



Don't Wait for Your Future.

Create It.

An Online Course by Joe Balcom

10 Lessons *You Need* to Build Your Future Online

Here are the core lessons you must learn in order to successfully build your future online. The world is moving online faster and faster every single day. Soon everyone you know will have their own website and will be making a living online. But don't think it's too late.

With 8 billion people on the planet, 5 billion with internet access, 300 million active websites, and only 30 million websites with traction, you have the ability to instantly enter the top 1% of the human population entering the wave of the future.

Get ahead of the curve by internalizing these lessons:

1. Become a creator, not just a consumer.

Traditional lifestyles teach us to consume. We consume our time with work that doesn't resonate with us. The TV teaches us to consume the sensational at the expense of the useful. Social media teaches us to consume shiny objects that add little value to our lives.

Ever wonder what the purpose of TV is? Ever wonder what the purpose (from the network's perspective) of America's Got Talent, Dateline, or the latest NFL football game is? It's not to entertain you. It's certainly not to show you exciting and thrilling programming. No. Any content you consume on television or on the internet is nothing more than a lead magnet—you tune in to the program so they can feed you a steady stream of commercials! After watching so many commercials, you will eventually buy the product.

Knowing that fact, wouldn't it feel better if you could create that dynamic in your own life? Begin producing value for the world instead of consuming. You will discover meaning in your work and life, and you can pay the bills while you do it.

2. Create your online home.

Like we have home addresses, like we have places where we live, eat, sleep, and hang out, everyone in the near future will need to have a home online.

You might think your social media profiles are your online home, but the fact is, you don't own those. Twitter or Facebook could easily decide to block certain content or ban you altogether. But with your own website, you have full ownership and full range to create whatever you want.

A well-designed and well-written website will attract employers, interesting people, and loyal customers into your life.

3. Learn to write.

Writing is the foundation of the internet. Those who can write well and communicate their ideas best on the internet will be most rewarded.

Every corner of the internet is impacted by writing. Every webpage you visit, every video you watch, every sound you hear, was written by someone.

Treat yourself like a television network. You need to write and produce the content that will lure eyeballs to your "network," or your website. While those eyeballs are there, they will sign up for your newsletter, read about your products, learn more about the value you want to sell them. Your free content is the main attraction. But it will steer your visitors to the pages that pay the bills.

It all starts with your ability to write online.

4. Differentiation is king.

In the early phases of your content creation journey, you need the ability to find your *niche*, then narrow it down to your *purpose*, then narrow it down to your *unparalleled perspective*, and then narrow it down to your own *category of one*.

The internet, as underappreciated as it is, is a crowded place. Redundancy is often ignored. Your ability to be different, through quality, through quantity, through personality, and through your gifts and talents will set you apart from the crowd.

5. Become a magnet.

The more differentiated you are, the more you will become an authority on your subject. And when you become known as an authority on a subject, friendships and big breaks will come your way like never before.

Your content and your unparalleled perspective will attract people like a magnet. Use your talents, content, and products to become a hub for life-changing opportunities.

6. Create from abundance.

Ever run into writer's block? If so, you know how hard it can be to kick it.

In your journey to build your online presence, you will need to create quality content consistently. Writing and creative blocks will no longer be an obstacle as you build a system to create from abundance.

One of the keystones of *Unparalleled Live* is this idea of creating from abundance. You will learn a powerful, life-changing approach to creating consistent and quality content on demand.

7. Stories change the world.

Storytelling is what moves people, not stats, not facts, not dry analysis. There's a reason why academic papers are only read by career academics! In establishing your online presence, your ability to tell a coherent and compelling story will be your competitive advantage.

If your audience resonates with your stories, they will follow you to the ends of the earth, they will buy your products, and they will act as your own personal marketing agency by sharing your work.

On the internet, your ideas can go from New York to New Zealand in the snap of a finger. Don't underestimate the power of a well-told story.

8. Talk to strangers.

Remember as a kid when mom would tell you not to talk to strangers? Well, on the internet, talking to strangers is encouraged. The internet is the greatest tool ever built for cultivating a network of friendships and opportunity.

Through your creative endeavors, you will meet so many new and amazing people online. People interested in your work, people who want to help you, people who ask for your help, etc. These are opportunities just waiting to happen, and businesses waiting to be built.

The internet comes alive when you use it to meet other likeminded and curious people.

9. Work digitally, play physically.

Traditional, limited lives are spent playing digitally and working physically. I have a strong belief that a happy and fulfilling life is made of playing physically and working digitally.

Imagine how much healthier it is for your mind and body to play physically: spending time with friends and family, playing with your kids, playing actual sports where it requires you to break a sweat.

Imagine how much healthier it is for your mind and body to work digitally: you are location-independent, time-independent, boss-independent. It opens so much more time for you to live life the way you actually want to.

10. The future of work is on the internet.

John Doerr, a famous Silicon Valley venture capitalist said it best: "The Internet is the largest legal wealth creation tool in human history." If you haven't realized that yet, it's not too late. But you need to understand what it is you are missing out on.

The ability to do work that resonates with you, while simultaneously becoming financially independent has never been possible like it is on the internet. With little start-up costs, low barriers to entry, and a freedom to be authentically you, the internet will reward you in ways that a desk job cannot.

So, what are you waiting for?

If you're looking to take that next step to secure your happiness and your future, and if you'd like specific strategies and tactics on how to put these lessons into practice, consider my online course [Unparalleled Live](#).

Over 4 weeks and 9 live sessions, we dive deep into the nuts and bolts of building a prosperous and meaningful career online. You will learn exactly how to put the above lessons into action through our 8 modules:

- ❖ Creating Your Online Home
- ❖ Understanding 21st Century Leverage
- ❖ Discovering Your Unparalleled Perspective
- ❖ Capturing Information Digitally
- ❖ Capturing Your Message Through Writing
- ❖ Capturing Your Audience Through Distribution
- ❖ Capturing Attention Through Effortless Design
- ❖ Capturing Imagination Through Storytelling

With a supportive community of like-minded builders, creators, and explorers, you will have everything you need to ensure that you are not left behind in the digital wave of the future.

Put online platforms to work for you. Stop being a passive consumer and start being an active producer instead. By the end of this course, you'll be able to learn faster, build your content-creation machine, create career opportunities, and spark real-world friendships.

If you have any questions, you can email me at joe@unparalleled.live

Visit joebalcom.blog/course to sign up!