

## Start a Book Blog. with Purpose, Presence, and Profit

# Why?

opportunity now and in the future

#### **Online Media**

Blogs are the least risky distribution platform for information and stories, do not require large followings (but rather, valuable content), and are *ownable* (as opposed to Social Media accounts controlled by Facebook, etc.).

Peripheral marketing (social media) lacks depth, needs a focused brand that can move masses of consumers down the funnel.

#### The Future

Humans at large are experiencing more need than ever for meaning, connection, and authenticity. With traditional religions dying and no replacement myth, future predictions of wildly uncertain futures (robots stealing jobs), millennials and Generation Z are aching for new places to find meaning.

## Pulling it together with a Futurist-Mindset

Purpose, Presence, and Profit

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### Start a Book Blog.

#### The Premise.

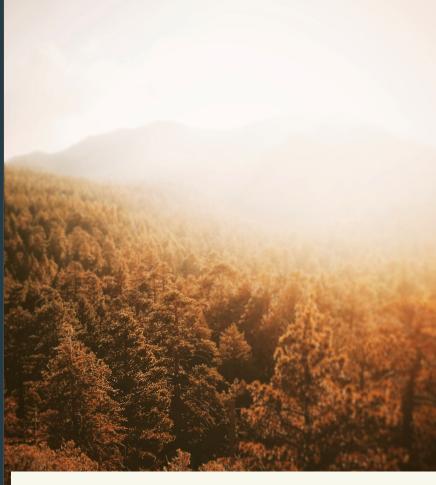
Digital Marketing is disrupting commerce at exponentially increasing rates.

#### The Opportunity.

Marketing is decentralizing. Consumer's attention is accessible 24/7, and content creators are building trust and influence in real time.

Traditional Marketing is working around the clock to compete for the attention of discretionary spenders, but Influencers are creating content *in real time* for brands they love, and buyers are consuming content *in real time*.

**Decentralized content creation is faster**, and consumers trust it more readily when they feel close to the person sharing stories and experience with them (vs. commercials).



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### How to Get Started and Focus Well

#### Make Your Mission...

Create sustainable meaning in the digital space.

Thrive on meaning and purpose, and love the written word.

#### Maintain a central focus on profits.

The lifeblood of any business is healthy cash flow and profits.

The digital space is ripe for acquisitions and content growth, with e-commerce spending outrageous advertising dollars and constantly seeking influencers who garner the attention of their customers.

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## Case Studies - Blogging for High Profits

Breaking the One Percent

https://www.breakingtheonepercent.com/blog-income-report-december-2018/

\$104,000+ in December 2018

Billionaire Blog Club

https://billionaireblogclub.com/blog/february-2018-income-report/

\$76,000+ in February 2018

See More Highest Paid Bloggers...

https://createandgo.com/highest-paid-bloggers/

Results ranging from \$41K per month to \$1MM per month

**Read more** 

