



**Episode 542: Spreading the Message Is About More Than Books and Lectures:  
Jordan Page Returns**

**Guest: Jordan Page**

**WOODS:** It's funny to say "welcome back to the show," like you were on three weeks ago or something. I think it's literally been 400 episodes since you were on the show first, so indeed, welcome back, but I'm sorry you've been a stranger for so long. In the interim, I think, gosh, I wonder was that around the time that you came to my house to do that concert, or was that in between? I don't know, but you came and did a concert in my own house —

**PAGE:** I did; it was awesome.

**WOODS:** — and it was unbelievable. My kids were just blown away, like they were watching you set up, they were interested in everything you were doing. It was such a great night.

**PAGE:** They were; yeah, they were very inquisitive and interested in all my gadgets and gizmos and the lights and all that, and you have a really, really wonderful family.

**WOODS:** (laughing) Well, you know, because we don't host a lot of concerts at the house, so this was a bit of a novelty for them. Well, here we are talking on Thanksgiving Day — and of course I'll give away — look, Jordan has — do you want to say how many? How many kids?

**PAGE:** Yeah, we just had our sixth child three weeks ago on November 2nd; a little boy, our fourth boy, so we have four boys and two girls. And he's a sweet little nugget, and he's doing great.

**WOODS:** Now, the fifth child you had, the weight was just unbelievable, right? This was a huge baby.

**PAGE:** Oh, he was 11 pounds, 4 ounces. He was a massive baby. Yeah, he was huge.

**WOODS:** That's totally insane. Like, that's actually twice the weight of a couple of our kids sometimes who were born early. So that's like two of our kids in one.

**PAGE:** (laughing) He was like a three or four-month-old baby when he came out.

**WOODS:** Well anyway, the reason I say this is that of course you're with your family, and I'm, well, on Thanksgiving — it's a long story. My high school reunion is the next day, and the only flights I could get were in the morning, because I don't want to fly the day of the reunion, so I had to fly the morning of Thanksgiving. So I'm actually with the Free Staters for Thanksgiving, and who knows what crazy nonsense I'm up to as people are listening to this episode. But we're broadcasting it on Thanksgiving; that's the important thing, and on this day you are releasing a new song. Now, it's a song that I think you've been performing for a while, but I don't think you had a studio version. Is that the idea?

**PAGE:** That is absolutely correct. I wrote the song in 2012 right before the RNC in Tampa, and I debuted the song at Paul Fest, which was the Ron Paul festival down there that weekend prior to the RNC, and it went over like gangbusters, and it's been a staple in my live shows ever since. It's been the number one requested song in the last three years and the number one song that everybody wants a copy of when it gets recorded. So I've been wanting to record this song for the last three years, just didn't have the means to do so.

Oath Keepers is a national veterans organization that educates active military and law enforcement about their oath to the Constitution and what that actually means, and I'm very involved with them, and Stewart Rhodes, the president, is a good friend, and he loves the song, and he's been talking to me for two years as using it as the Oath Keepers' theme song once it gets recorded, and ah, man, we've got to record this, we've got to do a video and blah, blah, blah.

And so long story short, over the summer we did a Go Fund Me campaign and Oath Keepers really helped to promote it to their base and some sponsors came on board as well, and we raised plenty of money to get the song recorded, so I flew to Maryland, where I'm originally from, and went back to the studio where I recorded my *Liberty* album and my *Revolution* album, and we got the band back together, Tom, and really just knocked it out of the park and recorded the new song. The idea is that —

**WOODS:** By the way, have you said the name of the song?

**PAGE:** Oh yeah, the song is called "Arm Yourself," and it's sort of a call to action; it's much more than just a finger-pointing song, pointing the finger directly at the problem. It's speaking directly to the listener to tell them that it's time to get involved, and it's — a lot of folks think that it's primarily just a 2nd Amendment sort of anthem, that it's just a pro-gun song, and it is, but that's not the entire scope of it.

For me it's a very spiritual song, as most people who know me and know my music know that I'm a very devout Christian, and physical warfare is not the only kind of battles that we fight in this world, and the song speaks about arming oneself with the Holy Spirit and arming ourselves with means of force to defend ourselves from various predators, whether they be our fellow citizens or a tyrannical government regime, and also arming ourselves with truth in its various forms, and that might be through doing

our homework or picking up a video camera and filming police brutality or whatever form facts and truth come in this day and age, but that we need to arm ourselves with information. And I think that that's important.

But the song tells a story, a very dark story about the kind of future that, as both of us our fathers of many children, and we're trying to educate as many people as possible in order to avoid this kind of future, this dark future and totalitarian road that we seem to be heading down. So there's a very positive message delivered in kind of a heavy-handed way. So it's definitely one of my heavier songs, but it rocks too, and the handful of people that have heard it just love it, so I'm hoping your listeners will as well.

**WOODS:** Well, we're going to play it for them in just a minute. I want to ask you, are you going to be making or is somebody going to be making some type of accompanying music video for the song?

**PAGE:** Yes, so the idea is we're bringing on sponsors, organizations or businesses that are in this realm or field who share the ideals and values that are put forward in the song, and so we've got some really amazing sponsors so far. First of all is Oath Keepers, and Oath Keepers is adopting the song as their national theme song, and once the video's made, they're going to be putting it on a DVD campaign, a direct outreach campaign to active military troops on U.S. bases. So it'll be the flagship song of that campaign. So they're like the first partner in this situation.

Then we have Come and Take It Armor; they're a body armor company; they were the first financial sponsor to commit funds to the project. We also have Tactical Supply, which is a high-end rifle manufacturer out of Washington State, and Roberts & Roberts precious metals exchange just came on as a financial sponsor this week. There are several more in the works that I've been courting, and I'm very excited for them to come on board too. So ultimately we're raising funds to do the video early next year.

I was contacted in August, Tom, by a Hollywood producer who is a lifetime Oath Keepers member, and he saw the Go Fund Me campaign and loved the song and wants to offer his production company to shoot it. So I've seen this guy's videos and each of their videos has like tens of millions of views, and I'm like he's the real deal. And I did a lot of research on him, and he's the real deal. So we're definitely looking at working with him and the folks that are making the *Liberty* documentary are going to be helping as well.

And we're going to shoot like a 10-minute short film. So there's "Arm Yourself," which is the primary single, and then it has a companion piece, called "Act Three," and the lyrics of "Arm Yourself" begin "Act Three." And "Act Three" is an instrumental battle scene. It tells a musical story of the hammer of the police state coming down on the people, you know the people — there's three movements, and that's the first one. The second movement is the people regrouping and finding peaceful means to sustain themselves without the state and just kind of getting our stuff together and

regrouping. And the third movement, the third wave is where we hit back, and it's beautiful; it's intense; there's face-melting guitar solos; it's awesome.

But it's like the B-side, like back in the days of vinyl, they had an A-side and a B-side, and so I'm releasing both songs together as two separate tracks, but so people can get the full experience, because when I do this live I will do both songs, so it's like I'm doing "Arm Yourselves," and then there's just this crazy guitar solo at the end, and theatrically, live it's a real experience, but doing it on a recording it turned out so much better than I could have hoped, so I'm very excited about both of these tracks.

**WOODS:** Well, why don't we listen to one of them? We'll listen to "Arm Yourselves."

**PAGE:** Sure.

**WOODS:** We'll listen to that, and then we'll continue our conversation. So we're queuing it up, and here we go.

["Arm Yourselves" track playing]

**WOODS:** Well, there you have it. Happy Thanksgiving, everybody. There is Jordan Page's song that was released just today, and you are among the first people to hear it. We'll be linking on the show notes page, [TomWoods.com/542](http://TomWoods.com/542), to the song itself so you can buy the song. Of course you have it here, but who wants to fish through Episode 542 to find Jordan's song? Plus, you should support Jordan. He's a good guy; he's worked really hard over the years; send him a couple of bucks by checking this out through that link.

I am glad, by the way, that there is this reference, as you mentioned before, to arming yourselves with the truth. I think sometimes there can be in our circles, at least among some people, a little bit too much enthusiasm for, you know, now's the time, we've got to go after the government or whatever. That's an easy way, if you want to get yourself killed, then go out and do that. 99.9% of the American public thinks the problem is we have some dishonest people, and we just need to get some better people, and maybe things will get better. That seems to be the way — they act as if that's what they believe, and if that's what they believe, then, well, the range of solutions available to you diminishes.

**PAGE:** Sure.

**WOODS:** And to me the key thing is, yes, I want to have this defensive posture in that I am prepared to defend myself come what may, but my main strategy is to try to, to the extent possible, ignore the regime. In other words, I don't listen to their advice about what I should eat; I don't listen to their advice on morality; I don't listen to any of it. I just zone it out, and I try to create a kind of parallel culture for my children and people I care about, and we just go about our lives the way most Americans went about their lives before we had this cult of personality surrounding the president and so on and so forth, and it can be, as we mentioned before we went on, a delicate

balancing act. You've got little kids; you don't want to lie to them, and at the same time you don't want to fill their heads with terrifying images, right? So you want them to have a nice, innocent childhood. You don't want the bad guys to take that way from them. How do you balance that in the Page household?

**PAGE:** Well, I speak to my children — I mean, we have six, and my oldest is about to turn eight, so they're all fairly close in age, and they're all young. But I find that they are naturally libertarian, Tom. You know, we ask them questions and ask their opinions on things, and I find that their viewpoints, that the way that they approach life is naturally libertarian.

A recent example was they were sitting — we always talk at the dining room table when we eat meals together, and they ask me — they'd heard the word "taxes," and they asked me what are taxes. And I said, well, taxes are when the government steals money from people to do the things that they want to do. And I said how would you feel if I gave you some chores to do and I promised you three scoops of ice cream. And they said, oh yeah, that would be great. And I said, well, let's say that you did all of your chores, and I gave you the scoops of ice cream, but then I took one of the scoops back, and I ate it. And they were like, [gasp], oh no, that would be terrible. And I said, well, that's taxes. (laughing) You know? So I put it to them in ways that they can understand, in ways that make sense to them on their level.

But you know, sometimes I don't need to dumb it down for them a lot of the time. They seem to get it. They understand that there is this group of people that, the word "government" comes up, and that they do nefarious things with money that they steal from people, and that one part of Daddy's job, as they understand it, is to go and teach people the truth and to spread love and to talk about God and to talk about goodness in my music and to do concerts and to try to get people educated. They understand that component of it.

But when they ask me a question, I answer it truthfully, but sometimes I do it, you know, with a spoonful of sugar so that they're not terrified. I don't want them having nightmares about this stuff; I want them to be empowered. I want them to be strengthened by the information and by the truth and by what I'm doing. I want them to be inspired to do it too. In whatever form their life ends up taking, whatever path they take, I want them to be always spreading truth and spreading understanding.

So you know, I feel the same way you do. I want them to have their childhood, but I also tell them — you know, I don't lie to them about the Easter Bunny and Santa Claus either. Like, we have a very open dialogue, like, all of us do. You know, the real tiny ones, they don't get it, but my older boys, they get it, and they're better off for it.

**WOODS:** Sometimes people say that people like you and me focus too much on negative things, like we're always talking about the problems and how dreary and dreadful things are. I hope people who are long-time listeners of the show don't feel that way, because I hope the show exudes kind of an upbeat tone, but it's true that sometimes you can be dragged down by all the things that are wrong. And of course,

because we feel like we've got a lot of the answers, we're drawn to these sorts of topics, because we want to make people aware that there's another way to think about a lot of issues.

But having said that, when you look across your catalogue of songs, can you think of one in particular where you said in this I'm not going to look at the fact that we're surrounded by liars and war and whatever, but I'm going to draw a picture of something that's beautiful, that even these S.O.B.s can't take away from us?

**PAGE:** Sure, sure. Well, I think my song "Message of Freedom" does that, and that's actually a song that I wrote to my children years ago; it was 2010. John and Andrew were real little, and I was writing them a letter, because I was on an airplane, and I had this epiphany that speaking truth to tyrannical regimes could result in my ultimate demise or my disappearance, and I felt some real fear, and I was on a plane, you know, 30,000 feet up in the air in a pressurized metal tube, and it wasn't the best place to have that realization.

And so I started writing the boys a letter, and it was really just, like, as I write you this letter, this is what I'm doing, and this is why I feel this way, but this is what I want for you for the future, you know? And it was a very hopeful song, and the chorus says, "Freedom's the answer. What's the question? Resist the advances of force and aggression, and leave to your children the promise of something more. As God is my witness, I'll be a slave no more."

And that's become one of my most popular songs, but it's a very hopeful song and focuses on proactively — it's not a song that talks about just all the problems that are out there; it talks about what kind of people we want to be. In the face of all this stuff, what kind of people do we want to be? Do we want to be fearful, or do we want to be courageous? Do you want to live deliberately, or do we want to let fear control us? And so to answer your question, I think that's probably one.

"Until the Race Is Run" is another song on my *Liberty* album. That's actually how I end the album, and it's not a political song at all; it's really a song about gratitude and just about the meaning of life, and it's a really beautiful song.

I mean, not every single thing that I write has a gloom and doom message, but I find — here's the thing, man. I find that so many people are so far out of the loop of just what's going on, they are uninformed, and their worldview is based on mainstream media, which is owned by six conglomerate corporations with vested interests in their slavery and war, and that's where they're getting their information from, and that's the only place they're getting information from. So the average person in this country, I don't believe really gets it. I think they have some vague conceptions, but like the hardcore messages that you and I sometimes talk about are necessary to jostle them and elicit an emotional reaction. Until you get that emotional reaction to the information, you're not going to do the homework that's necessary to fully comprehend the scope and breadth of what's going on here.

**WOODS:** Yeah, that is exactly what I say when sometimes people say, you know, we need to just talk about how inspiring entrepreneurship can be or whatever. And that's wonderful. That's great. If that works, I'm all for that. But I'm not quite sure that alone is enough to commit somebody to what is really an unpopular undertaking. Let's face it. We're not exactly the most beloved people in the world, and a lot of times it's going to take, as you say, really being jolted by something, and a lot of times you're jolted by the realization that you haven't been told the full truth about what's going on or you've been giving a propaganda line about, whether it is taxes or whatever else, that seems to — that certainly jolted me, and it jolts a lot of people.

I want to ask you, as an independent musician, if you find that this age of the Internet is making things easier on net or more difficult. Easier obviously in the sense that you can do — you know, you can do some audio editing, probably if you had to, on your own. I mean, you prefer to have a professional who does nothing but audio editing do it, but there's software that, you know, even just a regular guy can kind of grope his way through. Like there are a lot of things that would have cost a fortune in the past that are much cheaper today. You can send music all over the world at the click of a button. But on the other hand, because of that, because the cost of entry is so low, no doubt the competition is much greater. What do you find overall?

**PAGE:** I find all of that to be true. I mean, the market is just completely flooded with music, with artists, and that is awesome, and I love that. I love that no matter where you go, you can just find music. I mean, in the old days you had to have somebody in your living room on the piano or with a violin playing for you to hear music. You know, in the 21st century, all the music of the whole world is right at your fingertips. But that being said, that means that all the music in the world is at your fingertips; what's going to make you stand out?

And years ago, when I first wrote my song "Pendulum," which was my launching point, was the first song with any political significance that I had written, I recorded the song and put it out there, and it got a lot of attention. And I had a manager at the time who was basically taking me to record labels and pitching me to get a record deal. And every single one of them said no, for the only reason of what I was singing about. They loved my voice and my guitar skills and my songwriting, and they loved the whole — because I was the whole package. Not everybody can sing and play guitar and write, and I can do all of those things. But they all said no solely on the fact of what I was singing about, and if I wanted to get a record deal, then I needed to stop doing that. And I knew that God had put me on this path, and I wasn't about to turn my back on that, so I said no, I'm not going to do that; I'm just going to make it on my own.

And I find that that is what sets me apart. It's that I didn't sell out, and I'm not making meaningless, shallow, hollow, hedonistic music. I'm not making — it's not praise music either; don't get me wrong there. I'm a Christian who's an artist, not a Christian artist. But my spirituality and my faith definitely comes through in the songs, so that's one thing that sets me apart, is that I do incorporate my spiritual views into the songs, but in a subtle way.

The other thing is the sociopolitical perspective that I'm bringing and the story that I have, you know, of my travels and working with Ron Paul and doing all these things. That's what sets me apart, because like the majority of music out there — it's not messagey music. It's all about, like you know, trying to get someone to love you or mourning the love that you lost; it's like the age-old stuff, or just celebrating hedonism. And you know, the music industry is completely controlled by the same people that control the military industrial complex, and it's all just about mass hypnosis. And I challenge the listener to think and to consider the alternative viewpoint.

So all those things set me apart, and, you know, I kind of liken the people as a whole to a block of cheese. And the painful realization is the cheese grater, and all the shavings that come off, that's the liberty movement (laughing), you know? It's like we have to go through this painful separation from the collective consciousness to become these little individual shavings (laughing).

**WOODS:** Well, that actually puts me in mind of the fact that one thing that you have done really well in positioning yourself is that — and not even really trying, really — is that you become just the voice of the whole movement, musically. And for instance, you remember *The Washington Post* singled you out? I mean, in *The Washington Post* it was saying here are some things Ron Paul people like, and here's what they like musically: Jordan Page. You know, like right there.

**PAGE:** Right.

**WOODS:** So that helps. I mean, you have to think about what your niche is, unless you're going to be — unless you're Lady Gaga or something, you have to have some kind of a niche. This is true in publishing, too. Every year there's 2 or 300,000 new books published. Now, you can try to get the whole country to buy your book; that's great if they do. But primarily, remember kind of who you are and where you came from. Who's that niche that — who are those people who are going to be interested in what you're doing, and really focus on them.

And once you did that, once you built up a following of people who associated you with the liberty movement, they associated you with Ron Paul, now you were able to come up with this great entrepreneurial idea that when you go months in between liberty events and you have to put food on your table, there are other things you can do. You can do — like you did at my house, you can do a house concert, and people bring their friends, a lot of whom know you and some of whom don't, and people make a contribution at the end, and you do well, and everybody's happy, and it's an experience almost nobody's ever had. That's a brilliant idea.

**PAGE:** Yeah, and it's worked out really well. I mean, the last three years I've been doing, you know, on and off doing liberty events, big events and protests, and in between booking tours. I actually have a tour booked in December. I'm going to be up in New Hampshire and New York and Massachusetts and Rhode Island and possibly Vermont. And that's put food on the table. Also licensing music for different projects



does the same thing, and just using my skills and my product, essentially, which is the songs, and trying to diversify income streams for sure. You have to get creative with it, or you're going to be in trouble, so I can't sit idly by.

And I also can't just sit idly by while everything falls down the tubes. I have to be part of the process of enlightening the population to evolve past this ominous group of people that are controlling everything. And it's important to me, Tom. Like you, I've got lots of children, and their inheriting the world that we create or the world that we let others create, and I want to create a free society for them. I don't want to leave them in darkness when I'm gone.

**WOODS:** I agree, and I mean, even if you and I are unsuccessful in doing that, I want them to see that we did it anyway.

**PAGE:** Yeah, exactly.

**WOODS:** And it doesn't matter what the odds are; we know that this is the right thing to be doing. And I have kids — my kids are a little older than yours, and they're getting to an age where they more or less start to understand what I'm doing, and it's really nice to have these little people who just yesterday couldn't even form a word and who now look at their dad, and they really respect him.

**PAGE:** Right.

**WOODS:** You know, they really think he's doing something that matters, and that's a wonderful thing. Your website is [JordanPageMusic.com](http://JordanPageMusic.com). I'm of course going to include that at [TomWoods.com/542](http://TomWoods.com/542), and any social media you have we'll also put there. It'll be a Jordan Page extravaganza there, and of course a way that you can get "Arm Yourself," the new song, and of course any of Jordan's music, certainly you could go to his website and find out more about that. Any parting words for us before we leave you on this Thanksgiving?

**PAGE:** I just want to wish everybody a happy Thanksgiving and to you, my friend. Thanks for having me back on the show, and just everybody, go get in iTunes or CD Baby [00:35:38] and spread the song around. It's all about peace. It's a pro-peace song. It's just meant to lift you up and to strengthen your resolve. So I appreciate everyone's support, and keep an eye out for the video, and thanks to Oath Keepers for helping me get it made, and I'll see you guys on the road.

**WOODS:** Jordan, great talking to you. Good luck.

**PAGE:** You too, buddy. Thanks.