

PROMOTIONAL PLAN



LOOSE
CHANGE
9/11

A N A M E R I C A N C O U P

LOOSE CHANGE 9/11: AN AMERICAN COUP COURSE OF ACTION - PURCHASE

DIRECTIVE

1. BUY DVD
2. BUY DVD IN BULK
3. DISTRIBUTE

PROCEDURE

Visit www.loosechange911.com or www.microcinemadvd.com to buy the DVD.

Visit www.loosechange911.com or www.microcinemadvd.com to buy the DVD in bulk (spindles or boxes of 30 DVDs or more will have a 30% wholesale discount).

Give this powerful DVD as a gift to your friends, family, coworkers, neighbors, local community center, schools, clubs etc. OR sell it to people and organizations at full retail price and keep the profit for yourself.

LOOSE CHANGE 9/11: AN AMERICAN COUP COURSE OF ACTION - PROMOTE

DIRECTIVE

1. E-MAIL
2. POST
3. MESSAGE AND COMMENT
4. NETWORK

PROCEDURE

Email the following link to all contacts in your address book and request that they visit the site: www.loosechange911.com. Alongside the link, also include the phrase: "Buy the DVD"

Links - www.loosechange911.com & www.theaveryfoundation.org
Banners - www.loosechange911.com
Post Cards - www.loosechange911.com
Videos - www.loosechange911.com

Post any/all of the above elements on e-newsletters, blogs, and social networking sites such as: Facebook, MySpace, etc. (via event listings, bulletins, comments, notes, groups, etc.) You can notify people that while the DVD will be released on 9-22-9, it will be available for purchase at a special presale price as of July 15, 2009. Invite people to purchase the DVD early in order to take advantage of this offer. Always include the link: www.loosechange911.com with the phrase, "Buy the DVD."

Send messages and post comments on all available lines of communication with the link: www.loosechange911.com and phrase, "Buy the DVD."

Join or follow *Loose Change* on the social networks:
Official Myspace page:
www.myspace.com/loose_change_movie
Official Facebook page:
www.facebook.com/LooseChange
Official Youtube channel:
www.youtube.com/loosechange911movie



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WWW.LOOSECHANGE911.COM

Official Twitter page:
www.twitter.com/loosechange911
Official Flickr photostream:
www.flickr.com/photos/loosechange911

5. BLOG

Write blogs and micro-blogs on your personal pages and accounts such as Wordpress, BlogSpot, and Twitter.

Follow @loosechange911 on Twitter and encourage others to do the same.

6. SEARCH

Search for *Loose Change 9/11: An American Coup* on: www.imdb.com, www.rottentomatoes.com, www.amazon.com, www.netflix.com etc.

Whenever possible, write positive reviews for the film that will encourage others to purchase and/or rent it for viewing.

7. VISIT OFFICIAL SITES

Loose Change 9/11: An American Coup:
www.loosechange911.com

The Avery Foundation:
www.theaveryfoundation.org

Highly-recommended Truth Movement sites:

History Commons:
www.historycommons.org

911 Truth:
www.911truth.org

Patriots Question 9/11:
www.patriotsquestion911.com

8. CREATE A SIGNATURE

Add "www.loosechange911.com/Buy the DVD" to your email signature.

LOOSE CHANGE 9/11: AN AMERICAN COUP COURSE OF ACTION – FUNDRAISE FOR THE AVERY FOUNDATION

DIRECTIVE

1. GIVE

2. GENERATE PRE-ORDERS

PROCEDURE

Collect donations for The Avery Foundation (a non-profit 501 (c)(3) organization) to help provide benefits for the First Responders and victims of 9/11 as well as for all their families by visiting: www.theaveryfoundation.org.

- a. Acquire approval to take pre-orders for *Loose Change 9/11: An American Coup* DVD at your church, themed group meetings, political gatherings, workplace etc.
- b. Make announcement of the DVD's upcoming release date (9-22-9). Provide all those who are interested with the links: www.loosechange911.com or www.microcinemadvd.com.
- c. Take pre-orders.
- d. Purchase 1 spindle or box of 30 DVDs with 25% wholesale discount after you have taken at least 30 individual orders at retail price. To order, go to: www.loosechange911.com or www.microcinemadvd.com.

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WWW.LOOSECHANGE911.COM

3. HOST A *LOOSE CHANGE* MOVIE NIGHT

- e. Donate the profit to The Avery Foundation: www.theaveryfoundation.org
 - f. [Optional] Notify (via email) those who placed orders that their DVD has arrived and is available for pick-up at the next meeting, gathering, event etc.
- a. Acquire a *Loose Change* Movie Night License from Microcinema International. To request a license, write to: info@microcinema.com.
 - b. Promote your Movie Night
 - Make announcements at work, school, community groups etc.
 - Email and/or leave wall posts, comments, tweets etc. for those you believe may be interested in attending your screening.
 - Create Facebook and Myspace event listings and send out invites to all those on your friend lists. Encourage those who RSVP as attendees to do the same.
 - Hand out Postcards.
 - c. Screen the film.
 - d. Distribute feedback cards at the screening to gather people's information.
 - e. Promote The Avery Foundation at your screening.
 - f. At your screening, sell DVDs that you have purchased in bulk quantity with 30% wholesale discount for full retail price and donate the profits to The Avery Foundation.

LOOSE CHANGE 9/11: AN AMERICAN COUP COURSE OF ACTION – DEMAND THE TRUTH

DIRECTIVE

1. KNOW YOUR REPRESENTATIVES
2. CONTACT A POLITICIAN

PROCEDURE

Go to the Political Leaders for 9/11 site: www.pl911truth.com and learn about which politicians have signed the petition demanding that the truth behind 9/11 be exposed once and for all.

Write to a politician of your choice and insist that s/he also sign the 9/11 Truth Petition. Go to the "Email a Politician" section of www.loosechange911.com for a sample letter in which you can include this request.

- a. Provide him/her with the following link where s/he can submit a request to the site administrator for verification of political standing: www.pl911truth.com/index.php?option=com_contact&view=contact&id=2&Itemid=54
- b. Once his/her political standing is confirmed s/he will be allowed to join over 45 other politicians in the fight for 9/11 Truth.

LOOSE CHANGE 9/11

AN AMERICAN COUP

WWW.LOOSECHANGE911.COM

LOOSE CHANGE 9/11: AN AMERICAN COUP TOOLS & RESOURCES

SUGGESTED READING

This is a list of books and articles that can be used as resources for becoming further informed about the events and investigations (or lack there-of), surrounding the 9/11 attacks.

PROMOTIONAL PLAN



Use this promotional plan to help you organize your *Loose Change* Campaign. The Course of Action can be used as a step-by-step guide for you, your group, or organization to develop a personalized campaign for raising awareness about the film, the Avery Foundation and the Truth Movement that suits your agenda and target audience.

E - LETTER



The E-letter can be used as a short introduction to those unfamiliar with and/or interested in learning more about *Loose Change*, the Truth Movement and The Avery Foundation. Use it to invite others to join your *Loose Change* campaign or to inspire them to create their own. You can either print it and hand it out/mail it or cut and paste it directly into the body of an email.

POST CARDS



Print these 6x9 postcards out on your personal printer or at your local print shop. Hand them out at informational events and gatherings as well as at any *Loose Change* Movie Nights you may have. They can also be posted on blogs and other social networking accounts.

BANNER ADS



Upload these banners on your Facebook, MySpace, or Twitter pages, profiles, bulletins, event invites or blogs to raise awareness about the Truth Movement and to promote *Loose Change 9/11: An American Coup* and The Avery Foundation.

VIDEOS



Download these video files to your personal computer and use them to spread the word about *Loose Change*. Upload them to your Video Share accounts of choice, i.e. Youtube, Vimeo etc. as well as to the video sections of your Facebook and MySpace profiles. They can also be imbedded into comments you post on the pages and profiles of others.

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