

# Advocacy for Advocates

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# Telling others about Free Software

# Passion versus Persuasion

# Know your audience

# A Brave New World

Price is no object

# Benefits, not features!



<http://www.xkcd.com/619/>



Features are boring :(

Benefits are exciting :)

# Honesty works

Be positive

Don't criticize

# Respect others' choices

# Know the facts

Eat your own dog food



Be available

# Empower others

Above all, listen

Go out and share