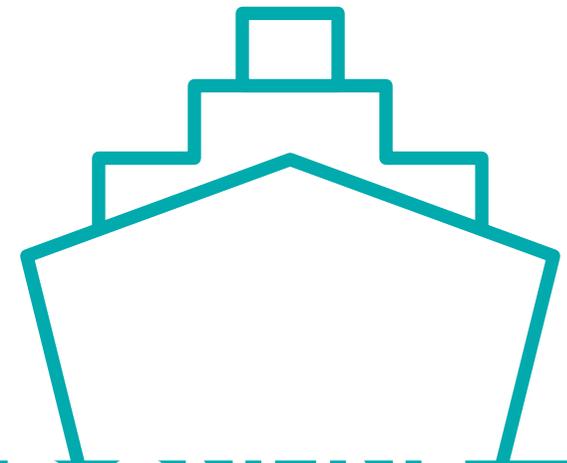


Web Line

WHAT YOU NEED TO SUCCEED ONLINE



DERIVED FROM : CHRIS BROGAN AND JULIEN SMITH • *TRUST AGENTS*

BOOK
RAPPER

THE BOOK Chris Brogan & Julien Smith, *Trust Agents*

SPEED RAP The web + social media is re-humanizing business and our interactions with each other. Gone are the days of interrupting, talking at and yelling to gain attention and make sales. Today we need to build trust, be helpful and converse with other human beings.

THE BIG IDEA The command and control military style leadership and in-your-face selling of the past is dead on the web. To succeed online using social media you need to lead from behind. Build trust, develop credibility and if you help enough people the sales will naturally follow.

YOUR CHALLENGE Stay above the Web Line! Become a lighthouse leader. Attract a followership and help them avoid the rocks. Be the shining light they trust and assist their safe and bountiful passage.

THE WEB LINE

The *Web Line* gives you a benchmark of what the top web performers, like Chris Brogan and Julien Smith, are doing for their online success. What it takes to succeed in life is constantly changing - particularly on the internet and with social media. To reflect this it's a floating line. And, to achieve your mission in life you'll need to stay above the *Web Line*.

THE PLIMSOL LINE

The Plimsol Line is also known as the waterline or the International Load Line. It displays the legal load limit a ship can carry.

RESOURCES : anything you use to generate wealth.

ACTIONS : an act of will, a deed completed.

PROFITS : to gain an advantage or benefit.

Web Line

WHAT YOU NEED TO SUCCEED ONLINE

BOOK
RAPPER

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Book Rapper Issues are not direct summaries of the books we review.

We take what we consider to be the most important ideas from the book.

We then re-work and re-package these key ideas so you can easily digest them in about 30 minutes.

We also make it clear how you can take decisive action to benefit from these insights.

In some parts we follow the book closely and in others we add our own models, descriptions and interpretations.

Given the **Book Rapper** Issue is much smaller than the book we may not cover all the content in every chapter.

If you want more details than what's in this issue, we say '*buy the book*'.

BR Review : Trust Agents

RAP1 : Trust Has Changed

RAP2 : Stand Out

RAP3 : Belong

RAP4 : Use Leverage

RAP5 : Build Relationships

RAP6 : Be Helpful

RAP7 : Assemble An Army

RAP8 : Trust Rules

Companion Pieces

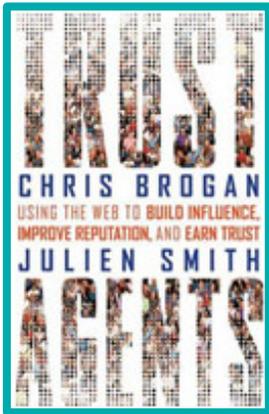
BR Context : Ploppportunity

WHAT'S NEW!

Chris Brogan's new book: *Social Media 101: Tactics and Tips to Develop Your Business Online*.
Released: Feb 22, 2010



Contents : The Web Line



PRÉCIS The internet has changed the way we do business. The info sources we used to trust, well, we no longer do. Trust, like attention is now at a premium. And, building it is the key to your success online.

FEATURES • A neat 6 part model for becoming a *Trust Agent* • Clear and concise commentary on what's happening by seasoned experts • Oodles of actions for you to take • *New York Times* best seller and one of *Amazon* Best Books of 2009.

BENEFITS Learn the new rules and the new actions you need to take to make it happen online.

WHO'S IT'S FOR Any expert, thought leader and leader wanting to be successful in today's world.

BOOK WEBSITE www.trustagent.com



CHRIS BROGAN

One of the world's most popular bloggers • 13 year veteran of social media • Conference speaker • President of *New Marketing Labs* • Co-founder of *Podcamp*

- Founder of *Dadomatic* • Check *About* on his website
- <http://www.chrisbrogan.com> • Twitter: @chrisbrogan



JULIEN SMITH

Podcast Pioneer • 15 year veteran of online communities

- Started out with Bulletin Boards • Then with Flash Mobs
- Now the social web
- <http://inoveryourhead.net> • Twitter: @julien

BOOK RAPPER THINKS...

This book's got more action than Die Hard 8! Plus some essential frames and perspectives for winning on the web. From rapping this book Book Rapper is changing it's approach to the web. Consider changing yours!

RECOM
MEND
ATION

BR Review : Trust Agents

Chris Brogan and Julien Smith; *Trust Agents: Using the Web to Build Influence, Improve Reputation and Earn Trust*; Wiley & Sons; Hoboken, NJ; 2009.

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WHAT'S A TRUST AGENT?

They're digital natives, non-sales oriented, genuine, transparent, connectors of people and power users of the new web tools. They experiment with new things, humanize business and they help us make sense of the world.

They're likely to have multiple online channels: a potent blog, a website, be active in social media, post videos on *YouTube*, have a photostream on *Flickr* and recommend stuff on *Digg* and *Delicious*.

And, you don't call yourself a *Trust Agent*. It's a title others defer to you.

WHY IS SOCIAL CAPITAL IMPORTANT?

Capital is any form of wealth capable of being employed for generating more wealth.

Social Capital is the power we generate from knowing and working with other people. It could be in the form of a referral, collaboration, advice, keeping up with what's hot or just chilling over a cold beer.

Think of your network as a resource for getting things done. And, for spreading your ideas.

And, remember your social capital is built on trust.

HUMAN BUSINESS

Business was, is, and always will be about human's interacting with each other. And, sometimes it's more human than before.

Now, with two-way conversational marketing and personal media channels through blogs, etc. the human touch has just got stronger.

We have the power to connect with many and still keep it personal. It's time to leave the supermarket and head back to the corner shop!

ACTIONS: START HERE!

Listen : What are people saying about you? To listen get a Gmail account and start an RSS feed of your name and key words via Technorati.

Blog : Start blogging or post more. This is your main channel! See *Book Rapper* issue *We Blog*

Comment: Read blogs and value-add with comments.

FAQ : What does your audience want to know? Start answering their questions. Instant expert!

RAP 1: Trust Has Changed

PROFIT : Who we trust has changed. Previously we trusted TV, the news, PR, Advertising and even politicians. Now we don't. We do trust our friends. And, online we have Trust Agents.

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One-way marketing and BIG media meant the mass approach lightened the personal touch. We were all treated the same. Did you feel less human?

TRUST AGENT QUALITIES

Stand Out: If you're not outstanding you won't stand out.

Belong : Be 'One of Us' to gain credibility and trust.

Use Leverage : Do more with less with the new web tools.

Build Relationships : Be at the centre of a wide social network.

Be Helpful : Use your soft skills to help, understand and partner.

Assemble an Army : To create massive results inspire others.

GATE KEEPERS	GATE JUMPERS
Play by the existing rules	Play by their own rules
Sothebys	Ebay
Phone Company	Skype
NASA	Virgin Galatic
Print Magazine	Blogs
Book Stores	Amazon
Toyota Prius	Tesla Motors
Microsoft Office	Google Docs
Record Labels	Radiohead
Yellow Pages	Google
Radio	Podcasts
	YOU?

ACTIONS: GATE JUMPERS

Search for these Gate Jumpers on the web :

- Arctic Monkeys
- Perez Hilton
- Huffington Post
- Radiohead
- Gary Vaynerchuk
- Robert Scoble

How did they break the rules?

What results did they get?

RAP 2: Stand Out

PROFIT : To be a Trust Agent you need to be noticed. Playing by the old rules is no longer enough. With new tools and new channels you can now create your own rules and your own game.

ACTIONS: GATE KEEPERS

Define the Gate Keepers in your industry AND your organization.

Who are they? What are they owning, controlling or protecting? Define the rules they play by. How can you jump over them?

MAKE YOUR OWN GAME

If you're following the rules, you're playing catch-up to those already out there doing it. To stand out and be the trusted expert:

- Create a new category, Eg Timothy Ferris and Lifestyle Design
- Define the rules and standards
- Be different
- Start small and play a new game
- Get there first.

HOW TO PLAY GAMES

Playing : Learn the rules and know how to tweak them to increase your fun.

Cheating : When you have an unfair advantage on the game, you're cheating.

Hacking : The popular definition of hacking focuses on destroying something. A more potent definition is to 'find another way'. Seek alternatives and modifications to enhance the system. Check out life hacking, work hacking and game hacking.

Programming : When you create the rules, you're programming the game. You're creating a new angle and a new everything.

ACTIONS: LEARN FAST

To learn fast, get feedback. Here's how...

- **Links** are currency on the web. When someone links to you they recommend you and this is an indirect way to get paid.
- **Quality comments** add social proof to your content value and your expert status. Lots of comments tell others it's the place to be.
- **Revenue** can range from *Google Adsense*, Affiliate income or sales of your products or services. Consider this direct feedback.
- **Indirect Sales** are valuable feedback too. For instance, at *Book Rapper* we offer free content and you might pay us by hiring us to write/design with you.
- **Test** with a range of web tools to see how you're doing. For instance, *Google Analytics* or *Hubspot*.

RAP 2: Stand Out, continued

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- **Collecting friends** or followers in social media is low level feedback. It might stroke your ego. And, quantity is not the game here. Better to build a smaller army of fans than a flood of indifferent followers.
- **Press Coverage** is generally of lower value today than the credibility you can gain on the web. Adjust your strategy accordingly.

ACTIONS : CONTENT

Build a Content Marketing blog around a product.

THREE ONLINE RULES

When you treat people well, they treat you well back.

The bigger your network, the easier it is to get things done.

The more personal the relationship, the more direct you can be.

BUILDING TRUST

How we do it online may have changed. However, the foundations of trust have stayed the same. It's built on:

Credibility : Are we who we say we are?

Reliability : What can we expect in the future?

Intimacy : Do I know them? Are they aloof and distant? Or, open, honest and human?

Self-orientation : The less you focus on yourself the better we're likely to trust you.

HOW TO BE HUMAN

- Ask how others are doing.
- Take the time to understand the culture of your community. What are the rules and standards?
- Promote others.
- Show a picture of yourself - show others you're real.
- When you mess up, **A**cknowledge it, **A**pologize and **A**ct to clean it up.
- Be a person first and a professional second. Share both sides of you.
- Build relationships not campaigns.

RAP 3: Belong

PROFIT : In you're not one of us, we're not going to listen. Game over. Be helpful, be human and be a good citizen to belong to your communities.

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REHUMANIZING BUSINESS

Not so long ago, mechanical intrusive marketing was acceptable. It was kinda nice for someone to want our attention. Now we're all busy. And, we'd rather eat our dinner than answer a call from someone we don't know and don't care about.

ONLINE TRUST SIGNALS

Now that we're living in the virtual online cyber world, the signals of trust have changed. Here's some online signals of trust to look out for...

Design : First impressions count. A basic and terrible design can be a turn-off compared to a chic one.

Longevity : Are they a fly-by-night or have they been around for a while?

Productivity : Consistent output is a guide they're playing for the long haul.

Comments : If no one is commenting, perhaps they're not part of a community.

Links: How did you find this site? Who recommended it?

Domain Name: An 'official' domain name carries more weight than a free one from *Blogspot* or *Wordpress*.

About : What does their About page tell you?

Cross-channels : Check them out on *Facebook* and *Twitter*. Are they consistent across multiple channels?

ACTIONS: CHECK

Trust Check : Now that we've just listed some of the online signals of trust, review your operation to see how others may see you.

Put a plan in place to overcome any trust weak spots.

JOINING COMMUNITIES

Today our communities are online - spread around the globe. This makes it much easier to hang out with people with similar interests.

Here's how you can join, engage and belong to online communities:

Listen first : How do people interact here? Eg: *LinkedIn* is different to *Facebook*. What's good behaviour? What's bad?

Take small steps: Be friendly, add to the conversation. Notice who's who in the zoo.

Start something new : Become a doer and offer to lead something for the community.

MAKING FRIENDS

- Join communities eg. *Facebook, Twitter, LinkedIn*.
- Find people you already know.
- When making contact with people you barely know leave a personal message to introduce yourself.
- Listen and learn about others. Search for subjects that appeal.
- Then connect around mutual interests.

RAP 3: Belong, continued

LOCAL COMMUNITIES

Previously our communities were based on geography. If we got lucky there might be some people like us in our local neighbourhood. Otherwise, you had to move to be closer to your tribe.

MAKING COMMENTS

One of the ways to build your online presence is to write comments on other people's blogs.

- Leave your name and company name without being spammy.
- Don't directly mention your stuff. Remember, your comments are meant to add to the existing conversation, not subvert it.
- Be yourself and one of us.
- Add value. Nice comments do little to bolster your credibility.
- Leave 10 comments a day to build a web presence.

LEVERAGING ONLINE

Leverage has a number of guises on the web.

Trust : It's the glue for our relationships. The greater the trust the greater potential to work on bigger things.

Relationships : If you help people because you want to, your network will become a resource to lever for far bigger results. .

Time : It's scarce. Use web tools to automate repeated actions, RSS feeds to draw content to you and listen to podcasts whilst walking, driving and cooking.

Reuse : Take one advantage and apply it elsewhere. For instance, when you build a community in one area, you can easily extend it into another.

Arbitrage : This is buying something at one price and selling it a higher price. For instance, buying traffic on *Google* to enable more sales.

Infrastructure : Use the tools and platforms to work for you. For instance, *Ning* provide a pre-built community tool. It saves you building your own from scratch.

ACTIONS: IDENTITY LEVERAGE

Follow Gary Vaynerchuk's lead to multiply your online identity:

- Be bold about your purpose. If you let others know your goal they may be able to help you achieve it.
- Be everywhere - share your content and expertise freely on the web and be seen.
- Be relentless - keep going regardless of the circumstances.
- Be gracious - be thankful of your fans.

RAP 4: Use Leverage

PROFIT : How much influence can one person have? If the web is one giant lever then we have the tools to change the world. It's time to multiply our results by working smart.

Leverage is not new. Every piece of technology is a form of letting us do more with less effort. Eg. your car lets you travel further and more easily than riding a bike or walking. The Web gives us new tools and new opportunities to make more of what we have.

COMMUNITY PROTECTION

No, we're not suggesting you create your own mafia. This unusual form of leverage is contrary to traditional business. Don't sell to your community. Be their gatekeeper instead. Protect them. And, let the good stuff pass through. And, they'll love you even more. Ultimately, they'll look after you with indirect sales.

LEVERAGING SOCIAL MEDIA

The web makes it easy to make direct relationships. Use this to your advantage. Complement one-to-one customer service like call centres with one-to-many social media. A question answered online can satisfy many people. Build a wiki, tweetstream or *Facebook* page to answer your customers questions.

LEVERAGE YOUR TIME

The single biggest way to leverage your time is to delegate your workload.

Get clear about what must be done and do what you do best. Outsource or delegate everything else.

Crowdsourcing is delegation on steroids. Once you attract your community, think about how you collaborate to build things together. Remember, *Wikipedia* was created by a team of online volunteers.

ACTIONS: THINK

Plan your Leverage.

Strategic thinking is the leverage of the mind. Create a plan to make the most of your opportunities.

RAP 4: Use Leverage, continued

Stop telling people! Stop trying to get people to read your blog! Stop chasing people! Web success is an attraction process. It's all in the design of your message. Create sticky content that gets people talking.

BUILDING NETWORKS

Building powerful networks follows five steps that involve both online and offline efforts.

Awareness : Increase your network strength and reach by leaving a trail of web evidence - comments, connections, blog posts, status messages...

Attention : Attention is a scarce resource. Start with the online channels that appeal eg blog or tweet. And remember face-to-face meetups.

Influence : Attract evangelists not customers. Build the relationship and the sale will occur soon enough. Links are 21st Century name-dropping.

Reputation : Be aware of what people say when you're gone. Your web debris is part of your reputation. There are no blind dates anymore.

Authority : Become the one people think of when your category gets mentioned. When you offer opinions rather than facts the level of trust you engender is crucial to your authority. Build social proof through recommendations, testimonials, friends, links...

THE NEW RULE

In the digital world, once a product is created, the cost of production and distribution is essentially zero via the web. This sets up new ways to work.

In particular, share your best work freely and don't ask for anything in return.

In other words, if you can help enough people get what they want, they'll think of you when opportunities arise.

ACTIONS: CONNECT

The key to building awareness and visibility is to connect with other people. Here's how:

Touch Lightly : Make a comment, respond to a tweet and spread their word.

Meet Them : Ideally meet them face-to-face.

Keep in Touch : Sustain and enhance the relationship by keeping the conversation flowing.

ACTIONS: MAINTAIN

Touch Regularly : Simple personal messages count.

Calendar Reminders : Use technology to alert you to birthdays and other special events.

Service Levels : Know the limit of what you can provide. Don't over promise or build false expectations.

Sort Your Network : Some people are simply more important to you than others. Identify your friends and keep in touch with them as your priority.

Build Armies : When you build trust you build a platform to make requests. An army can help you get things done.

RAP 5: Build Relationships

PROFIT : The key to building powerful networks is to build relationships through being helpful. And, the wider your net the greater your opportunities.

The old game was ruled by *quid pro quo*. I'll give you something as long as I get something in return.

ACTIONS: BIZ CARDS

Creating Business Cards

Yes, you still need them!

As a minimum you want your name, mobile, email + blog URL.

Plus add any other ways you want to be contacted. For instance, *Facebook*, *Twitter*, *Skype*, *LinkedIn*. You choose which ones are most important to you.

ACTIONS: YOUR REPUTATION

Managing Your Reputation/Competition

Part of leveraging your time and effort is to use the web tools that are now available. Here's some for keeping an ear tuned for what people are saying about you online...*

Google Alerts : Each time a keyword is searched or mentioned, you get mail.

Rank Checker - Firefox Plugin : Checks your Google ranking.

Technorati Blog Links : Check the number of links your blog is getting. Alternatively use **Google Blog Search**.

Compete.com : Compare your web traffic to others in your field.

Twitter Grader : Who are the twitterati in your industry/area? How do you compare?

Search.Twitter.com : What's being said online on any topic right now?

* Do a **Google** search to find out more specific details on how to use them.

THE NEXT REVOLUTION

Consumers are now in charge of communication. On the net you can't buy mass impact - there's simply too many channels. With your channel you can have your say. With fans and followers your voice can be amplified.

The web was built for decentralized communication. Commerce was added later. This is the golden rule for being online.

SPOT THE NATIVE

Digital Natives know how to interact online. It's the rest of us that need to learn. Here's what they look like:

- They're not stupid, they just have short attention spans.
- And, they're probably multi-threading - doing several things at once.
- If your message is not engaging, they're not interested.
- They won't tolerate one-way monologues. They expect interaction.
- And, remember they're people too!

RAP 6: Be Helpful

PROFIT : You may know how to interact with people face-to-face. Online, the intent is the same : be helpful.

Companies were in charge from 1950 to 2005. They not only controlled the major communications channels, they were the only ones that could afford to play their message on them.

THE LAY OF THE LAND

When joining a new group or platform, listen to reveal the culture of the place. For example:

LinkedIn : Reputation building for business people.

Facebook : Easy connections for people, mostly personal.

Twitter : SMS on steroids or like a huge conference call. Everyone gets a say!

Blogs : This is your home base. Treat it like home and be a good visitor for others.

ONLINE ETIQUETTE

To make friends online and off there are some gentle rules to adhere to...

- Your friends are not prospects offline and neither should they be online.
- We all like to be listened to. Listen to your friends online too.
- If unsure, ask for etiquette advice when joining a new group.
- Contribute by commenting on blog posts, tweets and status updates.
- Look out for trolls. They're nasty people who don't follow the cultural rules.
- Also discern between a constant complainer and someone with a complaint.

ACTIONS: TWITTERGY

Here's some tips to strengthen your *Twitter* strategy...

- Get a **@username** that's similar to your name.
- Add some **content** before expecting people to follow you.
- Having others following you is the **social proof** that will attract others.
- Have **more** followers than your followings.
- **Interact**, respond and @reply to other people and their tweets.
- When you follow others **send** them an @message.
- **Read** our *Book Rapper* issue: *Twittergy*

ACTIONS: LINKING IN

Here's some tips for connecting on *LinkedIn*:

- **Update** your profile to reflect your current activities
- Add a **honest photo**, not an old one or a corporate headshot
- **Find** colleagues and connect
- **Answer** questions to display your expertise
- **Crossover** your invitations with *Twitter*, *Facebook*, etc.

RAP 6: Be Helpful, continued

- Marketing is likely to result in being 'unfriended'.
- No one wants more email so rethink the way you keep in touch.

YOUR NEW LOOK ARMY

The army we're talking about may be diverse in its make-up...

Mastermind Groups : Napoleon Hill suggested we align with like-minds 50 years ago. Form your face-to-face and/or online group today.

Aggregators : Creating a way to collaborate is key. *Google Docs*, *Google Wave*, Wikis, *Twitter*... the tools are out there waiting for you.

Automation : Your army can be software and machines to fill the gaps between the jobs humans do better.

ACTIONS: SPREAD 'EM

Here's some tips for spreading your ideas further and faster:

- 1 Choose one thing to focus on.
- 2 Simplify the process for spreading the word. Make it dead easy.
- 3 Why bother? Create a powerful reason for others to take action.
- 4 Find people who are aligned to your cause.
- 5 Create an incentive or benefit for those who play with you.

ACTIONS: SCALING UP

Here's some tips for managing a large scale army:

- **Simple Gestures** matter - it's not how many words you write.
- **Visit others** and add a comment or two...
- **Give something back** to your community.
- **Promote others** - raising other worthy people will raise your stakes too!

ACTIONS: A LEG UP

Here's some tips for giving your ideas the legs they need to inspire others to grab them, use them and shout about them:

- Write **blog posts** that give others the tools and strategies they need to succeed.
- Share generously with **social news** and **bookmarking** sites like *Delicious*, *Google Reader*, etc.
- **Contribute** to *Flickr* and *YouTube* - great places to be reposted.
- Share your thoughts on **platforms** eg *Twitter*, *Facebook*
- Create and distribute **free ebooks** that enable others to use your ideas as their own.

RAP 7: Assemble An Army

PROFIT : Alone you can make so much difference. With the right army you can change the world.

PERSPECTIVES

- Be helpful!
- Business Interaction now favours the small and the personal.
- Humanize business by feeding the machine with human contributions.
- Mass scale leaves the creator in charge. Customized scale puts everyone in charge.
- Leaders help others achieve.
- Ask : How can I connect?
- Ask : Where's the maximum point of leverage here?
- Ask: What's the new game here? What are the new rules?
- Your goal is to become the best communicator on the web.
- If sales is the ultimate goal, then building relationships is the immediate focus.

OPPORTUNITIES

- Build content laden blogs on topics you're passionate about. Read Gary Vaynerchuk's story in *Crush It!*
- Build a small powerful network - focus on a special area of interest for your industry.
- Become the name brand in your speciality. Get a head start on the gate keepers by playing online with the new web tools.
- Master leverage and change the world. Look for ways to streamline, accelerate and expand existing results through leveraging your time, tools, people and thinking.
- Sell by generating trust. Position yourself and be seen as the default go-to girl in your speciality. Once respected, others will naturally buy from you.
- Enrol an army to explode your results. Share your ideas, tools, strategies and network to collaborate on even bigger projects.

RAP 8: Trust Rules

PROFIT : In a world where trust matters, some things work better than others. Here are some perspectives and opportunities to consider for building your success online.

BOOK RAPPER ISSUES



We Blog : The ups and downs of floating your blogging boat.

Derived from: Michael A Banks; *Blogging Heroes*



The Great Business Gestalt : How Web 2.0 is changing the rules for business.

Derived from: Amy Shuen, *Web 2.0 A Strategy Guide*

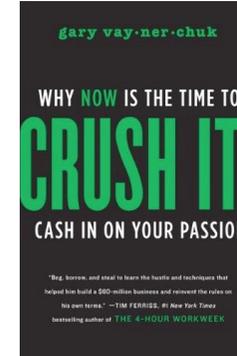


Twittergy : A guide to Twitter Strategy. Derived from: Jeff Comm, *Twitter Power*



The Four Hour JOLT! How the rules of work are changing. Derived from: Timothy Ferris, *The Four Hour Work Week*

A BOOK WE LIKE...



Gary Vaynerchuk: *Crush It! Why Now is the time to Cash in on your Passion*

This a story of Ploppportunity - how one person built a business out of his passion and how you can too.

Read our Review of this Book

Companion Pieces

PROFIT : Want more? Here's some additional resources to help you float higher in the water.

BOOK
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In a recent *Book Rapper* issue *Gloppportunity* we pointed to a Global Opportunity of a Lifetime.

Namely, the recovery from the Global Financial Crisis. Or as the Chinese refer to it: The AFC, the American Financial Crisis.

Now, it's your turn. **It's time for your Ploppportunity: your Personal Opportunity of a Lifetime.** Are you ready? Here it is...

The secret to being happy is to do the things you love. And now you can more easily than ever before. You can pursue your vocation, live your passion, follow your dreams AND be rewarded.

If that sounds like the usual cliches you get from the Pop Psyche, Self-Help movement then you're right. It is. And, it comes with a tantalising twist.

The twist is... **All the tools you need to be successful working in your passion are now available. And mostly for free!**

I bet you didn't expect that!

If that sounds too good to be true, then it's time to throw away your cynics hat - at least for the moment - and catch up with what's going on.

One of the keys to wealth is the access and ownership of the tools of production.

A couple of centuries back, if you owned the land you owned the food supply. Farming the land was a relatively straightforward way to run a profitable business.

The sticking point was owning the land - you were either born into it or it was likely you were a worker for life.

More recently, the key tools of production were the machines that drove industry. Think factories. Again, you either owned the tools or you worked for someone else to access them.

Today, the tools of production are now available for free for anyone who wants to take a walk down to their local library. And, I'm not talking about those dusty old books.

At most local libraries they have computers with free internet access. Voila! Access to the tools of production for free.

Today, this means access to blogging tools such as *WordPress* or *Blogger*, access to *Twitter*,

LinkedIn, *Squarespace*, *Facebook*, *Digg*, *Reddit*, *Google*, *Delicious*... the list goes on.

What's even better... the tools of production come with an instant and automatic distribution for your creative outputs. It's called the internet!

Do you get what's being said here?

These web tools are the tools of production for today. Master these and you'll create wealth for yourself and probably others.

You can go down to your local library and do it for free or you can spend less than a \$1000 and have it all at home.

Imagine that, a wealth making machine in your spare room!

The only other thing you need to add is: YOU! Your ideas, your passion, your effort and your persistence.

The web is your oyster! And you no longer have any excuses to not be living your dreams.

And that's what this issue is about, your Ploppportunity! Go for it!

BR Context : Ploppportunity

Geoff McDonald is the *Ideas Architect* and the author of *Book Rapper*. He's a former architect, has presented at international design conferences, is the author of six books and creator of the *Project Passion* coaching program that helps individuals and organisations bring their ideas to life.

TAKE ACTION The best way to learn more is to put these ideas into practice.

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