

Agenda for Tonight

Feel free to **save** the presentation to your desktop and use it as a reference tonight and in the future!

Link is in the chat!

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Welcome & Warm Up
A wee bit o' Vocabulary
Personal Monopoly Presentation I (mins)
Preparing your Venn Diagram (mins)
Personal Monopoly Presentation II (mins)
Peer-to-Peer Activity Time: Discovery + Chat Sesh
Writing your Venn Diagram
Share Aloud
Conclusion
Goodnight!



**“You want to be the only person who
does what you do.”**

-Jerry Garcia
of the Grateful Dead

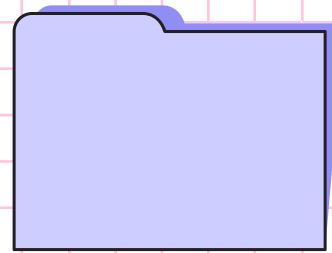


Warm Up

What do you think Jerry is suggesting here?
Write your thoughts in the chat!

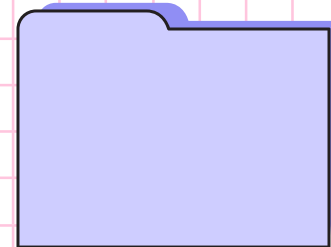


Before we start: A wee bit o' Vocab



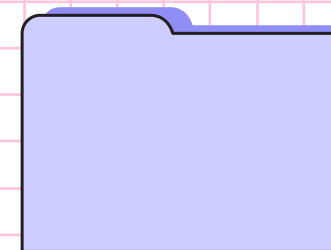
Monopoly

The exclusive possession or control of the supply of or trade in a commodity or service.



Power Law

A relationship in which a relative change in one quantity gives rise to a proportional relative change in the other quantity.



Public to Private Bridge

Initially attract the attention of an audience on public platforms such as Twitter/IG, and then later cross that audience over "the bridge" onto your private platforms, like email, to store their contact information.



Why write online?

The ultimate goal of writing online is to build a **Personal Monopoly**. It's your unique intersection of **skills, interests, and personality traits** where you can be known as the best thinker on a topic and open yourself up to the serendipity that makes writing online so special.



Why write

The ultimate goal is to build a **Personal Monopoly** over your unique interests, and where you can be the best thinker on yourself up to the point that makes writing

Your Personal Monopoly should reflect **your innate interests**, *not* what you think the world wants. There are two reasons why:

- the Internet creates **power law** outcomes so if you're not fascinated by what you're writing about, you won't be world-class at it, and
- due to the immense scale of the Internet, the audience for almost every topic numbers in the thousands. If you're chasing a trend, you've already lost.

Why write?

The ultimate goal is to build a **Personal Monopoly** by combining your unique interests, and where you can be the best thinker on your subject up to the point that makes writing

Your Personal Monopoly is your innermost thought that

- the outcome by which you work
- due to the Internet, even thousands

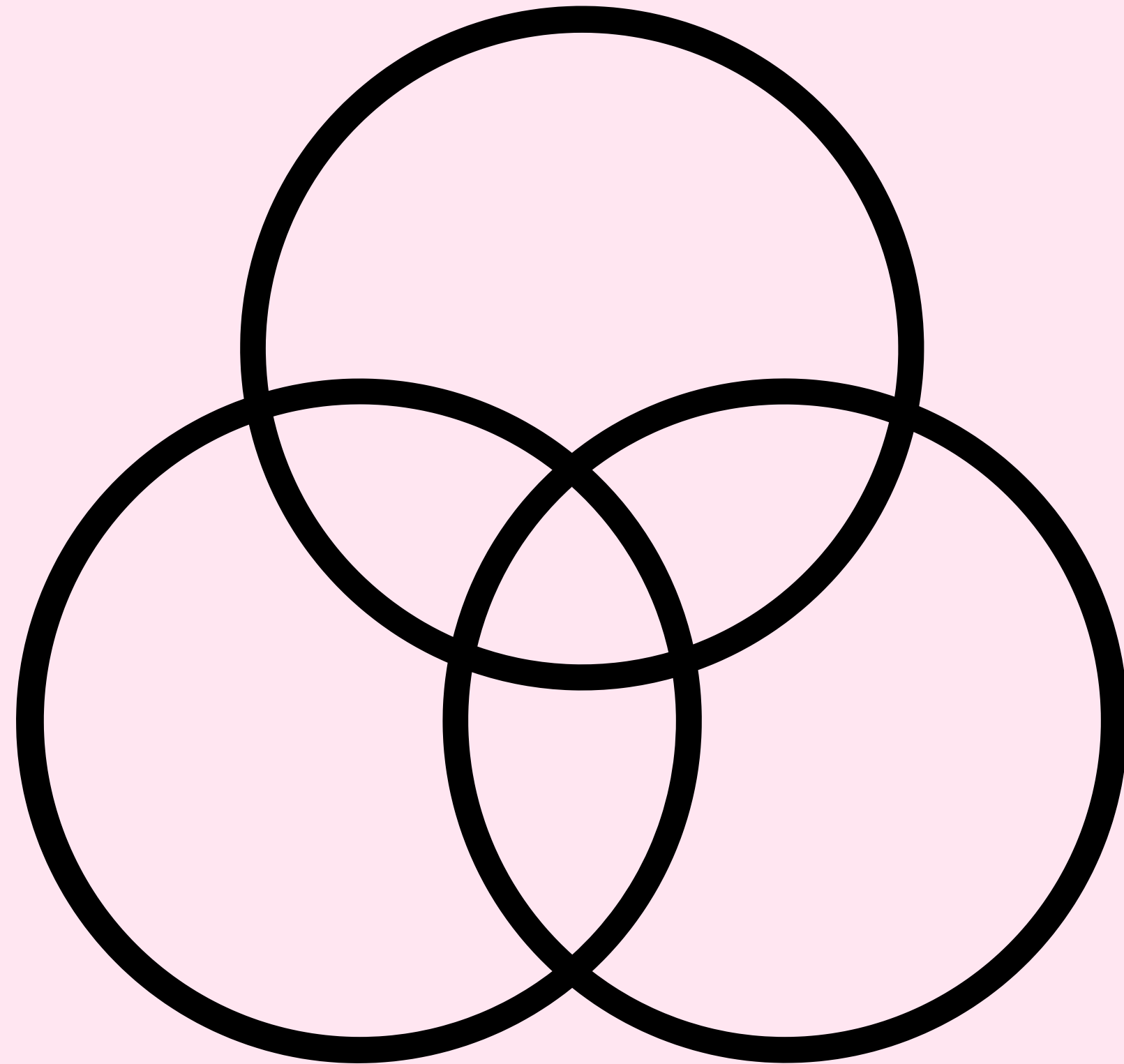


Listen to the world as you publish.

Decorrelate yourself from others, so you can build the kind of skillset that makes people say: *"I've never met somebody like you before."* Your skills should be unusual, complementary, experiential, and specific.

The less the skills in your **Personal Monopoly Venn-diagram** are found together, the better because it reduces competition and helps you define a genre.

Personality Traits



Interests

Skills



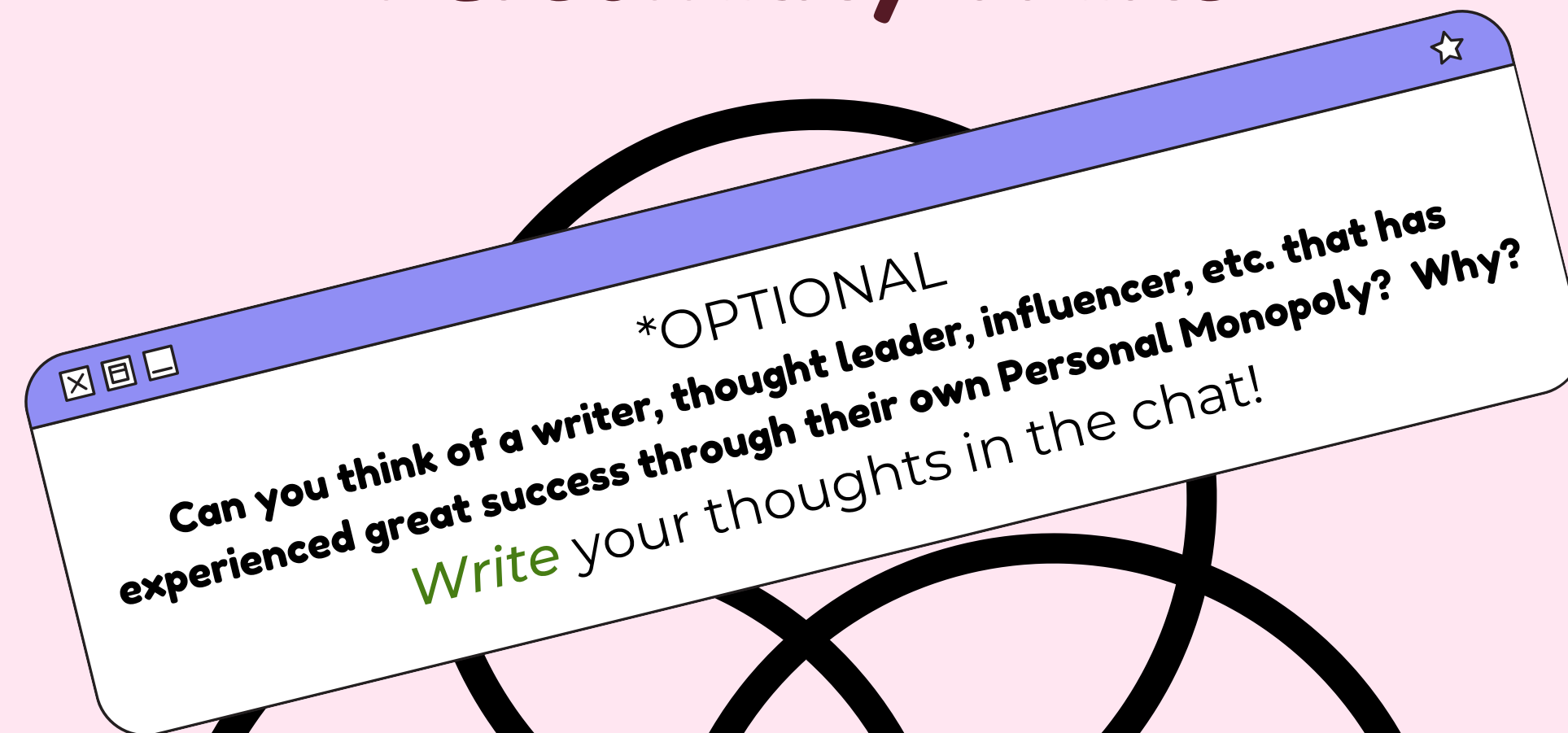
Preparing Your Personal Monopoly Venn Diagram

We're sure you've made a Venn Diagram before at school. Comparing and contrasting two characters in English class, showing what frogs have in common with snakes in Biology... But this one's different, we promise! This one is all about you, and how you're going to build your Personal Monopoly. [muah-ha-ha!]

- Get a pencil and paper out--right now. Go on, do it!
- Draw an empty triple Venn Diagram like the one you see to the left. Use the *whole paper*, you'll need **lots** of room for your ideas.
- Label each circle with one of each: **skills; interests; personality traits**.
- Don't worry about filling in the circles just yet--there will be time for this later--but have it on the desk right next to you *just in case inspiration strikes* and you want to start jotting down ideas during the course of this, err, course!

Now, back to our regular programming...

Personality Traits



Interests

Skills



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Finding your Niche

Some Personal Monopolies are more valuable than others, so think like an investor. Pick a **small, but ever-growing market** and **learn everything you can about it.**

Build expertise before the other settlers arrive. All you need is a tiny, but lucrative sliver of intellectual real estate. No matter where you settle, **subtle tweaks in your positioning** can create vast differences in your financial outcomes.

Say you want to build a Personal Monopoly around teaching math through humor: You'll make \$50,000 as a 3rd-grade math teacher but potentially millions of dollars as an online math teacher **with an influential email list.**

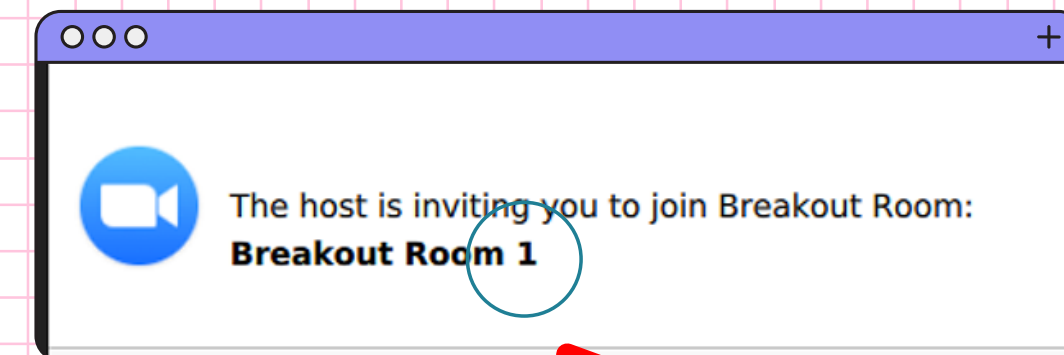
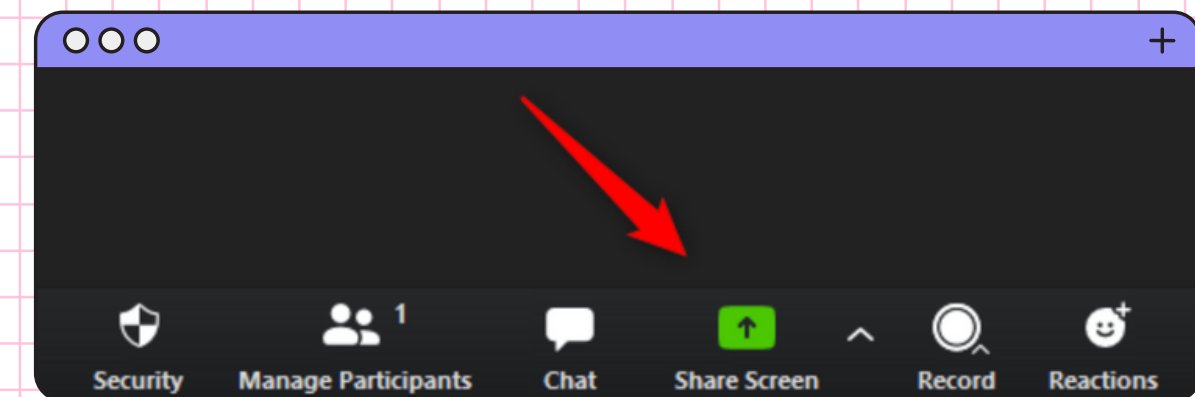
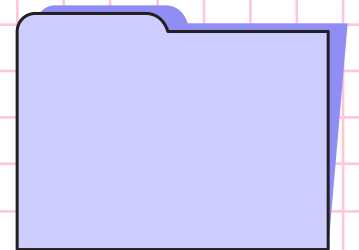
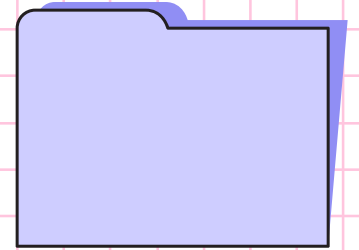




Peer-to-Peer Activity Time: Discovery + Chat Sesh!

1. **Save** this presentation to your desktop for reference (link is in the chat).
2. Go into breakout rooms. Say hi! **Write** your Names/pronouns/location in the chat.
3. **Odd #'s** have **Case Study A**; **Even #'s** have **Case Study B**.
4. One member of the group, use the "**Share Screen**" function of Zoom to watch the media content together.
5. Use the discussion questions to share your thoughts, or *make up your own original questions!*
6. Happy chatting!***

***We know you already know: Be kind, respect one another's ideas, and understand that you each have different ways of looking at the same thing!



This is an Odd #

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CASE STUDY A

Brandon Etheridge

PERSONAL MONOPOLY:
The Mini Musical

82.4K Followers
1.4M Likes

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The "Apparently" Kid
51K views



"I Demand a Vaccination!"
91K views

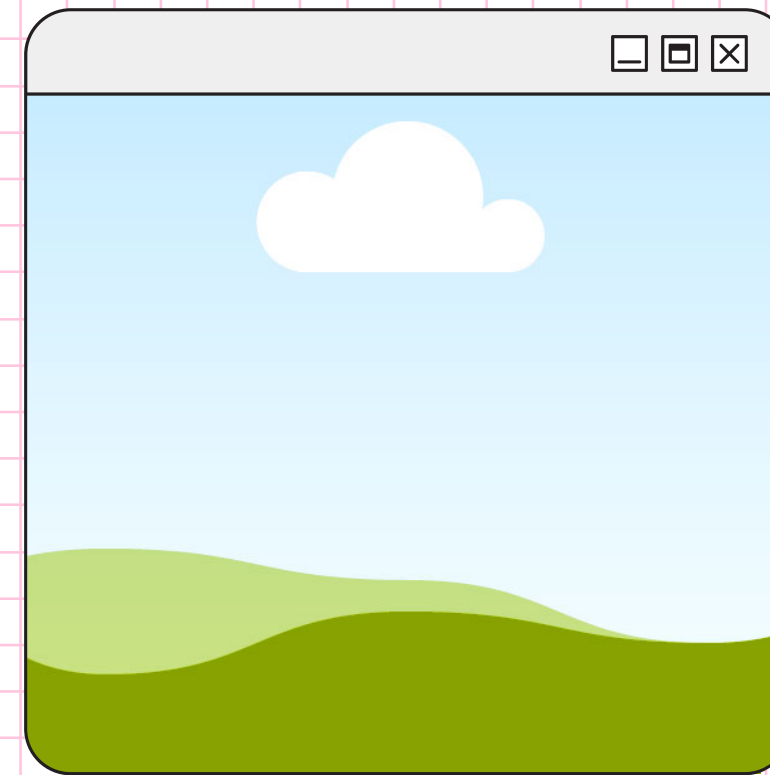
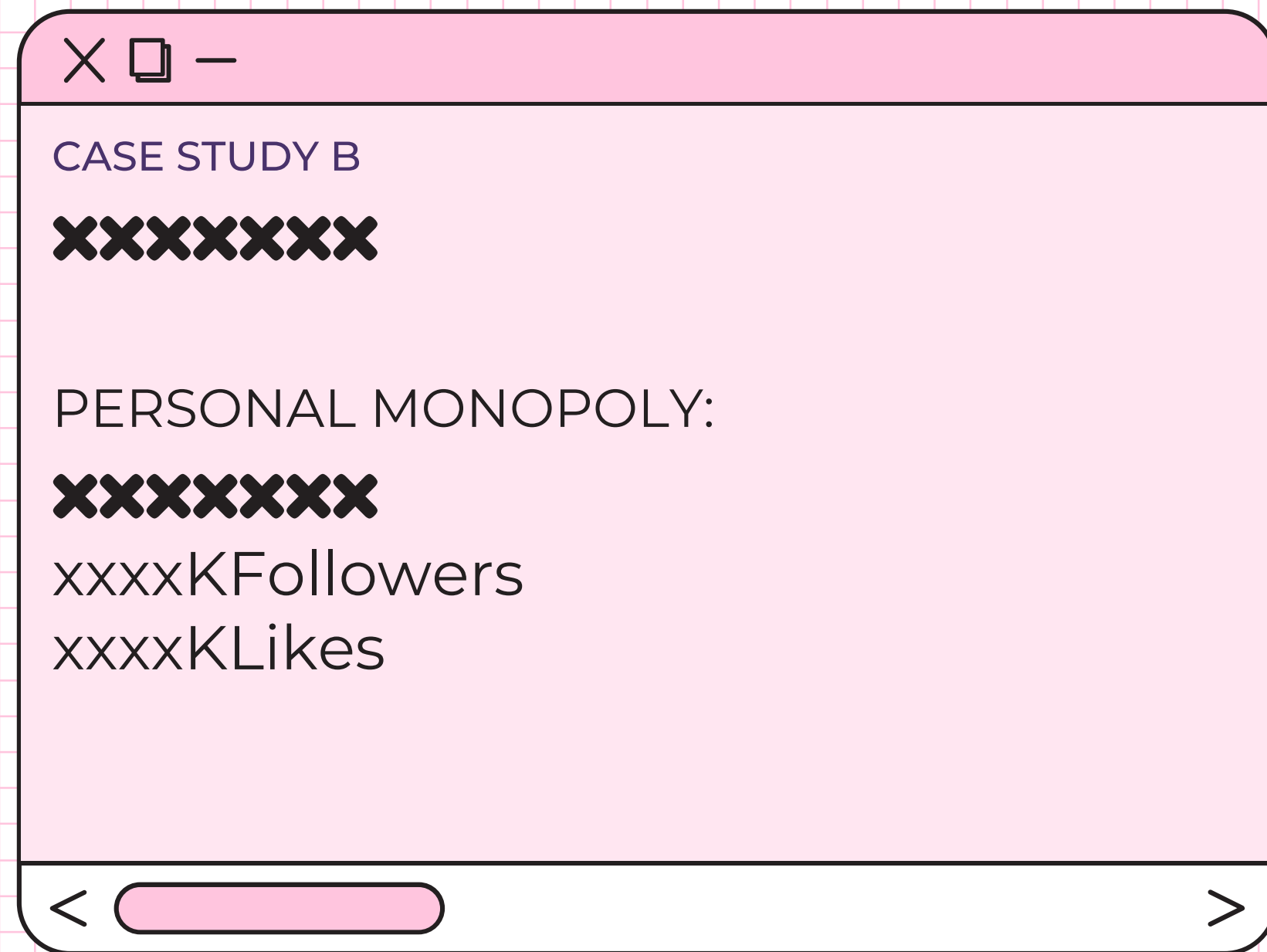
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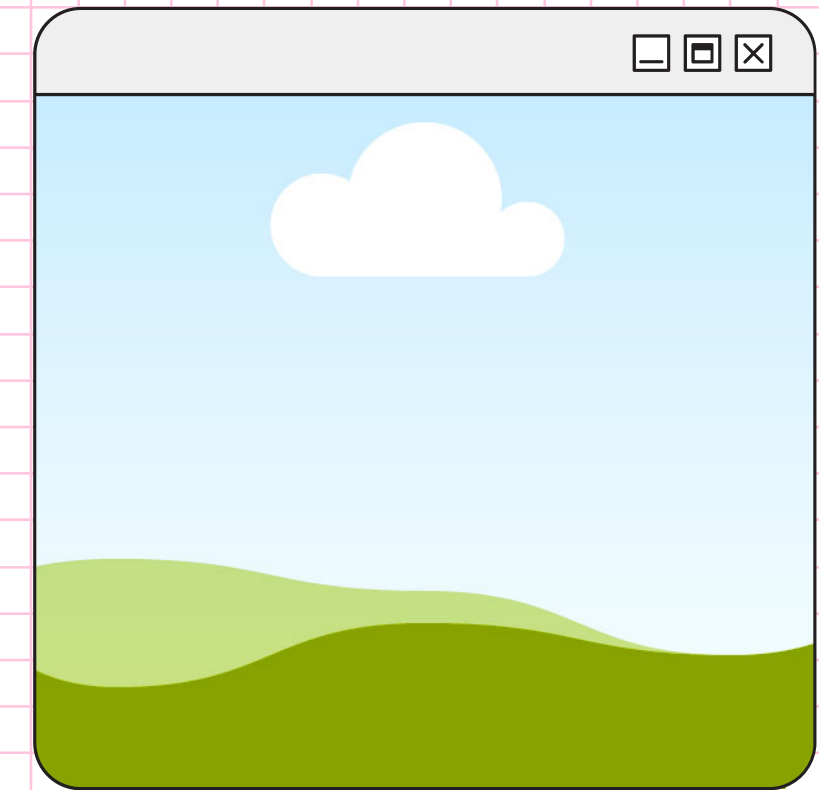
Discussion Questions

- Based on the samples of their work, what do you think Etheridge's Personal Monopoly Venn diagram looks like? Skills, interests and personality traits?
- Why do you think Etheridge's work has so many views? What makes this work unique and "share-worthy"?
- What can we learn from Etheridge as you build your own Personal Monopoly?

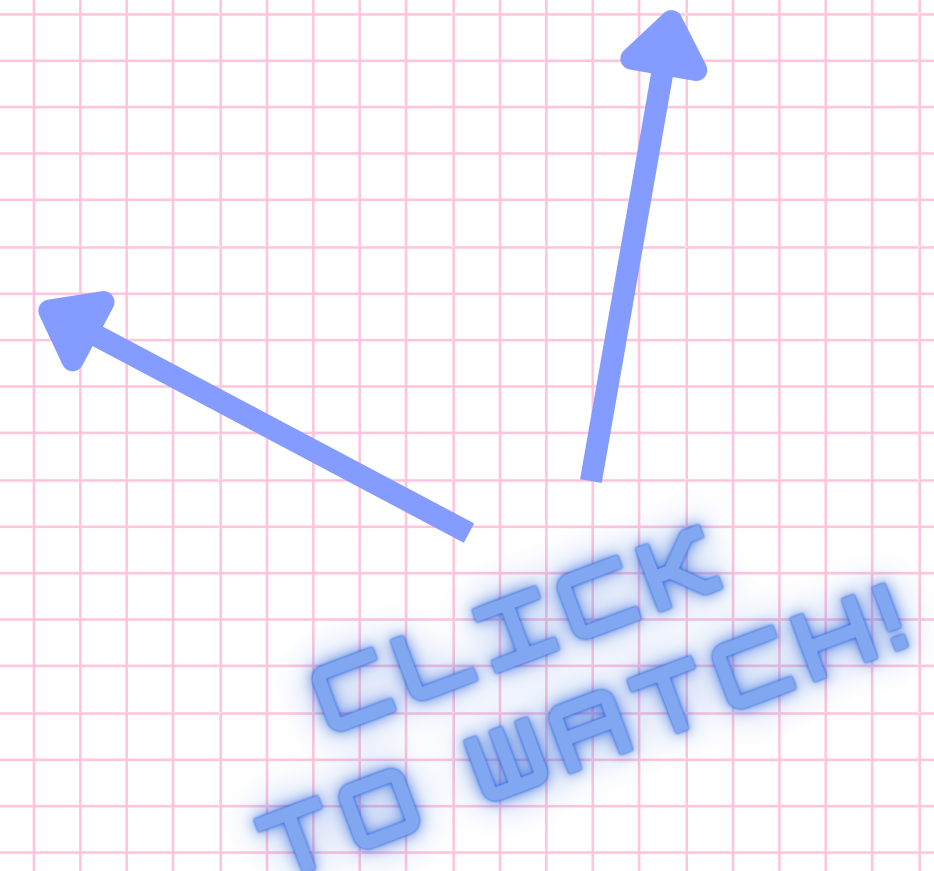
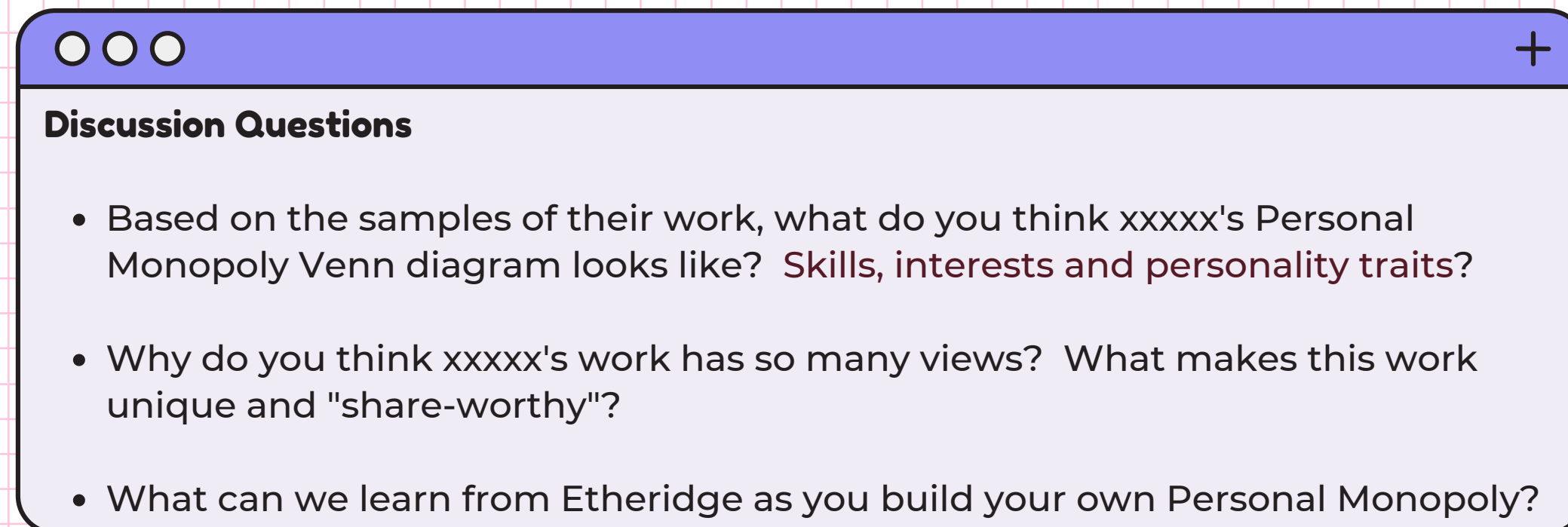
CLICK
TO
WATCH!

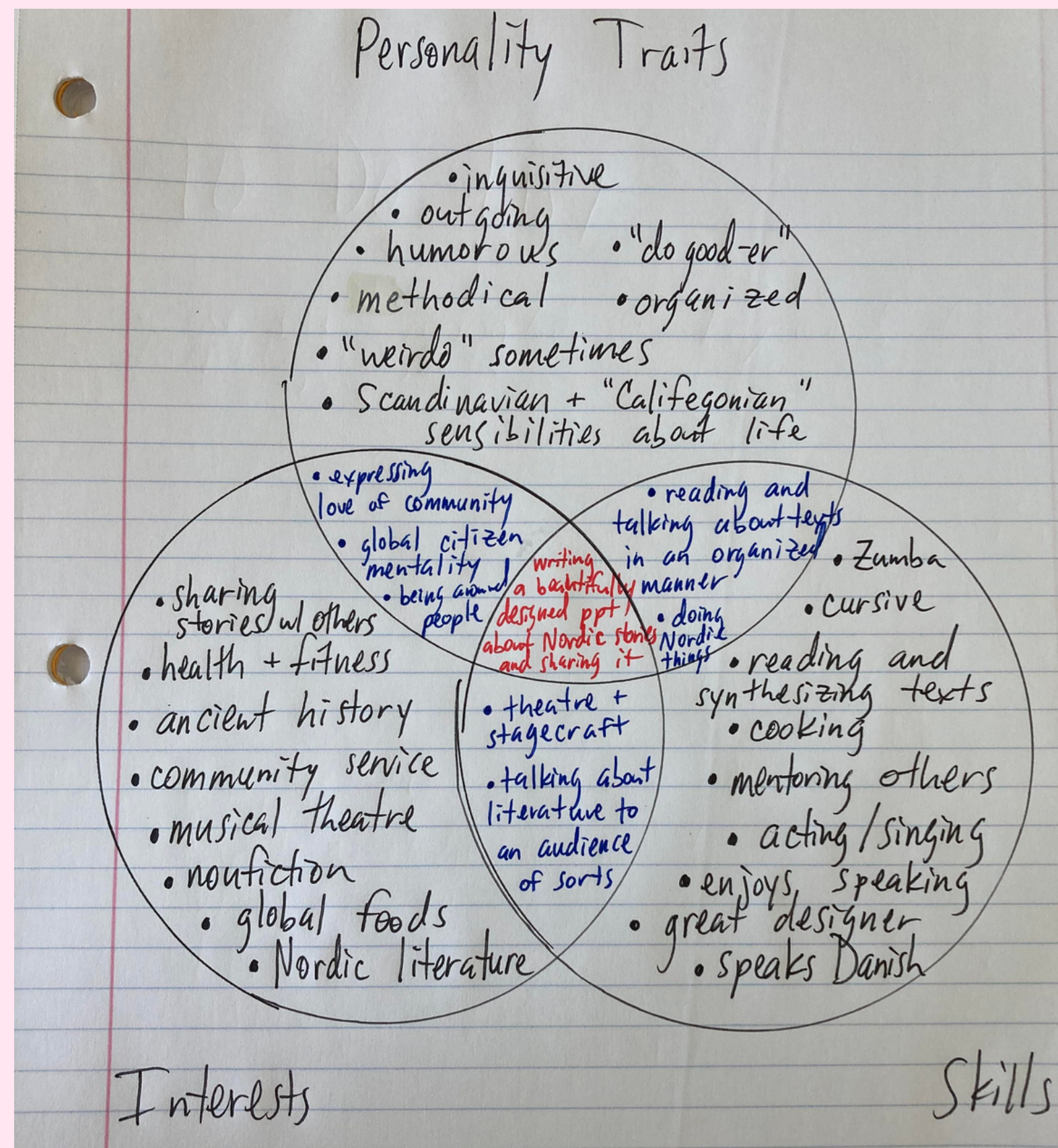


XXXXX
xxxK views



XXXXXXXXXX
xxxxK views





Writing Your Personal Monopoly Venn Diagram

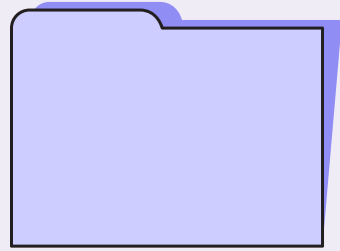
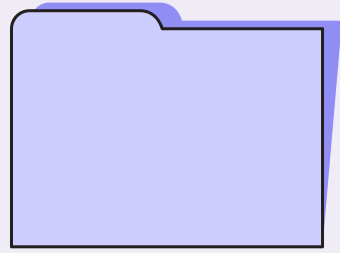
Time to work on your Personal Monopoly Venn Diagram! I've provided an example to the left.

- Fill in each circle with your **skills, interests, and personality traits**. Be specific! And don't worry about the final outcome, it's about keeping an open mind as you brainstorm right now.
- Note the in between spaces where similarities overlap. Remember, your Personal Monopoly is all about finding that "tiny, but lucrative sliver of intellectual real estate." This will eventually be the space in the middle where your skills, interests, and personality traits intersect.
- You probably won't complete this exercise today, so continue working on it in the coming days. This will become part of your Personal Monopoly blueprint, so save it!

There will be a time to **share aloud** some of your discoveries after the timer is up, if you're feeling brave...

*OPTIONAL DISCOVERY

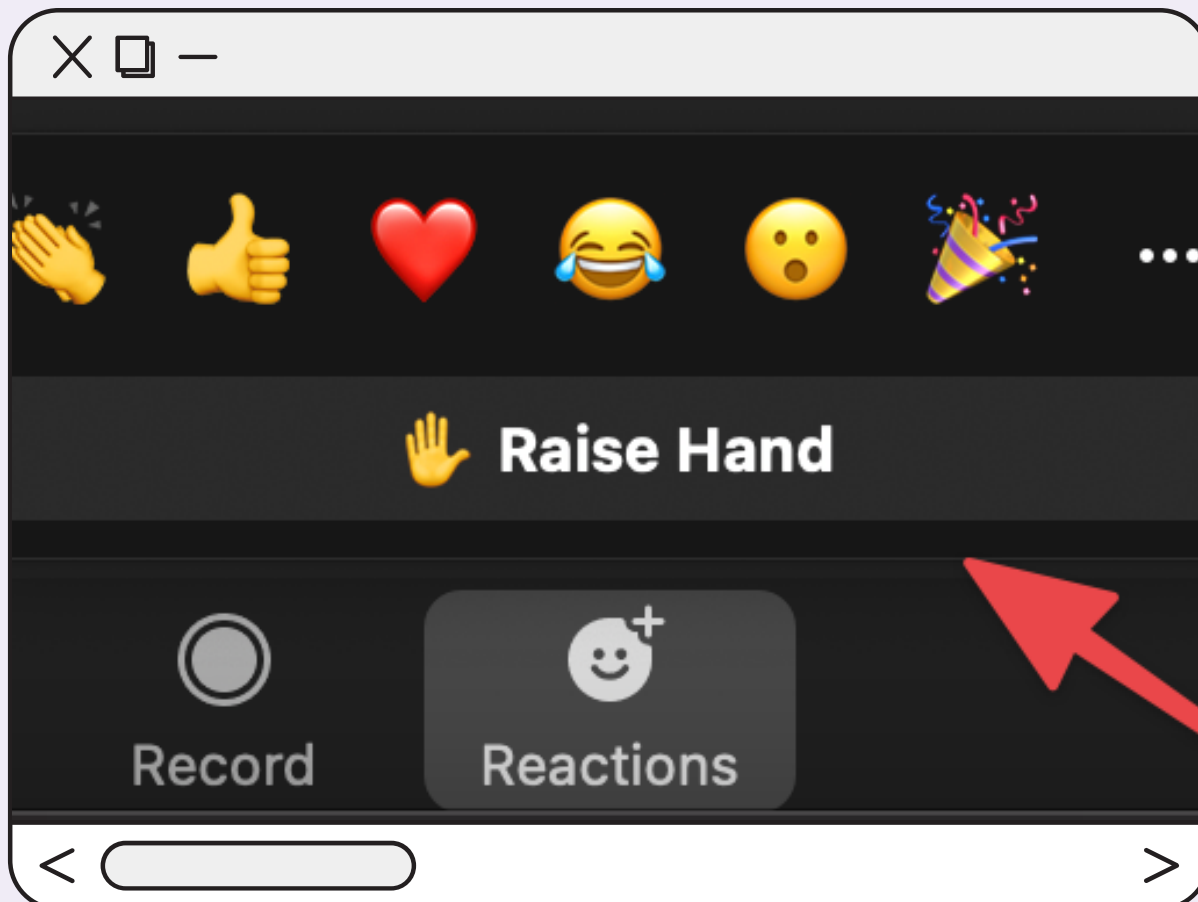
My Personal Monopoly: "Trolls: A Retrospective"



Share Aloud!

What are some discoveries, ideas and thoughts you're having as you fill out your Personal Monopoly Venn diagram? Let us know by *"raising your hand"* and/or *typing* your ideas in the chat!

Please keep comments to less than a minute per person so more folks have a chance to share!





Conclusion

If your Personal Monopoly isn't immediately obvious, that's okay. Most people take five years to find theirs.

As you search, double down on the ideas that captivate you, the compliments people give you, and the projects you enjoy working on. Then, share the best of what you learn online. Write about every aspect of your Personal Monopoly: the people, the concepts, the history. All of it. Then, persuade your readers to cross your **Public to Private Bridge**.



Conclusion

If your Personal Monopoly isn't obvious, that's okay. Most people take years to find their own.

As you search, double down on what captivate you, the compliments you receive, and the projects you enjoy. Then, share the best of what you find. Write about every aspect of your Personal Monopoly: the people, the challenges, the history. All of it. Then, persuade others to cross your **Public to Private** line.



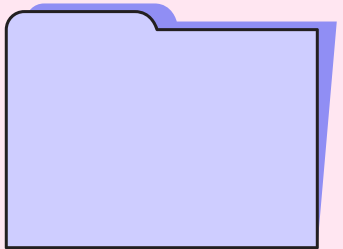
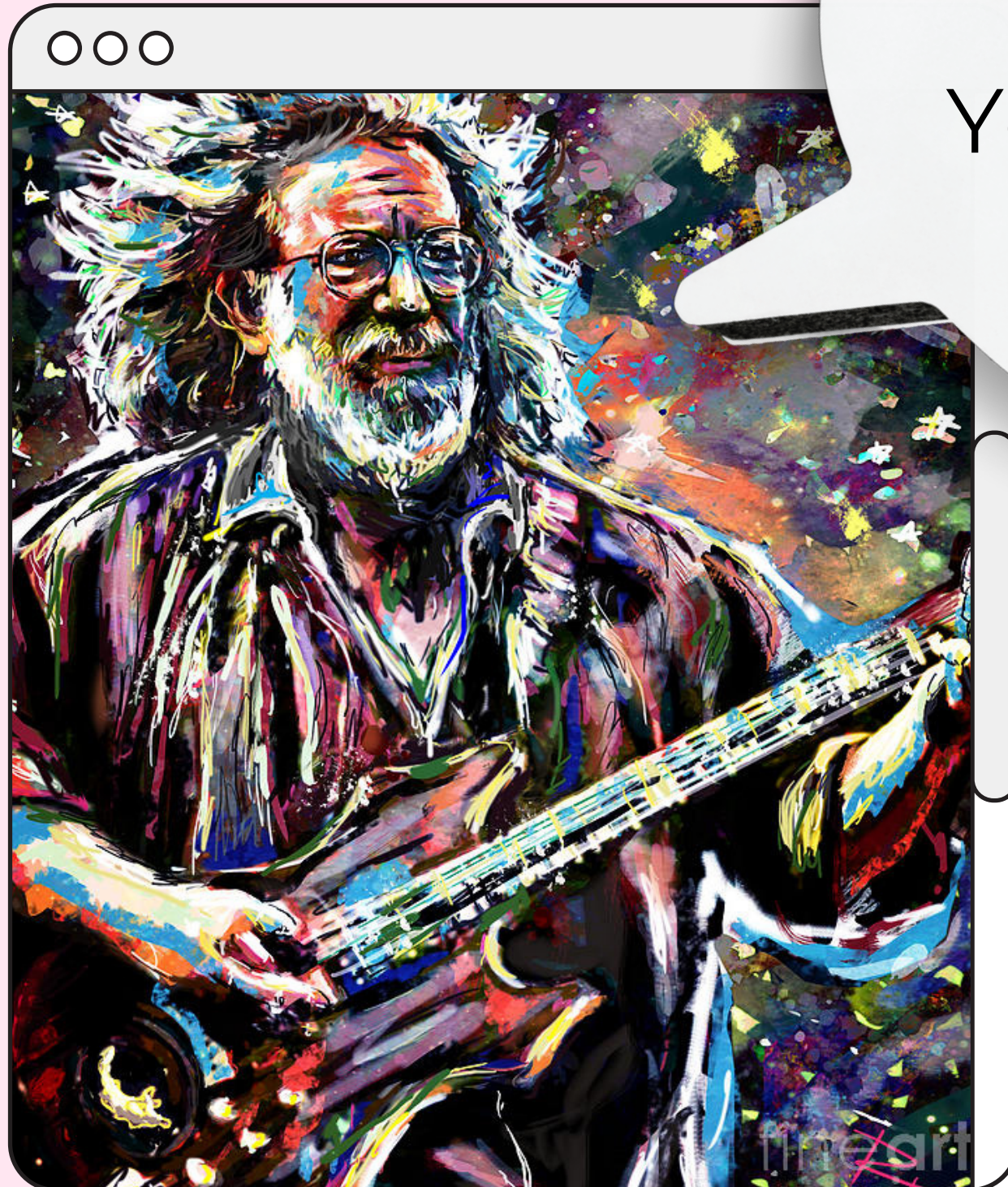
When you build your Personal Monopoly, you say yes to playing a worldwide game that most people don't even know exists.

Forge a distinct path instead of copying what everybody else is doing. Work on ambitious projects, study the unexplored intersections of ideas and find the questions that people are asking but nobody is answering.

There is a vast intellectual frontier waiting for you to find it. As you settle upon these lands, you'll build your Personal Monopoly.



Rock on!
You got this!!



Thanks for participating! See you next time!

Friendly Reminders:

- Save this ppt to your desktop for future reference
- Save your Personal Monopoly Venn diagram for future work--keep working on it!
- Check out the resources on the next page to supplement your understanding and motivation to do this work!

Additional Resources

Who *are* you,
anyway?!

Click on these extra resources to help you pinpoint your most unique **skills, interests, and personality traits**--an important step towards developing your Personal Monopoly



Notes on Names

The Freakanomics podcast explores how your birth name--or chosen name--can impact your future.

Mother Tongue

Doing this work in your Second Language? Awesome! Amy Tan's got some special motivations just for you.

Proust Questionnaire:

35 Questions to develop the characters you create--or yourself! By famed French writer Marcel Proust

How'd Brandon Etheridge do it?

Hear from the man himself as he shares his journey to mini-musical internet stardom with NPR

Habits of Highly Successful People

Feeling overwhelmed? You're not alone. Here are some mindful habits to keep you grounded on your journey.

Personally, it's Personal.

Who doesn't enjoy a free, online personality test? Maybe you'll learn something new about yourself...or maybe not!