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FLOWCHART

DIRECTED AT **NON-VEGANS**

FULL VERSION

WHY THIS MATTERS

The flow is not a script to recite. It is a tool to guide. Reading it word for word might get you through, but it will not unleash its full power. These questions act like a mirror: people see their own contradictions instead of you spelling them out. Use it well, and you will save words, expose contradictions, and lead people to the only honest endgame: they become a **vegan activist**. This flow exists to hold them accountable and lead them to the realization that they are being hypocritical and must act immediately.

HOW TO USE IT

- **Cover every step.**
- The order can shift with the conversation, but do not skip any questions.
- Make it yours. Do not sound robotic. Use your natural voice and style.
- Understand the purpose. Know what each question is designed to expose.
- Do not let go. If they dodge, do not entertain distractions. Calmly reassert until they answer.
- Stay concise. Short, sharp questions land harder than explanations.

TIPS FOR NEW ACTIVISTS

- **Silence.** After asking, pause. Let the weight of the question sit.
- **No debating, no tangents.**
- **Focus on exploitation - not abuse, harm, killing or suffering.**



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1	Qualify and Explain	Begin by assessing their mindset about animal exploitation. Determine if they are open to honest reflection or if they're defensive about the ethical inconsistency of their views and choices.
2	Establish Position	Set a foundation of mutual understanding and gain a clear stance on their values around respecting animals. This way, you can repeatedly bring the conversation back to their own stated beliefs, pointing out conflicts between their words and actions.
3	Contradiction Acknowledgment	Expose the hypocrisy in claiming to respect animals while being responsible for their exploitation. The strength of this principle lies in making this contradiction unmistakably clear, forcing them to confront the gap between their views and their actions.
4	Set Foundation	Define veganism as an ethical principle: rejecting animal exploitation (not just a dietary, identity or lifestyle choice). Educate them on the true meaning to prevent and dismantle misconceptions.
5	Clarifying Advantages	Introduce the concept of justice - in the true sense of the word- and what the real advantages are when they take a stance against the world's largest and longest-standing injustice.
6	Victims' Position & Urgency	Help them empathise + understand the severity and urgency of this issue by imagining the situation from the victims' perspective. Almost any argument/objection can be dealt with sufficiently by asking if the given argument/objection would be acceptable if they were the victim.
7	Address Objections	Encourage them to share any barriers they may feel about going vegan, allowing space for them to voice insecurities or misconceptions. Then, focus on challenging the validity of the excuse itself, keeping the conversation on track and removing any attempt to deflect from accountability.
8	Power of Choice	Here we show that the power of their choice in this moment either leads to more victims or not. For every individual victim there is an injustice, and there is usually more than one victim involved in someone's choice to not live vegan.
9	Declaration	True accountability requires an honest declaration to live vegan from this moment. Address any remaining excuses by helping them empathize with the victims.
10	Call To Action	AV is about creating vegan activists who are the most effective at creating vegan activists. Passive vegans do not push the vegan movement forward, vegans are the only ones that animals have to rely on.



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1 Hello, how do you feel about humans exploiting other animals?

- We are showing the most common forms of exploitation. Other animals being exploited for their flesh, breast milk, eggs, skins etc.
- Just so we're on the same page, **exploitation means using someone for your purposes.**

2 Do you agree that humans should respect other animals?

3 Can you truly respect other animals if you use them for your purposes?

- Address excuses by placing them in the victims' position.
- Do you feel this would be an acceptable excuse to justify exploiting you?

4 Do you know what the definition of veganism is?

- **It's the ethical principle that humans should live without exploiting other animals. So it means that you stop viewing other animals as existing for your purposes and you acknowledge, that they exist for their own reasons.**
- Do you agree that other animals do not exist as your property, slaves or objects?

5 Do you know the biggest advantage of living vegan?

- For them: You'll be one more person who represents respect and justice for them.
- For you: When you say you respect animals, you'll no longer be a hypocrite.

6 If you were in your victim's position, how fast would you need this injustice to end?

7 Do you feel there is anything preventing you from living vegan now?

- IDENTIFY ALL OBJECTIONS → Do you feel there is anything else preventing you?
- TESTING OPEN MINDEDNESS → If (objection) was not an issue for you, would you live vegan?

8 From now on, how many more animals should be exploited because of you? Zero or more?

9 So, vegan from now on?

- This is not food for thought, it's a call to action. As we have established, there is no acceptable reason for you not to live vegan as of right now. For as long as you are not vegan, this will be happening because of you.

10 Do you agree, that we should actively defend other animals? (Like we are doing?)

- And will you do that? The next step is to speak out and use your voice to defend animals against human supremacy, just as you would want to be defended if you were in their position. **Encourage them to join us NOW.**

Qualify and Explain

Establish Position

Contradiction Acknowledgment

Set Foundation

Clarifying Advantages

Victims' Position & Urgency

Address Objections

Power of Choice

Declaration

Call To Action

REMEMBER

- There's always only one entity that's in control of the conversation. Make sure it's you.
- Speak up for victims in the same way that you would want to be spoken for.
- Check in with the person you're speaking with throughout the conversation: “Does that make sense?” “Do you understand the term exploitation?” “Do you understand what I mean?”
- Flowchart is not a script and you shouldn't sound like a robot. Use your best judgement and common sense on how to manoeuvre through the steps.
- Focus on WHY instead of HOW.
- Don't pander and speak boldly.

DENYING HANDSHAKES

“Out of respect for your victims, I am not going to shake your hand!”

DISENGAGEMENT STATEMENT

“Remember, if you are not vegan, you are responsible for the exploitation of animals!”

GIVING OUT CARDS

ONLY give out cards, if contradiction is acknowledged.



3 CORE PRINCIPLES

HOLDING NON-VEGANS ACCOUNTABLE

In our society today, ample information exists on the subjugation of animals, and it is widely recognised that non-vegans exploit other animals to death. However, what is lacking is accountability. Our task is to confront people with the contradiction between claiming that other animals deserve our respect and acting in ways that undermine that ethical principle.

VICTIM'S PERSPECTIVE

We place ourselves in the victims' position in order to acutely grasp the realities of any injustice. This not only fosters empathy but also highlights the urgency of taking action against it. It's fundamentally critical to do this in the case of the animal holocaust. People most effectively comprehend the consequences of their non-vegan life when they imagine themselves in the victims' situation.

CALL TO ACTION

It is not enough for people to simply agree with the principle of veganism; they must take immediate action against animal exploitation. Only through decisive action will they understand that merely *thinking* about veganism or *trying* it is insufficient. They need to make a firm choice to respect other animals as individuals, and act accordingly. If they were the one being heinously exploited, they would also need this principle.

4 CONTROL POINTS

WHAT YOU SAY

- **Stick to tried and true principles** **Stay focused: justice for animals. Don't get dragged into side topics**
- **Avoid distractions** - distractions are endless, but the truth is simple.
- **Control the conversation** **Guide the conversation - don't let others guide it.**

HOW YOU SAY IT

- **Assertiveness** **Speak clearly and truthfully. Don't sugarcoat reality - it's the largest and most**
- **Honesty** **atrocious injustice on earth - and the victims need your voice. Be respectfully**
- **Appropriately represent the**
victims **firm, and always speak in the same way you would want to be spoken for if you**
were the victim.

WHO YOU SAY IT TO

- **Focus on the reachable people** **Focus on those who are open to listening. Not every outreach interaction is worth**
your energy. After addressing 3 objections, if they aren't listening and don't seem
to care about how sound your rebuttals are, you're most likely wasting your time.
There are plenty of people who are willing to act, spend your time with them.

HOW LONG YOU SAY IT

- **Disengage with trolls quickly** **Don't get stuck with trolls - your time matters. Veganism isn't**
- **Don't waste your time** **complicated; it's about justice. Over-explaining implies that the issue is**
- **This isn't complicated** **complicated. Respect animals? Act like it. Say what needs to be said,**
and move on if the conversation goes nowhere.



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SHORT VERSION

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FLOWCHART

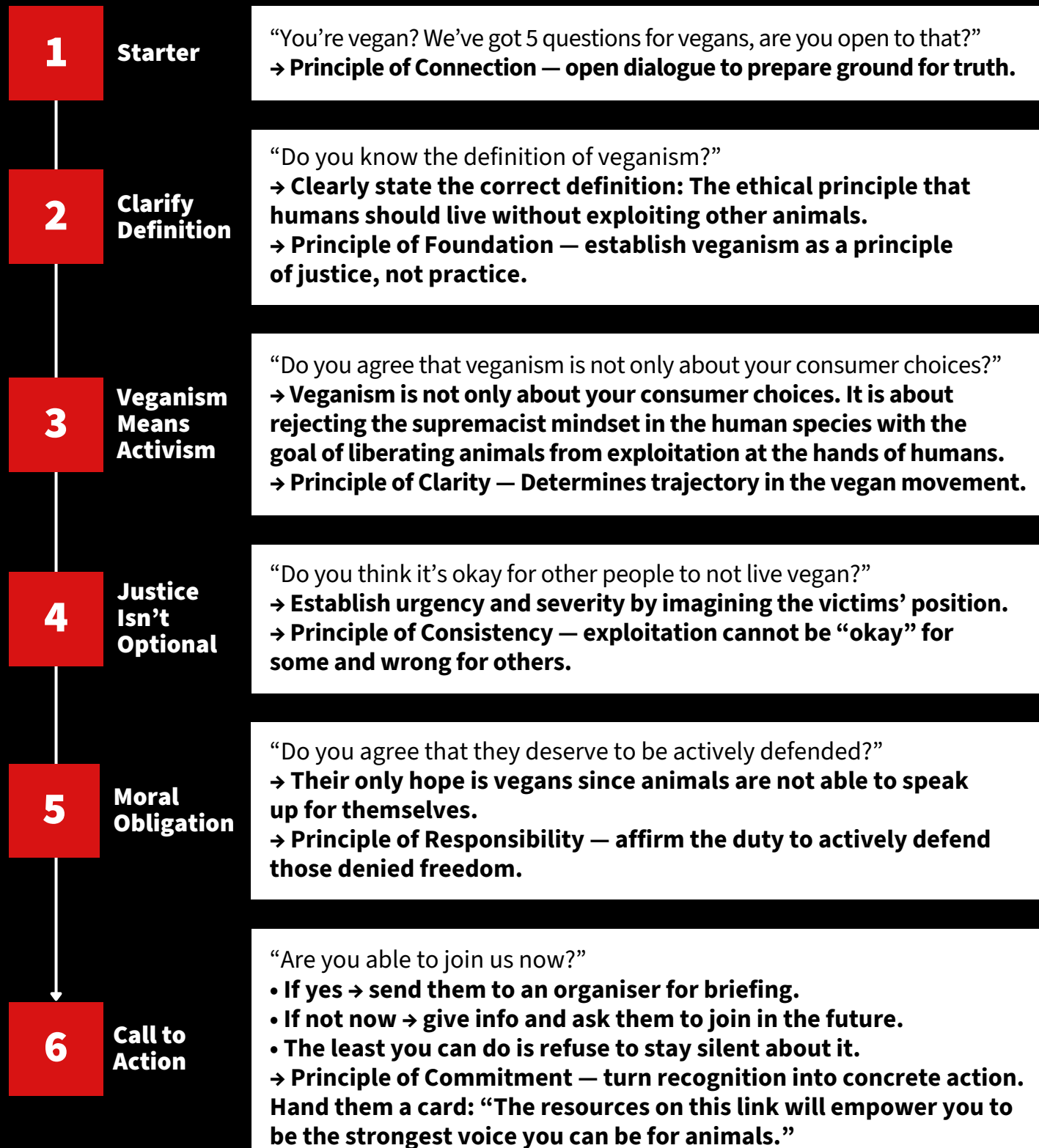
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DIRECTED AT VEGANS

SHORT VERSION

1

You're vegan? We've got 5 questions for vegans, are you open to that?

2

Do you know the definition of veganism?

3

Do you agree that veganism is not only about your consumer choices?

4

Do you think it's okay for other people to not live vegan?

5

Do you agree that they deserve to be actively defended?

6

Are you able to join us now?





Last updates: February 17th 2026