

The Rise of the Original Thinker

Why 2013 Will Belong to the Top 10%

There will be a _____ of content purveyors in 2013, with the top 10% making most of the best fees and money, and the other 90% scrambling for leftovers.



Rick Butts



Ray Edwards

WISDOM THESIS

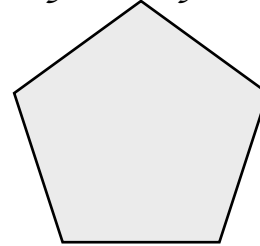
Rise of the Original Thinker

The Four Kinds of Content

4. _____
3. _____
2. _____
1. _____



The Holy Grail of Content



*"Your greatest asset is an original _____
for an _____ group of people
with _____!"*

The Wisdom Thesis

- (1) Examine the _____ System
- (2) Find the _____ Point
- (3) Ask the 2 _____ Questions
- (4) Test Your Theoretical _____
- (5) Create Your New _____

* Name _____ !

** Manufacture New _____

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