

An aerial photograph of a winding asphalt road that snakes through a dense, vibrant green forest. The road features several sharp, sweeping turns, creating a path that resembles a stylized 'S' or a series of connected loops. The surrounding terrain is covered in thick foliage, with some rocky outcrops visible. The overall scene is serene and scenic, suggesting a remote or mountainous location.

# Start a Book Blog.

*with Purpose, Presence, and Profit*

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# Why?

*opportunity now and in the future*

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## 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](#)

A person wearing a dark plaid jacket stands in the center of a forest path. The trees are covered in vibrant autumn foliage in shades of orange, yellow, and brown. The sky is a clear, pale blue. The overall scene is peaceful and scenic.

# Start a blog today.

*Hooked to Books*  
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