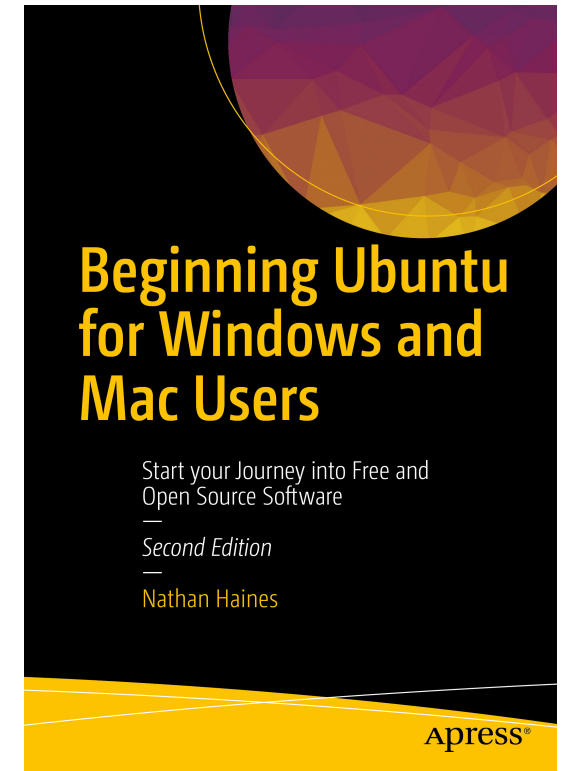# Advocacy for Advocates

Nathan Haines

ubuntu

Nathan Haines

- Author
  - Beginning Ubuntu for Windows and Mac Users, 2nd Ed.
- Ubuntu member
- Computer enthusiast

Beginning Ubuntu for Windows and Mac Users

Start your Journey into Free and Open Source Software
—
Second Edition
—
Nathan Haines

Apress®

ubuntu®

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/

ubuntu
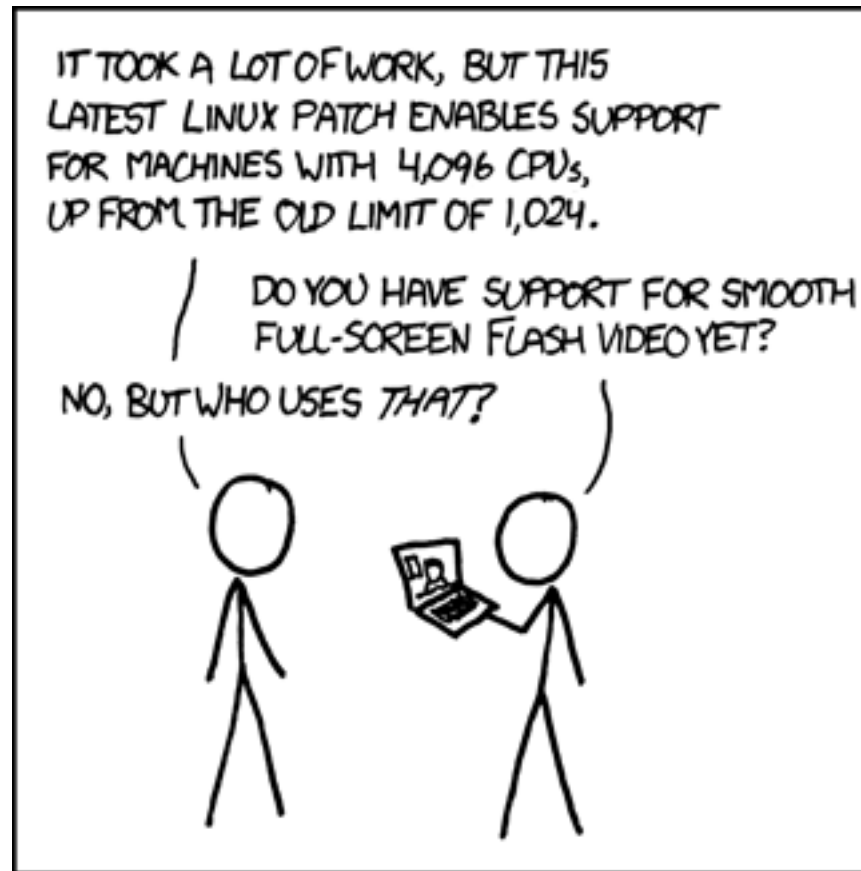
Features are boring :(

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