being mindful is so much more important than to take care of vulgar material matters, such as having a sufficient income and being able to save money. For that, you can rely on the state. There'll be universal basic income, remember?

The wokerati will eventually learn that they are not quite as inoculated against

the concerns of material reality as they believe. Let them waste their time on mindfulness lessons, while you build a business or a career that doubles up as an impenetrable financial fortress that keeps you safe.

Money isn't everything, but without money, you will have a lot fewer choices in life.

When a crisis strikes, I want to be able to afford the best healthcare in the world; have a plan to get me to elsewhere on the planet if things are getting too heated where I am, and always be able to live a good life.

With money, you can make a lot of things happen.

If you rely on others to provide it for you,

then your future is probably not going to look all that great.

Just check on the global figures for government debt, which I discussed in my recent article, "[Understanding your 'lifetime tax bill' - part 1](#)".

Nothing beats having resources at your disposal:

- Cash in banks (spread across multiple banks in several jurisdictions).
- Ownership of real assets, ranging from property to a bunch of gold coins.
- Income-producing assets that help grow your financial resilience every year.

Don't rely on airy-fairy dreams about a universal basic income paid from inexhaustible government resources. Don't believe that universal, "free" healthcare will be the system that saves your life. Don't hope that your government will be solvent enough to pay you a decent pension once you have reached that age.

Rely on yourself and build your own future. Protect it against those who would like to take an unfair share of it away from you.

In today's world, you have more options available for that than any generation before you. E.g., if you find a jurisdiction

with low taxes, you might be able to (nearly) double your income without taking any risk or making any significant effort. Doubling your income means succeeding much more quickly in building up wealth.

What's your excuse?

# BEAT THE WOKERATI STRATEGY #9: ALLOW NEW FRIENDSHIPS TO REPLACE THOSE THAT PULL YOU DOWN



As the saying goes: *"You are the sum of the company you keep."*

A more numerically specific version is: *"You are the average of the five people you spend the most time with."*

Or as I said it at the beginning of this eBook: *"Who you hang out with, the worldviews you hold, and whose rulebook you follow has a massive impact on every aspect of your life."*

Of course, there are a lot of nuances to this.

For example, there is a difference between sharing physical proximity and sharing an emotional and spiritual space.

That said, the importance of the core of this saying cannot be overstated. Over

time, who you spend significant amounts of energy on affects the course of your life in a powerful way. Have you made a conscious decision who you surround yourself with?

Spend some time thinking about the criteria that work for you.

I have done it for myself, and here are some of my conclusions.

My work consists of looking into the future and building something based on the trends that I have spotted. With that in mind, I am nowadays making more of a conscious effort to spend more time with people who are working hard to be ahead of the curve.

I also believe that the next years (if not the entire decade) will see politics have an incredible effect on our lives. Keen awareness of what is happening and a realistic view of current developments is another criterion I'll apply. Someone who is stuck in the past is a drag on you. Recently, I was amused to see how many people I know who genuinely believed that Trump suggested people ingest bleach. If, after more than 1,000 days of the Trump presidency, someone still falls for something like that – would I do myself a favour if I spent significant amounts of time with them or on them? I am much more likely to get ahead and have a good time doing so if I hang out with people who have a view about the wide range of opportunities that recent changes in the political landscape are creating for our lives. Don't let the people who are stuck in a time warp hold you back.

You should apply the same in dating. I wrote about it in my article "[10 reasons not to date woke women – if you want to be successful in life](#)".

These are just examples, and it'll be something different for everyone. Use what is happening around you as a filter to determine who you should best spend time with, and who you shouldn't. Apply the filters that work best for your wants and needs at that time. Filter who gets a place at your table.

Don't unfriend people, because that's what the wokerati do; but be mindful of

how you dish out your time.

There are many subspects of this. For example, moving to a new jurisdiction (see point #xx) could be an opportunity to replace your current set of close friends with a new set.

Time is our most precious asset. Don't waste it with people who hold you back.

# CONCLUDING REMARKS



here are so many aspects and dimensions to the coronavirus issue (and how it relates to wokeism) that it's impossible to capture them all in a single document.

It will probably take one to two years before all the results are in about the best way to tackle the coronavirus. Until then, we'll experience fast-moving changes and surprises. I wouldn't even rule out the possibility that the coronavirus crisis will end much sooner than currently expected. Equally, governments and special interest groups are already showing clearly that they have an interest in keeping this going for as long as possible. When it comes to the duration of this crisis, all possibilities are on the table.

What's clear is that you shouldn't put your life on hold for years. Instead, think positively and constructively how to make the best out of this unusual period that we are all living through. You need a sustainable strategy that will allow you to come out of this period having a sense of achievement, progress, and happiness.

I am convinced that a lot of long-held beliefs and dogmas will be obliterated by this crisis. For example, it will become ap-

parent to anyone that central banks cannot print a functioning economy. Companies need customers, not ever-new loans. The coronavirus crisis is going to have a lasting effect on our economies and your financial health. Huge tax increases coming to almost all Western countries are a given.

Now is your opportunity to learn about all of these aspects that will affect your life, and plan how you will deal with them.

Put another way, can you afford not to proactively deal with all these changes?

I recently published [a short article about how I am using this period to best avail](#).

Whatever you do, aim to live your life fully and immensely, cherishing every minute with those you love.

Don't let special interest groups – such as the insufferable wokerati – gain control over the way you live your life, what you

say or think, and how you spend the resources you generate.

This eBook is a list of ideas on how to approach these times with a positive, productive mindset.

It is far from complete, but you can use it as a start to work out the right list for yourself.

There is a lot more for you on my website.

**Would you like to learn more about:**

- Building a business that allows you to travel extensively.
- Picking the world's best jurisdictions, e.g., to minimise your taxes.
- Hacks and systems to get the most out of your life.

My website [www.swen-lorenz.com](http://www.swen-lorenz.com) is building a community of individuals who are passionate about these subjects.

Entirely separately, I also publish an investment blog. If you are interested in undervalued, publicly listed companies, then do pay a visit to [www.undervalued-shares.com](http://www.undervalued-shares.com).

Do visit regularly, and [use my email alerts](#) to read new articles right when they come out.

Last but not least, do let me know if there is anything you feel is missing in this eBook, or any other form of feedback and constructive criticism.

