

The Power of Suggestion

by Rev. Angela Smith of COPE (<https://www.cope.church>)

If I were enrolled in COPE's Conversion Program/Watch-List at <https://www.heal-online.org/thelist.htm> and wanted to graduate by meeting the Honesty In Marketing Standards, I'd possibly do the following:

1. Create a separate website or page on my current site for uncensored feedback with a disclaimer of responsibility for posts made by anyone, indicating people who post are solely responsible for the content of their individual posts.
2. State the following: "We're proud to meet COPE's Honesty In Marketing Standards by offering this platform for uncensored critical and complimentary feedback. In the spirit of Amazon.com, we also provide a rating system for the feedback itself as to whether those reading it found it helpful or not. Share articles, personal experiences, court records, and anything else related to [program name here]. Please e-mail the administrator of this feedback forum if you believe you've been censored. If you do not get a response, contact the HEAL Mission at info@heal-online.org and let them know we've backslid."
3. Allow visitors to influence what feedback is promoted through the rating system and which you may need to scroll to find, charge a fee to promote certain feedback over others, or use a combo of that in some form of algorithm.
4. Prominently link to the feedback page as described above on primary website/advertising/marketing for your program.

E-mail rev@cope.church with the link to such a site or page you've created and that will be accepted as your having met the Honesty In Marketing Standards to graduate COPE's Conversion Program. You will then be featured at <https://www.cope.church/standards.htm> (our "white list").