

Planning And Execution of A Local Group

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Facebook, Google and Bing ads allow for targeting people who search for a specific word online in a specific location (for instance, all the people 30 miles away from Chicago who search for the word "Epicurean"). This would be focused enough to attract likely candidates.

But since we lack visibility, I believe that true, sincere Epicureans should be writing more content also for outside outlets who are friendly, like my articles for The Humanist magazine, for infidels.org, Ateístas de Puerto Rico, etc. all of which have slowly expanded the presence of Epicureans online. If we have more English-speaking intellectuals engaged in the public sphere showing people how much moral guidance Epicurean teachings can furnish to modern problems, people will start seeing us as part of the national conversations.

This is a somewhat passive model of recruitment still. In antiquity, the Garden placed statues (if we are to believe "The Sculpted Word") in key places to attract converts. We have to figure out contemporary alternatives to that. Meme publication only attracts superficial sympathy initially, with few guarantees. A proliferation of Epicurean articles may attract people with more substance. Becoming columnists and contributors in sites like Patheos and others might be one way to do it. If we have at least 2-3 bloggers of this sort with a sustained presence for a few years, this may change the paradigm and have many more looking into Epicureanism. I think [Elayne](#) might be the perfect candidate for this because she needs to start building a platform for when she is ready to publish her book.