

# AFR Meetup Guide

## *A New Equal Rights Amendment for Taxation*



Welcome to our campaign to pass a **New Equal Rights Amendment** to the U.S. Constitution. By forming an [AFR Meetup Group](#), you are joining a movement to restore the justice of “equal rights under the law” to our tax system.

### **Proposed 28th Amendment to the U.S. Constitution**

**Section 1.** Congress shall make no tax laws with rates that do not apply equally to all required payers.

**Section 2.** Congress shall make no laws conveying tax exemptions or deductions that do not apply equally to all required payers of said tax.

In the late 1780s, Americans made great use of meetup groups that met in the churches and taverns of their towns to talk about ratifying the proposed Constitution so as to unify the 13 colonies into a new American nation. We need to do the same thing again today – this time to restore the fundamental principle of America, *equal rights under the law*.

This promotional guide has been designed to assist you in your efforts. By combining its knowledge with your actions, you can become highly effective in helping to get this vital 28th Amendment ratified and stop the runaway growth of our government today.

This guide will explain to you how to recruit others in building grassroots support. Our goal is to teach Americans why a New Equal Rights Amendment for taxation is so important to stop the runaway growth of government in Washington and save freedom.

Our guide will show you how to become an excellent promoter for the cause, how to greatly increase your sphere of influence, how to form a “super Meetup Group” with a steady supply of new recruits – in short how to become one of the vital keys for the restoration of a free America.

## Building Your Meetup Group

We are selling an idea rather than a tangible product – the idea of amending the Constitution to create the justice of “equal rights” in our tax system. It is an idea that is of crucial importance to the future of our country. But it still must be “sold” to our fellow Americans in order to build grassroots support and national recognition. Therefore we must become promoters for the cause. We must learn to apply basic promotional methods just as any other salesperson with a tangible product or service.

There are two fundamental markets that all salespeople have access to for their products and ideas, and we need to be aware of them. They are the warm market and the cold market.

1. Warm Market. This is your personal market, or what is sometimes called your “sphere of influence.” It consists of all your friends, relatives, neighbors, and associates – everyone who you know and have come in contact with throughout your entire life. Anyone who will recognize your name, who has done business with you, who has associated with you for any purpose (work, recreational, civic, church, charity, school, service, etc.) is considered to be your “warm market.” They don’t have to know you well; they just have to know you.

You will have credibility already established with these people. Thus, you will not have the normal wall of sales resistance to break down in order to explain your product as you would with perfect strangers. Sales are easier in this market.

2. Cold Market. This is the “main” or “direct” market. It consists of all potential prospects for your product or idea that you don’t know. Since these people will be strangers to you, you will need to approach them differently than you will with your “warm” market. You will need to first build credibility in their eyes for both yourself and your product. This will require a little longer time period. Sales are a bit more involved in this market.

### **Warm Market Recruitment.**

Naturally you will want to tap into your “warm market” first. With reasonable effort and persistence, you should be able to recruit 8-10 members from this market.

The first step in the process is to sit down and construct a list of as many friends, relatives, associates and acquaintances as you can that you have known throughout your entire life. There are at least 100 people that everyone knows. Many people can come up with 200, some even 500 or more.

This will require a little bit of brain work. You will have to stretch your memory, check address books, yearbooks, diaries, Christmas card lists, invites to your wedding, job and church rosters, associations, etc. It may require a few days to a few weeks. But everyone (except hermits and monks) has at least 100 people in their warm market. These are the first people you want to approach about joining the cause of the New Equal Rights Amendment. Form a list of them.

As an aid, we have provided a **Memory Jogger** (pages 6 & 7) for you to use. By reading it over for a few days, you will be surprised at how many names will pop into your mind. And each name will then invariably trigger others.

Once you have formed a list of names, you should email everyone on it the link to our PDF, "Ending the Income Tax and the IRS": <http://www.afr.org/pdfs/EndIncomeTax.pdf>  
Send it to all those you wish to contact.

A personal note should accompany your mailings. It should be something like: "Joe, here's a great idea and a great opportunity to do something good for the country that I recently ran into. Check out their website and see if it might interest you. I'll be in touch." Of course, fit the words of your note to your personality and to whatever kind of relationship you have with the prospect.

After you have given your list of names a few days to read the article and peruse the AFR website [www.afr.org](http://www.afr.org), contact each of them with a follow-up via email, phone, or snail mail to find out what they think. For those who show interest, explain briefly why you think our cause is so vitally needed in America today. If they live in your local area, invite them to join you in a Meetup Group to learn more about the 28th Amendment to the Constitution and to help build grassroots support for it. If they do not live in your local area, urge them to form a Meetup Group in their own area.

By this time you should have read our three primary articles explaining this cause, which will give you vital info to promote its basic fundamentals. Your purpose here is to get as many people in your warm market as you can to become involved with helping to pass the amendment. Here are the three important links with which to do this:

Ending the Income Tax and the IRS  
<http://www.afr.org/pdfs/EndIncomeTax.pdf>

A New Equal Rights Amendment for Taxation  
<http://afr.org/new-equal-rights-amendment>

Equal Rights versus Special Privileges  
<http://afr.org/equal-rights-vs-special-privileges>

**Additional links that are also important:**

Printing Our Way to Prosperity – <http://afr.org/printing-way-prosperity>

An Honest Monetary System – <http://afr.org/honest-monetary-system>

Keynesianism's Ugly Secret – <http://afr.org/keynesianisms-ugly-secret>

America's Coming Crackup – <http://afr.org/americas-coming-crackup>

You need to make as many of your friends and associates as possible aware of the first three links above, and fill in with the bottom four as needed. Once you have thoroughly exhausted your warm market list, you can then move on to the larger Direct Market (the “cold market”) for more serious promotion.

### **Cold Market Recruitment.**

Here is where AFR can help you to build a Super Meetup Group, one that is far easier to grow and maintain. We have access to 3 million names, addresses and phone numbers of conservative, libertarian and patriot activists. This will allow you to contact hundreds of patriotic Americans in your local area. These are people who have, in the past, worked for and contributed to conservative or libertarian political causes. They will be great recruits for your Meetup Group.

Once you have registered your Meetup Group at <http://www.meetup.com/about>, let us know the state and county in which you live. We can provide you with the names, addresses, and phone numbers of the conservative-libertarian activists in your zip code and all surrounding zip codes. We can provide them to you at our cost, \$100 to \$120 per thousand names depending on how many names you need. You provide the zip code areas you need, and we will get you the names. These are people who are very concerned with the political direction of America. They are anti-Big Government and will be excellent prospects for building our grassroots movement. To purchase the names, addresses and phone numbers of these patriot activists in your area with a credit card, call 1-888-404-2420.

Your job, as a sponsor of an AFR Meetup Group will be to contact these patriots within your area. This, you will do by phone, or by mailing them a postcard with the link to our website [www.afr.org](http://www.afr.org) with a personal note about the cause and the Meetup Group and how to join. If you choose to call your contacts, make your call informative and friendly, introduce them to Americans for a Free Republic, get them to visit our site while on the phone if possible, then tell them about the Meetup Group gatherings and leave them your contact info. After a week or so, you can re-contact the positive ones and give them a more formal invitation to the next Meetup gathering.

You are the leader of your group, so conduct as many meetings as you can handle, organize seminars, have your members write letters to the editor, call in to local talk shows, sponsor rallies, etc.

Your most important role as the leader of your Meetup Group will be to teach all members the importance of stopping the runaway growth of government by ending its right to redistribute our earnings, and why this will eventually lead to getting rid of the income tax totally. You want to get as many as you can to read our **Ending the Income Tax and the IRS** promo article, <http://www.afr.org/pdfs/EndIncomeTax.pdf>. Then make our support literature the theme for discussions and Q&A's during your gatherings. Acquaint all members with our basic strategy. In this way they can properly promote it to others.

You and your members also need to send our promo article, **Ending the Income Tax and the IRS**, to your congressmen and senators. You can find your congressmen and senators at: <https://www.usa.gov/elected-officials>. You need to repeatedly contact them. Only with repetition do they get the message.

AFR's proposed 28th Amendment for taxation is vital to the restoration of freedom in America. It possesses a revolutionary uniqueness that will go to the root of tyranny's growth – *government's source of money*. We have the power to change the entire political paradigm of America and restore sanity to the country. We have the power to restore the Republic that Jefferson and the Founders envisioned.

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This then is our dual warm and cold market plan for building AFR "meetup groups." As you proceed in building your group, a most important point to remember is to stick to your game plan of promotion and don't get discouraged if you encounter negativity along the way.

Every great idea throughout history, in its initial stages, has had its share of scoffers and antagonists who come up with excuses for why such an idea is unworkable. These are the apathetic naysayers of humanity that are a part of every era of history. Ignore them and seek out those patriots who best exemplify the spirit of freedom.

Remember, history is changed and great ideas win acceptance, not by cynics and pessimists, but by those who can see the light of opportunity in the shroud of every difficulty – by those who are willing to overcome all hurdles in their path to doggedly persevere until their goal is reached. This is the story of America. This is how our Founders began 240 years ago – as a small but dedicated minority of patriots who persevered because they had truth and justice on their side. We at AFR are no different in the modern era.

There is much good to do here for our country. So don't procrastinate! Don't expect someone else to do your part. Get started in AFR's history making movement today. We intend to change the face of America, and you are a crucial part of it all.

# Memory Jogger

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Good Friends  
Best Friend  
2nd Best Friend  
Family w/4 Children  
Family w/5 Children  
Teacher  
Twins  
Soccer League  
Little League  
P.T.A.  
YMCA  
Apartment Manager  
Ambitious  
Bowling League  
Minister  
Deacon  
Relatives  
Most Integrity  
Most Trustworthy  
Who You Buy From  
Gas Stations Frequented  
Church Directory  
Doctor  
Chiropractor  
Shrink  
Best Smile  
Balding  
Works Nights  
Works Swing Shift  
In Hospital  
New Baby  
Recent Accident  
Recent Death  
In Engineering  
Drives a Truck  
In Management  
Carpenter  
Does Odd Jobs  
Works 2nd Job  
In Multi-Level Marketing  
Most Successful  
Thrifty  
Recent Promotion  
Over 60 / Works Full Time  
College Annuals  
Church  
Former Church Minister  
Former Church Members  
Girl Scouts  
Needs More Money  
Sold You a New Car  
Best Salesman

Just Had a Daughter  
Married  
Parents' Friends  
Cousins  
Brothers/Sisters' Friends  
Car Repair  
Tires  
Grocery Store  
Clothing Store  
Unemployed  
Over 40 w/Young Children  
Single Parent  
Owns Business  
Works in Restaurant  
Neighbors  
Neighbors on Right  
Neighbors on Left  
Across the Street  
On the Corner  
Former Neighbor  
Old Neighborhood  
Where You Grew Up  
Your Education  
School Reunions  
Wife's Friends  
Cub Scouts  
Boy Scouts  
Campfire Girls  
Most Enthusiastic  
Most Attractive  
Just Had a Son Married  
Uncles  
Aunts  
Parents  
Most Noble  
Most Likable  
Best Personality  
Ski With  
Play Golf With  
Bridge With  
Work Out With  
Eat Out With  
Vacation With  
Optimist  
Lions Club  
Church Choir  
Grade School Principal  
High School Principal  
Post Office  
Tells Jokes and Stories  
Office Friends  
Bought a Car From You  
Security Person

Fisherman  
Secretary  
Maid of Honor  
Used to Work With  
In-Laws  
In-Laws' Friends  
Shipping / Receiving  
Lifts Weights  
Rides Bus to Work  
Car Pool With  
Prettiest Wife  
High School Football Team  
High School Teachers  
High School Coaches  
College Coaches  
Amway Dealer  
Day-Care Center  
Everyone at Past Jobs  
Lives in House  
You Used To Eat Lunch  
With  
Watch Football With  
Play Poker With  
Drink Beer With  
Boss at Work  
Best Man at Wedding  
Sellers to Your Company  
Plays Guitar  
Drives Mercedes  
Blonde Hair  
Beard  
Pilot  
Grade School Teachers  
Received Xmas Card From  
Spa / Health club  
Quit Smoking  
Postman  
Everyone at Current Job  
Who to Call if Needing Help  
People in Other  
Departments  
Wedding Photographer  
Boss's Secretary  
Clients of Your company  
Parents' Neighbors  
Has a Moustache  
Scuba Diver  
Childhood Playmates  
College Professors  
Sold You Insurance  
Teller at the Bank

Accountant	Grocer	Race Car Driver
Actors/Actresses	Hardware Clerk	Radio Broadcaster
Advertising Reps	Health Club	Real Estate Agent
Air Condition Repairman	Hospital worker	Religious Organizations
Air Courier Deliveryman	Hotel-Motel Maid	Rent-A-Car
Air Traffic controllers	Industrial Engineer	Representative
Anesthesiologist	Insurance Adjuster	Research Technician
Antique Dealer	Interior Decorator	Restaurant Owner
Appliance Repair	Investment Advisor	Retail Store Owner
Architect	Janitor	Roofer
Armed Forces	Jaycees	Rotary
Art Dealer	Jeweler	Seamstress
Art Instructor	Judge	Security System Salesman
Artists	Lab Technician	Sheet Metal Worker
Auctioneer	Lawn Keeper	Sheriff
Babysitters	Lawyer	Shoe Repairman
Bank Cashier	Leasing Agent	Sign Maker
Barber	Librarian	Social Worker
Beautician	Lifeguard	Sorority Sisters
Brewery Salesperson	Lithographer	Statistician
Brick Mason	Loan Broker	Stock Broker
Bridesmaids	Mayor	Store Clerks
Builder	Milkman	Student
Bulldozer Operator	Mill Worker	Surgeon
Bus Driver	Missionary	Surveyor
Candy Salesperson	Mortician	Taxicab Driver
Car Pool	Motel Manager	Telephone Lineman
Carpet Layer	Motor Home Dealer	Telephone Operator
Caterer	Motorcycle Dealer	Tool & Die Maker
Chef	Moving Van Operator	Tour Operator
Cleaning Lady	Music Teacher	Tow Truck Operator
Commodities Broker	Musician	Travel Agent
Computer Programmer	Newspaper Pressman	TV Announcer
Computer Repairman	Nurse	TV Producer
Congressman	Nurseyman	Typesetter
Contractor	Obstetrician	Vending Machine Operator
Court Reporter	Office Machine Salesman	Veterinarian
Crane Operator	Office Supplies Salesman	Waitress
Dance Instructor	Office Manager	Wallpaper Hanger
Data Processor	Optometrist	Warehouse Manager
Day Care Worker	Organization Associates	Welder
Detective	Paint Salesman	X-Ray Technician
Dietician	Paper Deliverer	Zoo Keeper
Dry Cleaners	Patrolman	
Editor	Pest Control Professional	
Electrician	Pet Store	
Farmer	Pharmacist	
Fashion Model	Photographer	
Fire Chief	Physical Therapist	
Fitness Instructor	Plant Foreman	
Florist	Plumber	
Fraternity Brothers	Podiatrist	
Furniture Dealer	Political Organizations	
Furniture Repairman	Printer	
Garage Mechanic	Printing Salesman	
Golf Pro	Professional Athlete	
Graphic Designer	Professional Organizations	