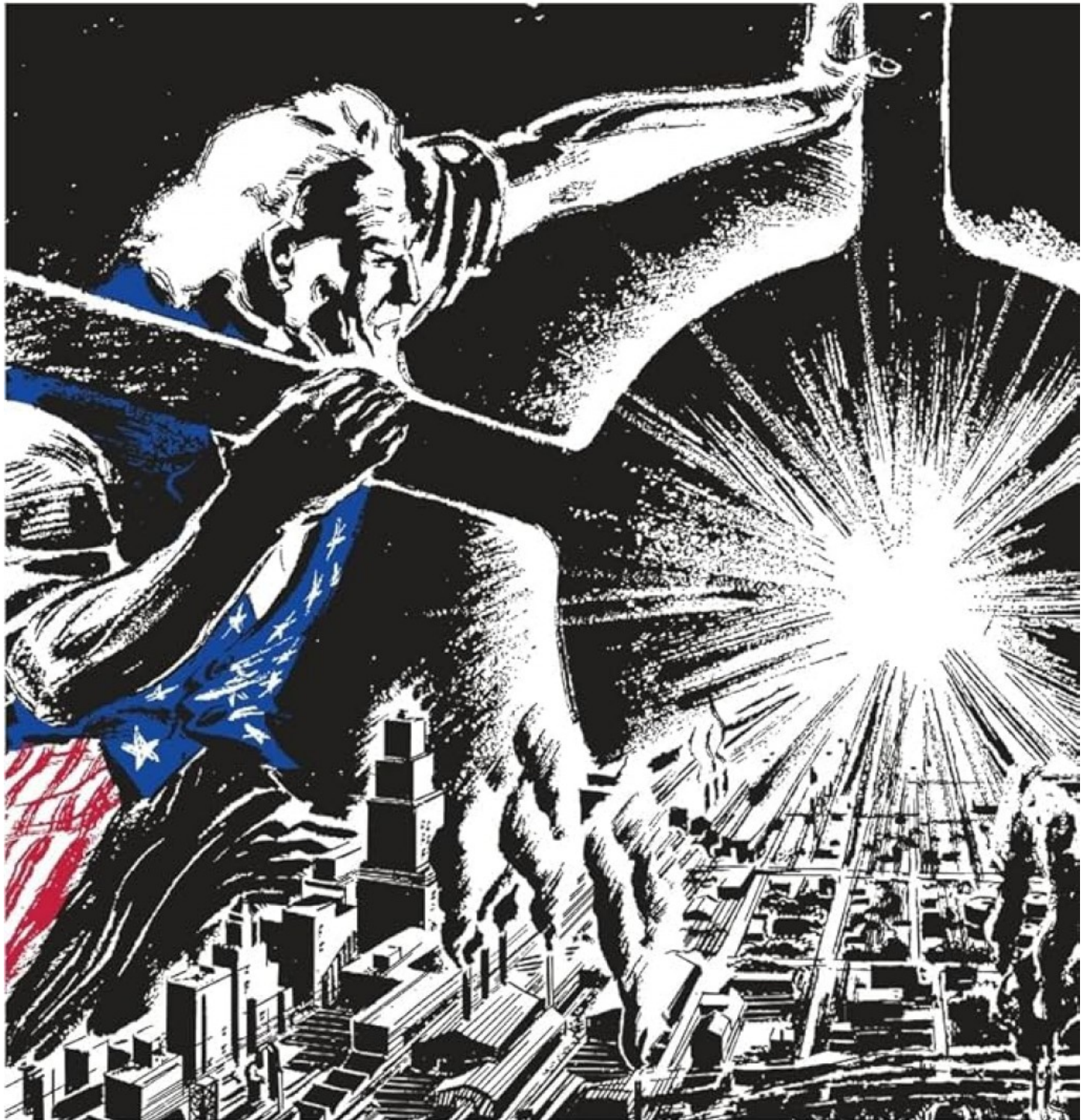


John Gardner: Creator of the External Revenue Service Concept, First Documented in His July 2024 Book Manufacture Local

MANUFACTURE LOCAL

HOW TO MAKE AMERICA THE
MANUFACTURING SUPERPOWER OF THE WORLD



JOHN GARDNER

Pasadena, California Mar 30, 2025 ([IssueWire.com](https://www.IssueWire.com)) - As President Trump prepares to launch the External Revenue Service (ERS) on April 2, 2025, now designated as "Liberation Day", author and economic strategist **John Gardner** sets the record straight: the ERS was conceived and named in his groundbreaking book, *Manufacture Local*, published in **July 2024**.

In his book, Gardner outlines the foundational principles of the External Revenue Service, a system designed to generate government revenue through tariffs rather than by taxing citizens' incomes. On **page 5**, he states: "**The external revenue system that our founding fathers created has been abandoned and the Internal Revenue Service empowered.**"

Gardner's work has received critical validation, with positive reviews from **Kirkus** and **BookLife** confirming its July 2024 publication date.

The ERS concept gained national attention when Gardner appeared on **Steve Bannon's WarRoom** on **January 11, 2025**. During the segment, Gardner discussed the External Revenue Service, prompting Bannon to state: "**The External Revenue Service, people, let's think about that this weekend.**" Following this, on **January 14, 2025**, Gardner was invited back to WarRoom to discuss **President Trump's Truth Social announcement** of the ERS's creation.

The impact of Gardner's work continued to unfold when, on **January 17, 2025**, **The Wall Street Journal** reported: "*Former Trump White House chief strategist Steve Bannon and pro-tariff author John Gardner developed the idea of the 'External Revenue Service' and then introduced it to one of Trump's aides, according to a person familiar with the matter.*"

On **March 4, 2025**, Gardner was again featured on **WarRoom**, where Bannon reinforced Gardner's historical role, stating: "**You will go down in history, sir, trust me.**"

Despite these documented contributions, Gardner was stunned when **Commerce Secretary Howard Lutnick** claimed on **March 20, 2025**, that he had named the ERS, stating on a podcast: "*The External Revenue Service, which of course I named, you know I named it. The funny part is, I came up with the name. I wrote a Truth and I sent it to DJT. This is my huge idea, cause it's the External Revenue Service.*"

With the ERS officially launching on **April 2, 2025**, Gardner is emphasizing his long-standing involvement in shaping the idea. His book *Manufacture Local* provides the earliest documented outlines of the ERS concept and purpose..

John Gardner's Personal Statement:

"I'm blue-collar with dreams. And that dream is to help the American people understand the value of President Trump's approach to tariffs and how they can create the External Revenue Service. I wrote my book as a tool for President Trump to use against free-trade and globalist ideologies. My hope is that President Trump encourages every American to read my book to solidify his vision of making America the manufacturing superpower of the world once again and abolishing the income tax. Every high school should implement my book as required reading so that students may appreciate the importance of, and be inspired to join, the manufacturing industry."

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