Instructions to Print, Fold, Distribute Promo Notes

These PDFs are formatted to print on standard white 8.5"x11" paper, cut in half, turn 90° and cut in half again, to get four 4.25"x5.5" copies per sheet. Print a test page first to make sure they are spaced okay. If they aren't, see below.*

If you want to print one on the back of the other, after you print the first side, turn the paper over in your printer and print the back side. Print a test page to make sure you have the paper turned the right way.

*If they aren't spaced okay, with the PDF showing on your computer or phone screen, on PDF menu, use the "Fit to Printable Area" setting, which may be the default, or you may need to go to "More settings" or "Advanced options" for that. If that setting is not available, try the settings that are available, to see what works best. If necessary, trim excess edge(s).

Many print shops, like FedEx Office and Office Depot can cut a few reams of paper at a time for only a few dollars. Call ahead to confirm they do that before you make a trip there. And they can often clean up spacing issues if you need that.

Check local ordinances before considering dropping thousands of these Promo Notes™ from airplanes. Also consider alerting local media first, to promote this project. It can make all the difference to build rapport with local human interest reporters, TV, print, radio, influencers, etc. Then return the next day and pick up all remaining littering notes and give those to pedestrians, reporters, everyone possible. Consider signing them as future collectors' items, bits of history.

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I find these printed notes are most inspiringly to others when you hand them out personally, encourage recipients to read them, then, or at their convenience, and invite their questions, and answer as you feel inspired. BE ACCURATE. If you don't know an answer, say so, and that you'll try to find out for them. And ask recipients if they'd like extra copies to share with others. And if you feel they won't abuse it, put your name and # on them so they can get back with you. It may also greatly help for you to have skimmed through The Free Online Guide™ before you start distributing these, to grasp this project as thoroughly as possible, and to anticipate and answer questions.

I find it helpful to fold these notes in half before I hand them out. That seems to limit the extent the words may initially overwhelm the reader, especially the more detailed version. Also, that may prompt your recipients to most easily put them in their pocket, wallet, or purse.

Thank you for your help*!*
Tim Mossman