



21. SPREAD THE WORD

WRITING MESSAGES IN BOTTLES TO SHARE
#REBELCOCKTAILS **DISRUPTS** CAPITALISM'S
ATTEMPT TO STEM A REBEL REVOLUTION

THE LOWDOWN: This may come as a surprise to some, but none of the concepts in this handbook are all that new. Rebels have been saying these same words for a long while. What's new here is working to compile these resources into one actionable handbook. What can become revolutionary new is the act of spreading the word to lots of people to help grow our rebel ranks. Revolutions ramp up when rebel words spread like wildfire.

DISRUPTING CAPITALISM'S ATTEMPT TO STEM A REBEL REVOLUTION

- A) REBEL:** To become an agent of social change, write a note about why you care about improving the world and get ready to spread your message with a Rebel Cocktail. The Rebel Cocktail is a nonviolent revamp of a longtime classic from the rebel's arsenal: the Molotov cocktail. But instead of filling the Rebel Cocktail with gasoline, we rebels understand that words themselves can be more explosive. To spread the rebel word: 1) write a heartfelt personal note and include RebelsHandbook.com in the message, 2) place your note in a recycled plastic bottle, and 3) pass your bottle to friends or strangers. Then, repeat steps 1-3 as many times as you can to help raise awareness about creating progress in our perilous status quo.
- B) DISRUPT CAPITALISM:** Fat cats hold onto power by working to steer the narrative most people read and hear today. For example, the myths they perpetuate about climate change. With Rebel Cocktails, we have a new channel to share rebel words and call for progress. Since we're using recycled bottles, our arsenal is endless (and sustainable). And because new people are always writing the message inside, messages can be passed anonymously and we can easily adjust the handbook's URL if censored.
- C) HAVE FUN:** All 21 steps have advocated for nonviolence to accompany fun at all times. Tactic 21 is no different: never cause vandalism, fear or violence with the design or placement of your Rebel Cocktail. Our fun should come not through breaking bottles, but with funny notes left in fun and clever places.

BONUS POINTS (A+B+C):

If enough Rebel Cocktails are handed out, we must be braced for fat cats to fire back in our direction. For a bonus, help fortify these rebel words form counterattacks. You can do so with strategies like translating this text into additional languages in order to help increase readership.

*“WE MUST UNDERSTAND
THAT THE HIGHEST FORM
OF FREEDOM CARRIES
WITH IT THE GREATEST
MEASURE OF
DISCIPLINE.”* CESAR CHAVEZ