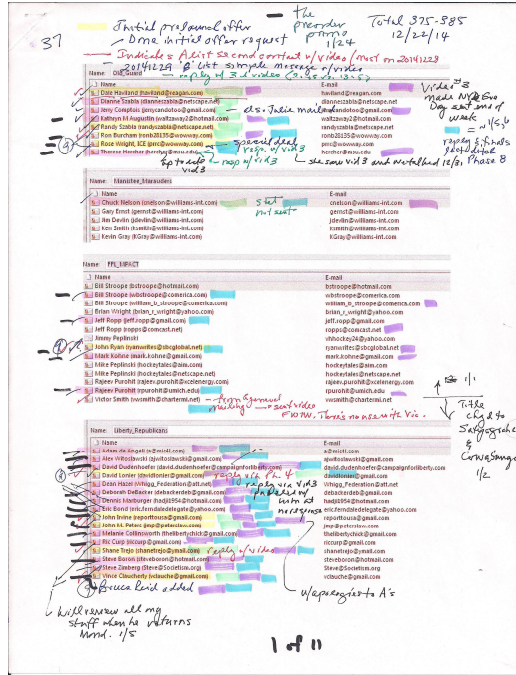


8: SUCCESS STARTS WITH A LIST

Write it Down, Make it Happen — *Henriette Anne Klausner*

Don't let the image on the right intimidate you. It's solely to illustrate the many possible functions of a listing of contacts. And it's my own list, which has about 350 names, which group into roughly 30 sublists.

My Master List—because I'm older and have been out in the world a while—will be bigger and more complicated than many. But that's okay. It was still a very simple process for me to prepare it and then use it in the furthering of my book and its activities.



In this chapter I'm going to describe that process in terms that I hope will make it easy and relatively quick for anyone.

How to Make Your Distribution Lists

These instructions are based on using an email program like Microsoft Outlook (I use the 2007 version). Chances are you already have a few groupings of names that you send out similar messages to—such as immediate family, longtime friends, golf buddies, coworkers, etc. These are distribution lists (distlists).

For the TLC campaign I have named four different broad categories of contacts: friends, family, huckleberries, and notables. And really, I'm only naming these as an aid to the general task you will have to organizing your contacts:

- **Friends**—people you are close to for a number of reasons, you see them frequently, they're on your Christmas card list, you've gone through trying times together, they're attuned with you emotionally, and you enjoy their company above regular acquaintances, etc.
- **Family**—including not only the blood relatives, or at least the ones who are speaking to you, but extended family with whom you have maintained pleasant occasional contact over the years.
- **Huckleberries**—aka esteemed acquaintances: you hang with them but they're not usually on your wavelength philosophically or spiritually; my examples: a fantasy football league and a larger group who formed a golf league from a company (many engineers) where I worked years ago.
- **Notables**—This category is a recent thought: includes not only public officials who are in your service tree but especially, for 9/11 Truth letters, academics and perhaps mainstream media honchos. Example: the dean of engineering at the school where you graduated.¹

Keeping the above categories in mind, then taking your existing distlists, it's time to walk through your whole list of contacts, one by one, and decide whether that particular individual belongs in a distlist. Then name the list.

Note: This chapter shows a comprehensive system for name grouping/listing. Since first written, two 'quick start' plans have been done that only require 10 names or 20 names, respectively. Lite version of TLC only requires 1 hr. TOTAL!



A lot of you are like me, slightly cause-oriented, so you'll tend to group individuals according to the cause you share with them.

Very important not to get too wrapped up in the details of this book. As the TLC program matures, several innovations in doing the job are incorporated. Please go to the Website for latest:

<http://after911truth.org>.

¹ For Notables consider a formal mailed letter, which is suitable for all if you have address.

MY LISTING OF DISTLISTS

My whole email list of contacts contains a little more than 1,000 names, at least half of them either no longer current or not relevant to this TLC project or to any need to have them grouped. I did put 375-385 names into a total of roughly 30 groupings. Below is a representative table:

Name	#	Description
Old_Guard	8	Old friends, people I email regularly, stay in touch with.
Insider_Activists	5	Knowledgeable of Thrive, new consciousness, spiritual, truthers.
Liberty_Republicans	15	The Ron Paul Libertarian type Republicans around SE Michigan.
AE911_Michigan	10	Architects and Engineers for 9/11 Truth, local people.
FEJA	8	Fully empowered grand jury, generally truth receptive.
FFL_Poker_Gang	15	Two dist lists: fantasy football, poker friends from where I worked.
LPM_Lists	50	Libertarian Party of MI, I cofounded LPM in 1972, leaders and reg.
Regular_Fellows	30	Good persons in MI and out of MI, don't see much; Christmas card.
Family_and_Near	15	Two lists: one literal family other like extended, 1/2 truth oriented.
Liberty_Worldwide	20	Celeb libertarian, some LP, authors, current officials, noted thinkers.
Free_State	55	Early mover to Free State of NH in 2004, in 2008 returned to MI.
Editing_Writing	20	Also publishing, other authors, some celeb authors, past editors.
Huckleberry_1	20	Second chrono group of coworkers, IT, but not hang w/ as Huck 2.
Huckleberry_2	25	First chrono group, stayed via golf league, basically tech engineers.
Cause_Oriented	30	4-5 distlists: sec humanists, 9/11 US, gmos-smart meters, etc.
Misc	20	Rarely hear from stay in touch with, old contacts, significant.
Friends_Deniers	7	Special who ridiculed/dissed me for truth, once really good friends.

I don't show notables yet, they will be a few special lists, and perhaps not organized into email distlists because I'll contact via US mail and/or by phone. This gives you the general lay of the land; set up your lists according to natural boundaries for you. You will be able then to print out a master list like what shows beneath this chapter heading.

USING YOUR EMAIL MASTER LIST

When you have your lists, you can go to the next chapter and create your 'letters' for emailing or mailing, individually to the people on your lists. Take screenshots or print off the lists as shown under this chapter heading, then as you send an email mark that line along with a note (or color code) of what you sent.

Step back a minute, those who are reading this book from a personal project marketing perspective: These lists—properly maintained—can serve you well in your initial startup and subscription funding for any project, i.e. premarketing.
