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NO COMPELLING CONTENT & WEB WORK



What I'm going to tell you

- Something you didn't know about "web work," and Internet culture at large.
- The two types of jobs in "web work."
- The difference between for fun and free.
- What you can do today towards success as a creative pro.
- What I can do for you.

The #1 Truth About The Internet

- It's a meritocracy.

The screenshot shows the Digg website interface. The browser address bar displays 'http://digg.com/'. The main content area lists several top stories, each with a 'digg it' button, a share icon, and a 'Bury' icon. The stories include:

- 20 Websites That Made Me A Better Web Developer** (347 diggs) by sixrevisions.com
- First Look at StarCraft II Zerg** (528 diggs) VIDEO by kotaku.com
- 1 moon, 2 planets 3 radio telescopes** (342 diggs) by apod.nasa.gov
- Pitzer Masculinist Coalition First Meeting [w/ student q&a]** (273 diggs) VIDEO by funnyordie.com
- Anonymous Comments To Be made Illegal** (1773 diggs) by wtvq.com
- TWO New International Speed Racer Trailers Launch!** (415 diggs) by firstshowing.net

The right sidebar features a 'Whoohoo!' banner, a 'Top in All Topics' section with a list of trending items (e.g., '99 Words For Boobs', 'Caution: Portals'), and an 'Integrating with Digg' section for Netvibes.

There is only two types of web work.

Wrapping up content in pretty boxes.

- "Webmasters"
- Web (Interface) Designers
- Editors
- Content Managers

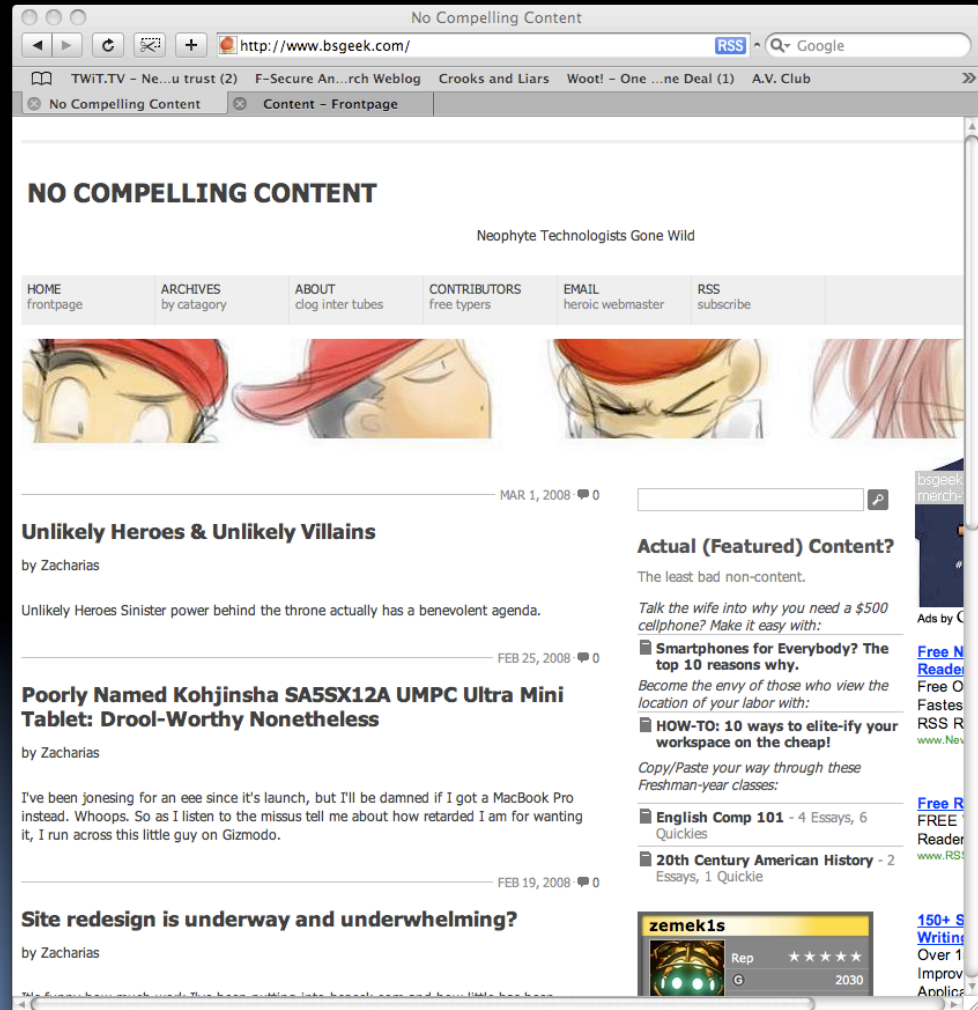
Making content.

- Writers/Copywriters
- Web Application Devs
- Bloggers
- Graphic Artists
- Podcasters
- Photographers
- Digital Filmmakers

There's a Difference Between For Fun and "Doesn't cost any money"

When I did it for Fun-sies:

- I get experience with Wordpress admin.
- I write some stuff whenever, about anything I want to.
- Not going to attract an audience, it isn't my best foot forward.




There's a Difference Between For Fun and "Doesn't cost any money"


When It's Done For Free:

- I get experience with making good content, getting better at podcasting, writing, etc.
- I make content with getting the most repeat viewers/subscribers as my goal.
- Absolutely my best effort, something to put on my business card.





The only way you're going to succeed as a creative pro/content producer is...

- Start today, do it everyday.
 - Absolutely love what you do.
 - Find your unique voice.
 - Find a niche. (Rhymes with rich).
 - Either be faster, smarter, or funnier than the other guy.
 - Make content without getting paid.
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What I'm here for

I'm attempting to get 3-5 collaborators to No
Compelling Content.

I've tried this before, and failed.

What's in it for you?

- Managed web identity (skip the admin step)
- Free resume bullet.
- Be on a real dot-com, instead of a free account somewhere

What's in it for me?

- Editorial Experience
- No pressure on my own content.
- Content Management Experience
- Web Marketing Experience



Things this isn't

- A money-making opportunity
- A promise of internet superstardom.
- A “real job” offer.
- A hobby of mine.



What I told you

- Internet = Meritocracy.
- You're either making content or boxes.
- For Fun < For Free.
- How to get out of the crowd.
- I'm looking for contributors.



Questions?

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