2. Marketing

In this book we will discuss methods that we can use to promote the project to the common man in any part of this world ;) Basically, using marketing manipulation techniques for good instead making profits.

- 1. Advice with a grain of salt ;)

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1. Don't expect everyone to be uniformly informed. Most people don't have time for several reasons to pay attention to everything what is going on in this world. Be humble, and try to explain in the best layman terms you possibly can. Only abstract things away with people that already have enough examples in their head for which such an abstraction could work
2. Don't treat others like a piece of shit that don't share Deternet's believes. They are good people as well, you were once like them and now it is your job to stay simply a nice person to them. Just let them think, show them your perspective and see if they agree with you or not.
3. Don't hate them because they agree with you but don't take any steps to change their behavior. Already people understanding your cause is a big win. It is half or even lower than half of the marketing. To actually do something about is is like the other 70% of the change. But don't fight it, you can even invite them to just install an app that is hosted on your server. Later they can get their own home server if they want to or home router
4. Filter out conspiracies

"How many Jews living in Europe in the early 1900s do you think felt a need to hide the fact they were Jewish?" After all, THEY weren't doing anything wrong either.... all the same 6 million of them lost their lives because of this a short while later.