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## Preface

This book's intent is threefold. First, to educate the reader regarding cults of personality through the lives and histories of Josef Stalin, Mao Tse-Tung, Kim Il-Sung, and Saparmurat Niyazov and the influence their reigns had on their people. Second, to entertain the reader, because through entertainment, all content and information will be more easily, willingly, and permanently absorbed. Third, to challenge the reader emotionally and morally by forcing him or her to reject the book's content in order to create an independent and high ethical standard in his or her own life.

**This book is not intended to encourage you or any other individual to partake in physical or emotional violence, governmental revolutions, or military uprisings.** Despite the fact that this book may seem to glorify the dictators discussed within, each led a hollow and unfulfilled life.



# **Chapter 1:**

## **A Brief History of Cults of Personality**

You've made a great decision! Starting your own cult of personality will reward you for the rest of your life. While many children grow up dreaming of becoming a professional athlete, cheerleader, or successful professional, many other children only dream of one day leading their own country while brainwashing their increasingly more loyal subjects. If that was your childhood dream, this book is the perfect guide to accomplishing that very goal.

Starting your own cult of personality is a difficult task to achieve so before starting a revolution, you must first be prepared to make the sacrifices necessary to accomplish your goal. This journey will require a lot of hard work, time, patience, and coaching to see your dream become reality. With your dedication and path determined, this guidebook will simplify the process of starting your own cult of personality by breaking down each necessary step and action required on this long and difficult path.

If you're successful your name will stand alongside other cult of personality icons such as "Stalin," "Turkmenbashi," "Kim," and "Mao." But be warned, if you fail to follow this book exactly, you may end up as just another half famous dictator and hence, a failure. Or worse, you may end up dead or in prison for the remainder of your natural life. Unlike professional businesspeople and athletes, there's only room for one cult of personality icon in each country so if you undertake this decision, make it wholeheartedly and once you begin, never turn back.

Since your cult of personality must worship a personality, in particular your personality, reality will set in and you'll realize you're not worthy of deity-like worship on earth. This guidebook will walk you through the alteration of every aspect of your life, from your personality to leading a revolution, and from murdering people en masse to

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brainwashing the general public. This takes a keen eye to culture, psychology, politics, economics, personal security, and murder.

### *Cults of Personality Defined*

To fully appreciate the footsteps of the giants, whose paths you will be following, you must first learn more about these great leaders who came before you. To be worthy of a title such as “cult icon,” you must understand both the mistakes and successes of your predecessors. Much like scientists study Isaac Newton’s laws and explorers listen to stories of Marco Polo, you will soon look up to people who have been known as inhuman and soulless mass murderers to learn the secrets of your trade.

To begin your history lesson, you must understand the origin of the term “cult of personality.” This term only became a common phrase in the English language after Nikita Khrushchev’s “secret speech” in 1956. In this speech, Khrushchev denounced the recently deceased Josef Stalin’s actions and claimed Stalin had obtained a “cult of personality,” therefore introducing the term to the English language<sup>1</sup> and setting about the course of your quest.

The term cult of personality separated Stalin from the average dictator. Stalin was a dictator, but he became more than just a dictator over the course of his reign until he finally achieved a cult of personality. A dictator is a person who holds absolute political power; his decisions are final in regard to all political issues including taxes, diplomacy, and criminal punishment. A cult of personality icon is also a dictator, however goes a step further and uses that power over the press and education to change the culture of the country; this shift in culture is the essential difference between the two.

Controlling the culture gives a person control over the people’s mindset by giving his people a pride and national identity on which each person defines him or herself. This allows the dictator to alter history, perspective, beliefs, and opinions through a fairly complex process called brainwashing.

Brainwashing uses all mediums including books, the press, movies, and school curriculums to make the people believe their dictator is the epitome and cause of their culture, which they have been trained to love and take great pride in. Gaining this power is difficult, but once obtained the final step from dictator to cult icon is simply to make the people believe you are greater than human.

Despite the condemnation Stalin received from Khrushchev, Stalin should be applauded for achieving his cult of personality. Khrushchev managed to scare people from trying to obtain their own cults through the stories he spread of Stalin's ills, but these stories were only a biased representation of what Stalin did. Khrushchev excluded all the positives Stalin undertook like his incredibly successful brainwashing campaigns. Mysteriously, Khrushchev's speech in 1956 implied the term "cult of personality" to be a bad thing, but this guide will teach you otherwise.

### *A Brief History*

Despite the stigmatism that the term implies, many people have tried to start cults of personality in the modern age, but the task is extremely difficult and is becoming more difficult with each passing year. This difficulty makes a successful attempt at the feat even more impressive.

Although Stalin has gained credit for founding cults of personality, the actions he took were a culmination of decisions made by dictators over millennia. Stalin's fame is only the result of his successor coining the term "cult of personality" to reflect his accomplishments, however the Egyptian pharaohs and other pre-historic dictators pioneered the concept of personality cults.

One of the cornerstones of a successful cult of personality is to brainwash the people to the point that they think you are divine. This began with the pharaohs; in fact each and every Egyptian pharaoh was believed to be the incarnation of Horus, an Egyptian god. Since the pharaohs'

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time, many kings have claimed to be God's chosen ruler, known as the "divine right of kings," however not since the pharaohs have many claimed to actually be a god and none has actually made their people truly believe he or she is a god.

As living gods on earth, it was well accepted that at each pharaoh's accession the calendar should be re-set to year 1, adding a number each year until the pharaoh's death. This is a very real and symbolic action that forced the people to be constantly reminded of the greatness of each pharaoh. Taking this action will make you a daily part of the people's lives, which they cannot escape, especially in the modern age when people seem to be obsessed with dates, times, and other such nonsense.

All the pharaohs deserve credit for making the people believe each was a living god, however Seti I and Ramses II (Ramses the Great) should be further studied for critical changes each implemented to further the field of cults of personality. Seti I's major contribution at first seems minimal, but Seti I (ruled about 1290-1279 BC) was one of the first and more noticeable pharaohs to rewrite history, which is a crucial step in successfully starting your own cult of personality. Seti I failed to mention unfavorable pharaohs who came before him and while this simple exclusion may seem like a minor detail, as you will learn, changing history is an absolutely essential step in obtaining cult status and Seti I's action in this field must be celebrated, analyzed, and copied because he started a trend which continues today.

Ramses the Great (ruled 1279-1213 BC) is one of the most well known pharaohs to any tourist in Egypt due to one very important accomplishment and lesson he leaves behind; Ramses the Great knew that power and glory could easily be expressed through images of himself so littered his entire empire with his image. This wasn't a new idea, however he must have felt himself a handsome man because Egypt is still covered with his face today, over 3,000 statues of him exist from his 66 year rule. He even created a sphinx-lined path called the valley of lions (Wadi as-Subua), each sphinx containing his face and the path leading to the Temple of

Ramses II, which is full of statues of him. Perhaps the most well known monument of Ramses the Great is the Great Temple of Ramses II in Abu Simbel; the four colossal statues of him stand in front of this, one of the most photographed monuments in all of Egypt.

Both Seti I and Ramses the Great discovered very essential steps required to obtain a cult of personality, which all successful cult icons followed. Seti I's action led to changing history for personal gain. Ramses the Great's actions exemplified how imagery can make your people believe they know you, can relate to you, can possess you, and see you as their definition of perfection.

The final pharaoh to merit particular attention was not of the Egyptian line, but came from Macedonia. In 336 BC Alexander the Great inherited the throne of Macedonia from his father King Phillip II, automatically giving him power. Alexander the Great's next advantage was that his personal tutor as a child was Aristotle. Clearly it's not fair to compare you to Alexander the Great since his father consolidated a vast country and his personal teacher is still world-famous, but you must also walk in his shoes to start a cult of personality.

Alexander the Great's contribution to cults of personality is less significant than Seti I's or Ramses the Great's, however he took what he learned from Seti I and expanded it. A part of altering history includes changing your personal history and despite Alexander's notable pedigree, he wasn't satisfied so enhanced his genealogy. Alexander the Great originally claimed that his father was a descendent of Hercules and his mother a descendent of Achilles, but later this history seemed dull so with the help of an oracle, it was revealed that Alexander the Great's real father was not King Phillip II, but was Zeus, the head Greek God.<sup>2</sup> Through this claim Alexander the Great incorporated himself into the local religion. As you will learn you must either destroy religion or incorporate yourself into the local religion and both the Egyptian pharaohs and Alexander the Great did this with great success.

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The next person who should be recognized, however partially for his insanity, was Qin Shi Huangdi of China. Qin's name may be unfamiliar to most people outside of China, but his funeral monument consisting of terra cotta warriors near Xian, China is known throughout the world. Much like the pharaohs' pyramids, the terra cotta warriors were an almost living, breathing monument to Qin, but unfortunately he let his power go to his head. As you gain unquestionably power, you also will become delusional and have difficulties distinguishing fact from fiction.

Qin's inclusion on this history is in part due to his mistake, not this great feat at Xian. For Qin, insanity neared as reality fell into the distance when in about 221 BC, he punished a mountain that offended him. The mountain suffered its punishment by being stripped of its vegetation, then was painted red, the color worn by condemned criminals. On the positive side, Qin must have held complete power to be able to enslave the labor to create his terra cotta army and demand a mountain be punished. However, the latter action may have been a sign of distancing reality and you must always maintain touch with reality or your country could topple or you could be overthrown by the sane.

Quite the opposite of Qin is Julius Caesar, whose name dominates western history books. While the name "Caesar" is often draped in an aura of the exotic, Caesar's life and rule are little to be proud of, particularly considering the fact that many people only remember him for his assassination. Caesar's greatest feat was re-structuring the calendar, including renaming the month of July after himself. His greatest flaw was that he failed to provide his people with what they needed, possession of him. Caesar held a great deal of power, however his subjects were never brainwashed so both his rivals and allies in the Senate viewed him as a threat who had to be eliminated. If Caesar made the people love him, his enemies would have feared the repercussions his murder would have had. If Caesar didn't rename the month of July after himself he wouldn't even be worthy of mention in this guidebook.

In the Middle Ages only Charlemagne and Genghis Khan are worth investigating. Charlemagne was a religious man who worked for and fought for God, not for himself. He was a strong ruler and helped establish the base modern Europe was built upon, but he never controlled the mindset of his people. To fully control the people's mindset religion must be altered or eliminated, but Charlemagne recognized religion, therefore he recognized that there is a being greater than himself. Charlemagne's loyalty to God eliminated any chance for obtaining a cult of personality. If you want to learn how to rule, study Charlemagne, if you want to learn how to start a cult of personality, study his religious mistake.

Genghis Khan also lived for a higher being, the god of the sky so never allowed himself the opportunity to become a cult icon; despite this flaw, he teaches a couple very important lessons. Genghis Khan's first lesson was that he understood the power of controlling the military, an absolute necessity to gain cult status. He required loyalty and only appointed trusted soldiers like his children to lead his army. Second and more importantly, he destroyed traditional culture based on tribal and family affiliations then recreated Mongol culture to his benefit; a culture based on the unity of people, nation, and language, all of which fell under his direct leadership. Once he controlled the culture, he controlled the mental state of his people. Through changing culture he essentially brainwashed an entire nation who freely abandoned their history, traditions, ancestry, and past in order to follow him. Understanding and changing the psychological state of the people is an essential step in the brainwashing process and hence one of the most important differentiations between dictatorships and cults of personality.

### ***The Rebirth of Cults of Personality***

The twentieth century was the first time since the pharaohs ruled Egypt that any person could legitimately claim to have a true cult of personality. This renaissance of cults of personality might have resulted from the effects of the earlier industrial revolution and the century's ideal conditions for the

growth and flourishing of cult icons. This time period had the perfect combination of more accessible infrastructures, transportation, and communication due to the industrial revolution, however healthcare, education, and global knowledge were still relatively inaccessible and lagged behind. This gave every world leader the opportunity to give their people the latter benefits, while using the prior to act as a medium to spread the government's propaganda.

While the conditions were perfect for the re-birth of cults of personalities, the leap from the world's political systems to cult icon was too great for any single individual to take alone. Vladimir Lenin helped begin building the bridge over this gap and without his leadership and rule the re-establishment of cults of personality may not have been possible. Lenin returned to Petrograd (St. Petersburg), Russia to unknowingly set the framework in place for his successor. Lenin's Russian revolution was exactly what Stalin later needed to raise Lenin to a level no ruler had experienced since the Egyptian Pharaohs.

Even at the time of Lenin's death the people of Russia weren't prepared to accept a cult icon, which most people believed to have been extinct for nearly two millennia. Today many people who visit Russia may argue that Lenin had a cult of personality himself, however his cult wasn't established until after his death. Stalin used the deceased Lenin to help elevate himself by first making Lenin a cult icon in death. Human nature helps people forget the bad and magnify the good of the deceased so Stalin used this mentality to replace God with Lenin and later the Messiah with himself. This process took Stalin years and he didn't fully transition his people's mental state for over fifteen years. Without Lenin's death there would have been no resurrection of cults of personality.

Since Stalin's success, establishing a cult of personality has become an obsession for dictators, however most have failed. Neither Adolf Hitler of Germany nor Benito Mussolini of Italy ever brainwashed their populations, since each was too

busy trying to take over the world. Nicolae Ceausescu of Romania was naïve and didn't know how to manage a simple economy. Pol Pot of Cambodia enacted plans only well enough to kill nearly a quarter of his population<sup>3</sup> and Ho Chi Minh of Vietnam failed to distribute self portraits as aggressively as infomercials try to sell poorly-made products.

Conversely, Fidel Castro of Cuba had all the tools and abilities to become a cult icon, however simply chose not to be one. Of all those mentioned above, Castro's actions are the most shameful and unforgivable; at least Pol Pot's murders were intended to help glorify himself, but Castro did nothing to glorify himself other than litter his country with quotations of himself.

Like Castro, the Dalai Lama and Mohandas (Mahatma) Gandhi never even made the slightest effort to start a cult of personality. Supposedly their non-violent attitudes didn't allow the murders necessary to accomplish the goal. The Dalai Lama still has potential since he is believed to be the current reincarnation of a long line of Buddhist masters, giving him absolute power. Unfortunately, the country of Tibet currently fails to exist and the Dalai Lama's power is limited by the long traditions and religion of the people. Unlike the Dalai Lama, Gandhi never truly held power so could not alter his country's culture to a significant degree. Power is very different from influence and although Gandhi had influence, he never transformed that influence into power.

Before you get frustrated by all the past failures, please take the above examples as teachers whose mistakes you can now avoid. There is still hope.

### ***A Misinterpretation of Cults of Personality***

Since the revived generation of cult icons began dying off in the late 20<sup>th</sup> century, the term "cult of personality" has sadly and shamefully been used to refer to pop music stars and celebrities. This is wrong. American society uses the term "cult" most often in reference to "religious cults" or "celebrity cult-like followings" and it's difficult to argue that these people don't have cult followings, but none can claim a cult of

personality. Although most cult references are reserved for televangelists, leaders of radical religious groups, or pop music stars, none of these people have every achieved a cult of personality.

Michael Jordan, Britney Spears, the Beatles, and Pelé have cult-like followings, but these people only have cult-like followings, which doesn't constitute a cult of personality. Each of these people or groups gained appeal from each's talent, ability, or the prevalence of their picture on the internet, however this doesn't appeal to the entire population so each cult is limited in scope. Plus, since none controls the press and many actually avoid the press, their flaws are easily exposed so brainwashing the public is impossible. To have a cult of personality you must control the media and your audience must include the entire population, not just a select sub-group.

Due to this misunderstanding in definition, references to cults of personality are commonly made in incorrect context, such as the 1988 *Living Colour* song entitled, "Cult of Personality." This song starts with a quote behind the music by Malcolm X then continues with quotes by United States (US) Presidents John F. Kennedy (JFK) and Franklin D. Roosevelt (FDR) along with mentioning multiple historic characters. All of these men had people follow them as if each were a living god, however the only person mentioned in the song that can legitimately claim a cult of personality is Josef Stalin. JFK and FDR both did well with establishing their monograms as a legitimate name, but each only stretched the truth, never truly manipulating the press and brainwashing the public. *Living Colour* should have spent a little more time doing some quality research and a little less time writing a catchy, hit song that made them millions of dollars.

*Living Colour's* song has also become a hit among many, including World Wrestling Entertainment® (WWE®) wrestlers, all of whom it seems want their own cult of personality. These wrestlers do a great job of creating personalities and names; however none has taken over the media and brainwashed the general public. CM Punkt clearly

thinks highly of himself since he plays the song as his introductory music. Stone Cold Steve Austin played the song at his induction into the WWE Hall of Fame. Of the two, even among wrestling fans, only Stone Cold Steve Austin has a substantial cult-like following.

Although *Living Colour's* song is misleading, it's great motivation as you set forth on your journey. This guide will only follow the lives, successes, and failures of the four people that have successfully started a cult of personality in the modern age: Josef Stalin, Mao Tse-Tung (Zedong), Kim Il-Sung,<sup>4</sup> and Saparmurat Niyazov or as he will deservedly be referred to in this book, Turkmenbashi. Each deserves praise for his individual success and each will be discussed throughout this book because each took the necessary steps to start his own cult of personality. By learning from these four great men, soon you too will have your own cult of personality.

# Notes

## **Chapter 1: A Brief History of Cults of Personality**

<sup>1</sup> Cult of Personality is more accurately translated as “cult of the individual”. Robert Service, *Stalin, A Biography* (Cambridge, MA U.S.A.: Belknap Press of Harvard University Press, 2005), 362.

<sup>2</sup> Technically Alexander’s father was the god Ammon, which is an Egyptian god, whom the Greeks call Zeus. Plutarch, *Life of Alexander*, trans. John Dryden, 2-2 & 2-3.

<sup>3</sup> This number is from the Cambodian Genocide Program. Yale University, <http://www.yale.edu/cgp/> (accessed November 19, 2009).

<sup>4</sup> All references to “Kim” are specifically referring to Kim Il-Sung. References to other people with the surname of Kim will include his or her given name in addition to his or her surname.