

AFR Meetup Guide

An Equal Rights Amendment for Taxation



Welcome to our campaign to pass an **Equal Rights Amendment for taxation** to the 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 and end special privilege.

Proposed 28th Amendment to the U.S. Constitution

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

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

Section 3. Congress shall make no income tax laws exempting income above the poverty level.

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 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 the 28th Amendment to the U.S. Constitution 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 an 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 28th Amendment cause. 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, email everyone on it the link to our PDF, "Ending Progressive Tax Rates in America: The 28th Amendment to the Constitution," <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, 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 the following four 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 promote the amendment. Here are four important links with which to do this:

Ending "Progressive Tax Rates" in America:
The 28th Amendment to the Constitution
<http://www.afr.org/pdfs/EndIncomeTax.pdf>

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

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

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 these four articles, most importantly the first one: "**Ending Progressive Tax Rates in America: The 28th Amendment to the Constitution.**" 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, which you can purchase from us at our cost. This will allow you to contact 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 AFR Meetup Group.

To register your group with us, email contact@afr.org with < Register > in the subject line. Provide your Name, Address and Phone in the body of the email, and you are officially registered.

To purchase names from us, email contact@afr.org with the state and county in which you live. Give us the zip codes that you want names for. The cost is \$100 per thousand names, addresses, and phone numbers. All orders smaller than 1,000 names will cost \$150 flat. We will get back to you with a count of how many names are available in the zip codes that you are requesting and what the price is. You can then call the order in with a credit card to: 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 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 Progressive Tax Rates in America**" 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 the more motivated can properly promote it to others.

You and your members also need to send our promo article, "Ending Progressive Tax Rates in America," 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 every 2-3 months. Only with repetition do they get the message. Eventually once your group is established and meeting regularly, you need to also meet with your Congressman in person and work to persuade him to become a co-sponsor of our

Equal Rights Amendment for Taxation. Once he has read our promo article, "Ending Progressive Tax Rates in America," he will be far more receptive to our cause. So make a diplomatic pest out of yourself by emailing it to him every 2-3 months.

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 who 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

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	