# On Valuing Value

\*\*Earned money is an imperfect metric of value produced for others.\*\*

In this article we will be taking a deeper look at the stored form of value the dollar represents and how dollar output for value created operates. Then we will highlight how, based on this understanding, forms of value that are undervalued can be found and where forms of overvalued talent can be found as well.

\*\*Dollars are essentially a stored form of value. However, it’s a restricted form of payout to the person creating the value. It can be manipulated, stolen, and does not allow giving back to the value provider. This is because it often requires another owner of the stored form of value to essentially agree to give up that portion to the recipient.\*\*

Most of this dollar exchange normally comes from employers to employees.

In a business someone the employer is giving a fixed amount of value to the employee and betting on the fact that their contribution to the overall system provides more value back out, than it had originally paid.

Because a business, especially as it increases size, has so many different positions. It becomes harder and harder to track which positions are providing that positive return to the overall company. In these cases, the salary/paid positions can often actually be providing a negative value return, but because other positions or stored company value is being made, that ROI is hard to track and thus stays a thing.

Similar to abstract value products from salaried employees, paid advertisements from large companies are often in the same boat.

Does that million dollar super bowl ad for Doritos really return over a million dollars of profits over time? Maybe,the fact of the matter is that some make that ROI, and some do not.

Whoever controls the price of the media will often, over time based on consumer demand, reach a price that roughly represents its value. In which if the price started high, and over time decreased. The buyers of the high price were paying too much for a service and they were inclined to have a negative ROI unless they converted it way above your average joe.

This very fact is the reason why you should always 1. Work with young marketing companies and 2. Work with the newest ad campaign platforms.

This is where you are most likely to find the currently undervalued marketing for your business. It’s less known, therefore less saturated, and therefore below its true market price.

Young people haven’t reached their market price yet. Because of a higher volatility, young marketers may produce way more value than a guy with a solid marketing business that’s been running for 20 years.

Also, because of the decreased credibility, as a young marketer your work is more likely to be scrutinized more closely for positive ROI. In certain jobs this can mean either creating an instant positive ROI returning AD by the time you bill the person next or the client stops.

In this case someone who considers their time undervalued for what’s produced should consider making their own product, or being an affiliate/receive payment based on KPI’s.

Take for example someone with the career of tik tok virality for a brand. A brand will often pay this person on retainer, let’s say 3k a month, to post tiktok that would drive traffic and sales. If this person has no skill, and will not produce valuable content... this is a waste.

On the other hand, if this person drives massive views and sales, they may produce way more than hundreds of thousands of dollars of value but may have limited themselves to the retainer.

Now what if this viral marketer was hired for something that wasn’t directly monetizable? Well the best viral marketers can turn any substrate into viral media with the right creative thinking, and there are plenty of opportunities out there for affiliate marketing that would pay a performance based return. You can even find companies that structure a deal in which a PPV or pay per view model is established.