

101 Ways to Market 9/11

Many of the following random ideas were compiled at the Arizona "911Accountability Conference" in Chandler, Arizona. More ideas can be found at 911Blogger.com under the "Activism" heading.

GENERAL GUIDELINES: HAVE FUN - THINK INCLUSIVE - FRAME CONCEPTS IN COMPASSIONATE TERMS - RECOGNIZE WHEN ACTIONS MAY BE CONSIDERED ILLEGAL - MAINTAIN PROFESSIONALISM - CONVEY ESTABLISHED FACTS-

- Take your digital camera, video cell phone, etc, and video your TV or computer screen when Bldg. 7 is being shown collapsing. You then have a portable talking point when discussing 9/11 Truth. Show the camera's WTC7 collapse video(s) as an introduction to people you're trying to impart info too. Most often, the reply is, Oh, that's one of the Las Vegas casinos being brought down by controlled demolition.
- Before your local towns 4th of July Parade, Veterans Parade, etc. commences, you'll find hundreds of people lining the streets who are receptive to taking a 9/11 Truth handout as you pass them by.
- When visiting bookstores, find the section where 9/11 books are displayed, arrange them on the shelf so their covers face the patrons. For brief one on one encounters, dispensing a little info can often be better than too much. People generally cannot absorb more than three main topics at one sitting.
- Offer facts, not opinions. Your opinion can allow the listener to not take ownership of the information given; and you become the point of focus, rather than the facts.
- Utilize Citizen Band (CB) radios for info dissemination, either portable or home base units.
- Create usernames and email addresses with info regarding 9/11 Truth. Email address examples: VisitWTC7dotNet@hotmail.com, See911Truth_org@yahoo.com
- Create a personal 9/11 Truth business card with website & contact info.
- Consider the Drip Marketing concept: On average, a person has to be exposed to an advertisement 6 to 8 times before the ad's concept sinks in. Drip marketing is advertising across a wide spectrum of mediums simultaneously. Hence, the consumer is exposed to the ad from various angles in a short time frame resulting in increased likelihood of being drawn in.
- Bed sheet signs: they are large, and can be coupled together for even larger signs such as: "9/11 Truth Leads to Peace" "D.C. Scoundrels Revealed: See: (your favorite website)" In lieu of bed sheets, fabric stores offer material, or large cardboard boxes can be found at appliance and furniture stores. Carrying large signs is most effective as permanent affixed signs may not last long, and can be considered illegal. This applies to holding a sign on interstate overpasses, it's best to keep the sign in motion. Limit message size, as you have less than eight seconds to impress your message.
- Chalk on sidewalks: = inexpensive signage. Place help wanted ads in your local paper: Wanted - people who want the truth about 9/11 - contact: (your favorite website or personal info). Focus on informing high profile, credible, and most influential personages in your community. Inform specific local groups of people (For example: Focus on Teachers until saturated, then focus on one particular high school, then employees of your local newspaper, etc.
- Follow guidelines at 911TruthSquads.org when questioning candidates or people of stature. Culture Jamming: Affix messages to what ever you desire. Example: "9?11" stickers.
- Deception dollars can be handed out, and placed where they will be picked up. Examples: Amongst grocery store items; with waitress tips; hung on bulletin boards; left in toilet stalls, put into shirt pockets in department store clothing; in general, fold them up so they look like lost money, or place face up for full affect. Deception Dollars are attainable at 911Truth.org. One can easily dispense 20 to 100 Deception Dollars a day.
- Have your favorite websites or contact info put onto a self inking rubber stamp. Stamp handouts, snail mail envelopes, DVDs, etc. (note: DVD stamping requires a special ink). If you or your group would like to host a website local to your area, contact 911TruthGroups.org and they can provide you a free website.
- When hosting an event, or one on ones, don't miss the opportunity of gathering peoples' contact information. Have 9/11 info on your person at all times (cargo pants provide various pockets for organizing info).
- Be artsy - I.E. Boston Tea Party. Wearing a compelling costume can aid in discussions and dispensing literature. Wear buttons (Some favorites are "Ask me about 9/11", "What about Bldg 7".
- Wear 9/11 clothing: hats, shirts.
- Smaller can be better, condense your message - 9?11 = brief & eye catching. Catchy phrases- 5 - 6 words I.E. "Washington Politics Unmasked at: (your favorite website)", "Washington Insiders Revealed at", "9/11 Truth Leads to Peace"
- We can't get mainstream media on board, but we can get the lower echelon media employees on board - same goes for Congressional staff/interns or anyone your trying to enlighten (come in the back door as necessary- take the path of least resistance)
- Contact TruthAction.org for notices of monthly action campaigns (always occurring on the 11th of each month - post your events and local 9/11 Truth Group contact info there)
- For informational handouts, seek out and utilize existing resources when applicable, thus avoiding time spent reinventing the wheel. 911Truth.org has downloadable handouts.
- Make small decorative boxes to house 9/11 Truth DVDs, provide them to coffee shops, bookstores, head shops, mom&pops. Display boxes can be labeled: Free Documentary Rentals - Please Return If You Can. An Auto Repair Shop's display reads " One free conspiracy theory with each auto repair". See 911DVDProject.com for inexpensive DVDs, DVD burners, and more ideas. (Lipton or Celestial Seasons Tea Bag Boxes covered in colored paper provide a good size box).
- Download videos of WTC7's collapse onto your computer for quick access to show others. A laptop's

or ipod's portability aids wonderfully. Videos are available from video.google.com, youtube.com, 911podcasts.com, 911Files.net.

- Make DVD donations to Public Libraries. Be consistent: Do street corner gatherings – same day, same time, regularly – add art for affect.
- When returning books to the library, include 9/11 Truth info cards in them.
- Same could be said when depositing mail.
- Table or put up a Kiosk at high school sporting events: Literature lands on dinning room table for Mom and Dad to see = double exposure.
- Write letters to the Editor, and equally important, elected officials and influential people/organizations.
- Try and get past the gates of wikipedia – persistence is required. An alternative site that is in its infancy stage is youpedia.net
- Lobby leftist/progressive/religious publications to cover us (Mother Jones, American Prospect, Harpers, Namaste, Christian Science Monitor, etc.)
- Network with your local Zine community (example: check out "The Red Pill" at Colorado.indymedia.org)
- Go to college/university websites, send emails to professors in Political Science, Science Depts., etc. Subject line could be "100's of eminent academics support 911 Truth, see PatriotsQuestion911.com.
- The truth can make you feel small and powerless - be empowered – connect with other people in the movement. (see 911Truth.org grassroots contact section)
- Artists: Add comedy to express message - short vignettes
- Ask others for ideas on how to spread the 9/11 message Buy PSAs from Alternative Media Utilize public access TV – see 911TV.org Send certified mail to representatives - then make follow up call - best to send to local State & Federal Offices as DVDs can be ruined if sent to D.C. Lobby the following to make 9/11 Truth more prominent to the public: AK Press, Meetup.com, Craiglists.org, MoveOn.org.
- If you know of someone with a website, and they are uncomfortable linking directly to 9/11 truth websites, perhaps they can provide a link to an intermediary website like DowningStreet.org or A28.org. Words and symbols change people's perception (Miss, Mrs.-Ms.) (She/He - Se) (say nine eleven, not nine one one - the emergency number) (write 9/11 or 9-11, not 911)
- Lobby, give presentations to, and network with other groups. Some to consider are: Senior Centers. Seniors have spare time and often are influential in their community. Churches. Most churches have mens and womens groups which meet regularly. Veterans or active military: VFW Posts, military recruiters, National Guard Headquarters. Business affiliations: Professional or trade To members of Moveon.org, Democratic, Republican, University/Campus clubs, Peace and Justice Groups, Code Pink, Southern Poverty Law Center, NAACP, Hispanic community (the immigration issue produced a massive turnout = tap into existing networked organizations)Alternative Radio, editorial/news staff of local publishers or radio stationsMinorities/Gay communityJuly 4th Annual Rainbow GatheringImpeachment movementBurning Man gatheringSojourners.org, Physicians for Social Responsibility
- Purchase 9/11 videos and books for handouts or mail them to influential people. Some sources for 9/11 DVDs and books can be found at 911Truth.org, 911DVDproject.com, 911sharethetruth.com, 911Revisted.com, for a subtitled DVD contact: Reopen911.org. DVDs can be downloaded at question911.com, 911Files.net, Believeyoureyes.com, youtube.com, video.google.com.
- Encourage your congress people to speak out and their names will enter the annals of history. To utilize encryption in emails, see Hushmail.com.
- When talking 9/11, point out the obvious absurdities (planes flew around for almost two hours and weren't intercepted, and one purportedly hit the most well guarded building in the world) (Gov't has lied about everything else, why not this!) (Bin Laden is not wanted for 9/11 by the FBI) (People were arrested for picking up Space Shuttle remains, how did people get away with picking up scraps at the Pentagon) (First Responders were hailed as heroes by our government, but in reality, they were knowingly exposed to toxic chemicals at Ground Zero) (How would CSI have handled the crime scenes) (Reference Bldg. 7 to a building in your town, and ask your neighbor to imagine its collapse without the general public knowing about it- if you only have nine-story building, then ask the person to imagine one 6 times taller).
- Add a unique closing signature to your emails. Example: Patriot Act 5 Disclaimer Notice: This post and all my past and future posts represent Parody and Satire and are all intended for Entertainment and Amusement purposes Only.
- If you cannot participate in spreading 9/11 Truth, consider donations to worthy 9/11 Truth causes.
- If you're uncomfortable with marketing 9/11 Truth in your community, consider traveling to another nearby town/community to distribute literature.
- Although expensive, consider purchasing billboard signage – perhaps along Interstates/Freeways. The sign might say: America, for 9/11 Truth (your favorite website), or, "WTC7 – The 9/11 Smoking Gun, see WTC7.Net" or "Google 9/11 Truth".
- Remember, you have no more than 8 seconds to get your message across.
- Consider flying an American flag upside down and at half-mast. An upside down flag is an international sign of distress. Perhaps you can convince one of the gigantic flag flyers in your community to do such. Consider posting these marketing ideas on your website.
- Proceed with love and compassion and serendipity will follow.