

Selling the Dream



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Selling the Dream



1

Create a cause

Selling the Dream



2

Look for agnostics, not
atheists

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3

Localize the pain

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4

Let people test drive
your cause

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5

Provide a safe first step

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6

Let a thousand flowers
bloom

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7

Fix for who's buying

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8

Ignore pedigrees (sic)

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9

Make them feel part of
your team

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10 Remember your friends