



Selling the Second Amendment.: How to Promote the Right to Keep and Bear Arms to the Masses.

Gregory Smith

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For too long gun owners have been preaching to the choir, although more than 65 million Americans own guns, we need to recruit more people. The survival of our Second Amendments depends on it. They say a good bar thrives when 20% of their customers are new and 80% are regular. While the Second Amendment isn't a product or a service, this booklet argues that we can sell it as such. Here you will learn how different minorities feel about firearms, and what we can do to change their minds. You'll learn of the unique cultural backgrounds of African-Americans, Hispanics, Asians, Jews, Liberals and Centrists, etc. Like a good insurance salesman, you'll learn to discover the needs of your customers and cater to them on that basis. In other words, you'll be defending gun ownership from their point of view. Introduction Chapter 1: Why we must sell the Second Amendment. Chapter 2: Selling to Liberals and Moderates/Centrists. Chapter 3: Selling to Blacks Chapter 4: Selling to Hispanics Chapter 5: Selling to Women Chapter 6: Selling to Jews Chapter 7: Selling to Gays Chapter 8: Selling to Asians Chapter 9: Selling to Christians Chapter 10: Developing Friendly Gun Ranges and other ideas to sell the Second Amendment.

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