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Zyler Proposal 1: A Series of Articles

Zyler9985 · [Follow](#)

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I'd like to present my marketing proposal. I believe Zenon is an amazing entity, we just need to present it well and in different ways for different people. For example, some people are not very technical (but can learn if it's explained simply), or they have a short attention span (but may do a deeper dive later if you intrigue them initially).

I think there is a market for articles that are simple and digestible, this way it can ease people into our world where their support will inevitably follow.

What I had in mind for the articles:

- written in a beginner-friendly manner for a wider audience to understand
- sometimes discuss just one aspect of the project rather than the whole thing
- sometimes varied in their level of technicality

For example:

Low level — the basics of Zenon, its key features that distinguish it, comparison to competitors, and could be Zenon explained in 1 minute, 5 minutes and 10 minutes. Could also be made as an infographic (much like the “tradervidz cards”) to make it easy to share and give an excellent superficial insight into the project to entice them to do a deeper dive later. With an infographic, I can make the content but would need help for the custom graphics/appearance.

Medium level — more abstract and cognitively complex topics such as the voting system or How Zenon Follows the Bitcoin Ethos or An Investor’s Thesis for Zenon (this would be aimed at retail and may be a personalised thesis rather than a general shill). 5 Ways Zenon Makes Bitcoin Better (fee-less, smart contracts, merge-mining etc.). Why regulations won’t bother

Zenon (property vs security issue if the industry is hit by more severe regs in future). 5 ways Zenon is different to Ethereum.

*note, when I say shill, I of course mean educate and explore talking points.

** And it may be best to delay some of the articles — let the project mature further such that the talk is more evidence-based than speculative content.

*** I will obviously need to stay involved and up to date with all developments and reach out when I need help understanding things so I can then write about it later

Why Me?

Confession time: For the awareness initiative 2.0, I also wrote “A Brief History of Zenon” and “Earn Rewards With Zenon” in addition to my two entries “Hello, This Is Zenon” and “Forget web3, it’s time for Zenon”. What can I say, I have a passion for Zenon and can’t help writing for it. More recently I wrote “How to buy \$ZNN with pancakeswap” which started as a twitter thread that received positive reception and someone suggested I make it into an article as well. When ready, some of these can be placed onto the wiki for community made articles if people agree it is beneficial.

I believe these articles showcase my ability to explain things in a simple way to beginners and non-technical people, which is a skill that will aid us in reaching a large number of people. They are also roughly what you can expect from me, but note that I can vary my style where appropriate. “Earn rewards with Zenon” I was more serious and respectable, “Brief History of Zenon” I was gloves off, “Hello, this is Zenon” I tried to balance seriousness with a touch of entertainment.

Final Thoughts

I believe the best way I can contribute is by creating content, but as for distribution? I will need help from other influencers who command more followers (I only have about 50). If they see the content as useful they could help with visibility and exposure by sharing and retweeting.

Thank you for your time. You can reach me on telegram via @zyler9985 or twitter by the same handle.

– Zyler



Written by Zyler9985

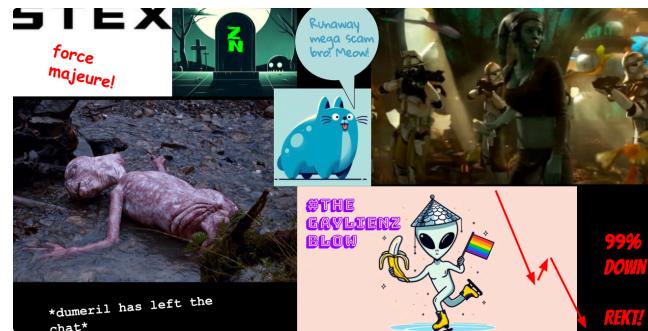
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- Led Your Transactions implementation for JavaScript front-end framework to showcase consumer transactions and reduce call center costs by \$25 Million
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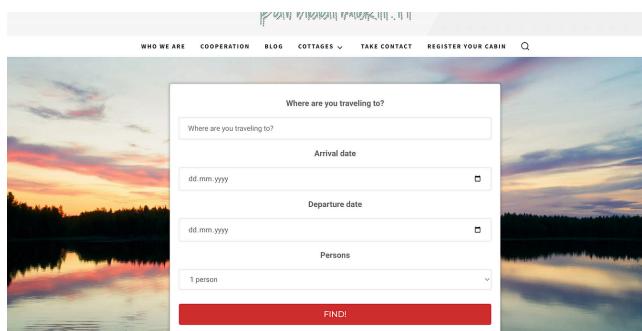
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32



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