



THE OFFICIAL FRIEND OF LOU

OFFICIAL CODE OF OFFICIAL CONDUCT

MANDATORY PREAMBLE *It should come as no surprise to a person such as your fine-self that with great honor comes great responsibility. Specifically, my friend, as a fully vested Ambassador of Possibility, it is henceforth incumbent upon you to go spread the Good Word amongst all those whom you know. (And yes. All those whom you don't know, too.)*

HERE'S HOW – IN TEN EASY WAYS, THREE EASY STEPS, AND ONE EASY-GOIN'-LOUISVILLE-LOVIN' STYLE.

1

TIPS FOR YOU, YOURSELF, PERSONALLY

- ONE** Go forth and **recruit ten worthy souls to become Friends of Lou**. Send them to the *FriendofLou.com* Web site to register. It's not just painless, it's positively entertaining.
- TWO** **Forward a Friend of Lou email** to five people who aren't lucky enough to live here. Then forward it to five who *are*.
- THREE** **Go online to *PossibilityCity.com/ThereIsaPlace*** and tell people why you think Louisville is such an attractive place to live, work, or play.

2

TIPS FOR RAISING EYEBROWS

- FOUR** **Put an FOL sticker** on your car or on your laptop. Or put a **removable tattoo** on your upper arm. Or leg. Or both. *Tip: email lou@possibilitycity.com if you want to get your hands (or legs or both) on stickers and tattoos.*
- FIVE** Surprise and delight friends and family with cool **Possibility City merchandise** from *PossibilityCity.com*. *Bonus tip: buy two. It'll cut down on the squabbling afterward.*
- SIX** (Actually, go ahead and **treat yourself** to some of the great stuff that's available on *PossibilityCity.com*.)

3

TIPS FOR BEING A LOU-NA-TIC

- SEVEN** **Add:** *If you love Louisville, make it official. Join FriendofLou.com to your email signature.* (Trust us: it's even more impressive than adding *PhD*.)
- EIGHT** **Preach the word of Possibility.** If you need some help, *email us*, and we'll meet with your organization or business to present the whole Louisville / Possibility City / Friend of Lou road-show.
- NINE** **Ask your boss about including an FOL message** in your newsletter, office meeting, or whatever.
- TEN** And easiest of all: Simply *email us at lou@possibilitycity.com* and **we'll send you custom-imagined tips** just for you or your group.

FOR MORE WAYS TO SPREAD THE WORD, GO TO WWW.FRIENDOFLOU.COM/TIPS