

Come to the Dark Side

We Have Cookies. Literally. Also, hashtags.

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Idea 1

Requirements

1. The ingredients for [Wookiee Cookies](#)
2. Access to a college campus
3. A bank account
4. Access to Facebook



Execution

1. Prepare the sacrificial cookies. DO NOT EAT THEM. They're for the customers, you pig.
2. Go to your local college campus. College campuses are full of hungry kids with disposable income. Also, they fit those categories without being suspicious!
3. Sell those cookies! Sell 'em all! Seriously, don't leave until they're gone. We need the money.
4. Put the money into a bank account. I don't care if you don't trust the banks, Facebook doesn't accept mattress money.
5. Purchase ad space on Facebook. Facebook reaches the largest audience on the internet, and not utilizing that would be criminal.

Idea 2

To recruit new members I would suggest letting people get a real personal taste of The Dark Jedi Brotherhood. I do not know names of specific locations but I know they do open microphone nights at local coffee houses and trendy bars. Normally people present their poetry and music but maybe we choose the best of the shortest stories to have someone present. These places are most common in NYC or other art centered cities and college towns. Letting people hear examples of the writing will let them see what fan fiction can really be. After drawing them in, tell them to use twitter and Facebook with #darkjedibrotherhood to learn how to join or spread the word to friends who might be interested. In addition create a twitter handle @darkjedibrotherhood. Facebook and twitter let you track hashtags so we can easily see if we have traction. Even if the Dark Brotherhood isn't for the person listening they might think of a friend and post. Hashtags can spread like wild fire.