

# Bloggging with a Worldview

*A silly little talk by:*

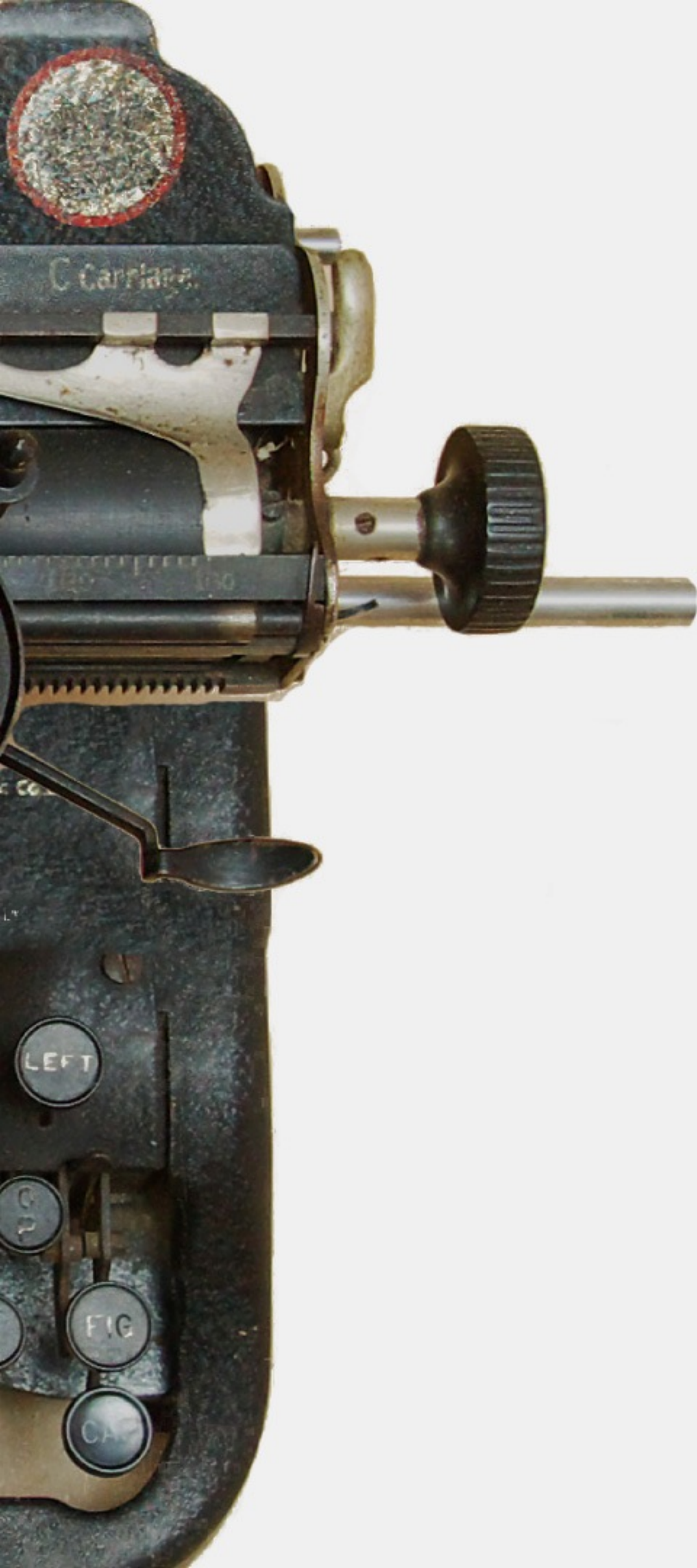
JEFF GOINS





**“What do  
you write  
about?”**

There is **no such thing**  
as good writing.



**No more  
niches.**

**Find your  
worldview.**



# THE JOURNALIST

**ASKS IMPORTANT QUESTIONS**

The requirement:

*curiosity*



# THE PROPHET



Tells the **dirty, ugly, nasty** truth

The requirement:  
***dissatisfaction***



# THE ARTIST

**CREATES BEAUTIFUL THINGS**

The requirement:

*an eye for beauty*



# THE PROFESSOR

Obsessed  
with the facts,  
getting it right,  
and

*knowing how everything works*

The requirement:

***thirst for knowledge***





# THE CELEBRITY

Well known for their likable  
personalities

The requirement:

***a heart for people***

Step #1

**PICK**

**A**

**FIGHT**



Step #2

# USE YOUR VOICE



Step #3

# SEE WHO LISTENS



# Thanks!

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