TOM JANOWICZ, RENAUD GAGNE, LEAH STEPHENS AND RICHARD KAPLAN

STEEMIT 101

DISCOVER HOW TO MAKE MONEY AND HAVE FUN ON THE SOCIAL MEDIA SITE THAT PAYS YOU TO POST AND VOTE ON CONTENT

steemit

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Discover How to Make Money and Have Fun on the Social Media Site that Pays YOU to Post and Vote on Content

Written and edited by:

Tom Janowicz @donkeypong

Renaud Gagne @cryptoctopus

Leah Stephens @stellabelle

Richard Kaplan @steemship

With help from the talented writers and developers of Steemit.com

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Chapter 1: Introduction to Steemit

What if you got paid to post on Facebook? What if you could make money by upvoting other peoples' posts on Reddit? Imagine a social media site that rewards people and not greedy shareholders. Welcome to Steemit. This short guide will explain how you can join Steemit.com for free and start earning money right away. But first, we need to explain what Steemit is and how it can afford to pay people like us just for posting blogs, voting, and having fun.

Steemit is much more than a money-making opportunity. It is a

decentralized social media site, like Facebook or Reddit, but without a big company at the top that sucks out profits. Steemit uses a new model for social media, relying on people instead of advertising. Users post content, link content from other sites, and help to curate it by upvoting the best content to everyone else's attention. That puts it beyond the control of greedy corporations, large media conglomerates, and repressive governments. It is the first social media site that's truly free of these controls.

The content is free and the money goes to the people who post and vote on it.

Steemit runs on the blockchain, the same technology that powers Bitcoin and other cryptocurrencies. The blockchain allows information and transactions to be verified quickly, securely, and automatically. Because the site can pay you automatically, there is no need for a big corporate infrastructure, and there is no corporation to run away with your profits. You are paid in STEEM dollars, a price stable token that is always worth about $1 and can be converted to Bitcoin or regular money. You are also rewarded with greater voting power and a stake in Steemit's growth each time you post and vote on good content.

Who are we, the co-authors of this book? We are four members of the Steemit community who want to share it with the world. In our first month on Steemit, each of us earned several thousand dollars for posting content that became popular with the Steemit community. We earned more money by voting on and replying to other peoples' posts. We'd like to be your guides for the next few pages as you learn about this site. And we're pretty sure we know how to have fun on Steemit also!

Maybe you want to drop the book at this point and just head over to Steemit. You are welcome to do so, but we encourage you to invest a little time and energy to understand it first. We promise to teach you some secrets that will save you time, cut down on your learning curve, and help you succeed right away on Steemit.

What are we waiting for? Let's get started.

Chapter 2: The Trouble with Facebook, Reddit, Twitter, and Other Social Media

To fully understand Steemit, let us start with one of the problems it was created to address. Wall Street values Facebook at more than $350 billion. Facebook has great technology, it has built a successful business, and it has established itself as the face of social media. But most of Facebook's valuation comes from its users: one billion of them around the world.

Why are Facebook's users worth so much? A company with access to one billion people is a huge market for advertisers. Companies want to reach Facebook's users to sell them products and services.

When big companies come calling, Facebook and other social media sites are only too happy to sell them data they have gathered on their own users. They gladly sell advertising to these companies. Advertising is content that someone has paid to put in front of you. And Facebook is happy to let big corporations dictate the content that Facebook's users see first.

Why would Facebook and other social media sites sell out their users this way? Even if the Facebooks of the world began as

tiny, innocent startups with good intentions, they now are owned by mega-banks, corporations and rich individuals. These owners and shareholders demand constant growth and increased profits; truth and privacy are lower priorities.

In their world, people are money. Users are a commodity to be mined for information, so that these same companies or their clients can turn around and target the site's users with the right kind of advertising. Then they can sell lots of products and services, and make more money off the site's users. When you post on most social media sites, you are fueling a vicious cycle, and you certainly do not get paid for posting or voting like you do on Steemit.

Facebook allows people to share their life, opinions and beliefs to people they know. But what if Facebook had a bias and kept on silencing opinions it doesn't like? Just think about the collusion with Germany to censor conversations regarding mass-immigration or the Gizmodo article about how a former Facebook worker came out and said that they routinely suppressed conservative news and finally the story that the social network banned a Canadian libertarian for criticizing Facebook's practices. These are just the tip of the iceberg.

Both Facebook and Twitter are owned by large shareholders, including J.P. Morgan Chase, Goldman Sachs, BlackRock, Morgan Stanley, Clearbridge, Vanguard, and T. Rowe Price, each of whom own around one percent or more of one of these companies, some on behalf of their clients. Morgan Stanley, which owns 5% of Twitter, has a huge amount of potential control over that company's content. Reddit is owned by a large private media conglomerate that was built by buying and shutting down competitors. It has created news monopolies and

raised advertising rates in one market after another in a practice that the famous investor Warren Buffett has likened to an "unregulated tollbooth."

When your largest shareholders are mega-banks and big companies, they either control or *have the power to control* the agenda and content. But they're not the only ones. Goldman Sachs, Morgan Stanley, and Chase are all mega-banks on the so-called "too big to fail" list of the United States government and other powerful governments worldwide. They are considered "systematically important" banks and the world's major governments permanently stand ready to bail them out if needed. These banks' CEOs sit on the boards of the regional Federal Reserve Banks in the United States and the banks actually receive stock in these government institutions. If you are looking for more government connections, consider that Saudi Arabia's royal family controls that country's government and a Saudi prince now owns 5% of Twitter.

Hmmm, let's recap here. Powerful banks and governments hold enormous potential control over Facebook and Twitter, while a monopolistic and controlling company controls Reddit. We haven't even started on other social media sites, but you get the idea. We are not saying that these institutions run the sites on a day-to-day basis, but when stories emerge about censorship and certain content being banned, think about who has ultimate control over them. Is it any wonder that social media sites get criticized for monitoring their users and controlling the flow of content?

Steemit is controlled ONLY by its community members. There is no agenda. Most certainly, there is no large corporation or government calling the shots. Even if a large corporation were

to buy into Steemit with a large stake of STEEM Power, regular Steemit users can achieve the same status through the hard work of posting and upvoting. Over time, that power can grow proportionally. On Steemit, everyone has an opportunity and anyone can be a factor.

We still believe in the free and open marketplace of ideas. We believe that when differing opinions are allowed to compete against one another, everybody learns more about those issues and perspectives. Everybody has a chance to discuss and debate ideas. May the best idea win, and may everyone treat each other with respect and understanding.

Chapter 3: Steemit's Fast Start

Steemit was founded in early 2016 by Ned Scott and Daniel Larimer. Having worked together before, they met for a discussion in January 2016 and found that they shared a common vision for an online social economy. The social media portion of this, Steemit, is just the beginning. In the future, we hope it can be combined with other blockchain-based features, organizations, and third party apps, all geared towards improving peoples' lives in measurable ways.

Ned Scott is Steemit's CEO. Based in New York City, he has a background in financial services and business operations. Over the last few years, he had been investing in the Bitcoin space and sharing its opportunities with Wall Street investors. After becoming interested in cryptocurrency, Scott approached Daniel Larimer about creating a blockchain-based social media site that would allow community members to create a mutual aid society. They soon decided that they could accomplish much

more than this with Steemit.

Larimer, Steemit's CTO, is a programmer based in Virginia. He has been involved in cryptocurrencies since the early days of Bitcoin. He one of the few living people to have exchanged messages on Bitcoin's public forum with Satoshi Nakamoto, the legendary and elusive creator of Bitcoin. Larimer famously told Satoshi that Bitcoin was not fast enough, which seems to have foreshadowed his achievements.

Larimer went on to found BitShares, one of the most innovative Cryptocurrency 2.0 projects. BitShares attracted a team of talented programmers, working under the label of Cryptonomex, who improved upon Bitcoin's blockchain technology by creating the ultra-powerful Graphene toolkit that now powers Steemit. It enables lightning-fast transactions and instant payments with extremely tight security. BitShares also has enjoyed a large and heavily involved community of users who helped create, test, and refine its decentralized exchange.

When Scott and Larimer began work on Steemit, they already had an expert technical team and they also had an active community of users from BitShares, Bitcoin, and other cryptocurrency projects. They did not have to spend time recruiting and training a new group of programmers, though others have joined the project. Having a ready-made community of supporters and an active user base is almost unheard of for a startup. Many companies buy smaller competitors just to acquire a user base, but Steemit already had a foundation of people who could test the site and begin to share it across the Internet.

From there, the growth has come quickly and steadily, yet it is only just beginning. As we write this, Reddit has about 38

million users, Twitter 300 million, and Facebook 1 billion. They offer gimmicks such as karma points and likes and meaningless upvotes, but none of them pay users. Steemit should continue to grow as fast as word-of-mouth can spread it. Since the four co-authors of this book began using Steemit in the spring of 2016, it already has grown by 1600%, and we believe that is only the beginning.

Why does this growth matter to you? Because Steemit will still be a young site for a while. It has lots of room for growth and you have the power to get in early. The more reward tokens you build up in Steemit, the more you effectively will have a stake in future growth. And your stake can grow proportionately along with Steemit until you decide to cash it out in price-stable currency tokens that are worth about $1 each and can be converted to Bitcoin or other currencies. You will gain a much better understanding of Steemit's financial aspects in the coming chapters.

## Chapter 4: Getting Started on the Site

Getting started with Steemit is quite simple. Just go to Steemit.com and create a new account. At the moment, you need either a Facebook or a Reddit account in order to sign up and get a few dollars for free in your Steemit account, though this may be expanded to other sign-ups in the future.

If you do not have an active Facebook or Reddit account, [then you can use a backdoor method to creating a Steemit account; just click this link for instructions](). The small registration fee exists to prevent spammers. Using this backdoor method, you can pay the same fee with Bitcoin, with BitShares, or with

STEEM that you have purchased on an exchange. If you have never bought Bitcoin or cryptocurrencies before, you will need to convert some money first using a site like Coinbase, CCEDK, or Local Bitcoins.

This is what the Steemit site looks like (see below). On the day this screenshot was taken, you can see that co-authors Tom and Renaud each had a post near the top of the "Hot" list. The developers are continuing to add new features, so the site might look different by the time you read this. But basically, the articles are in the center, there are Tags for various topics on the right, and then in the top corners there are all sorts of other features. We will explain those features soon.
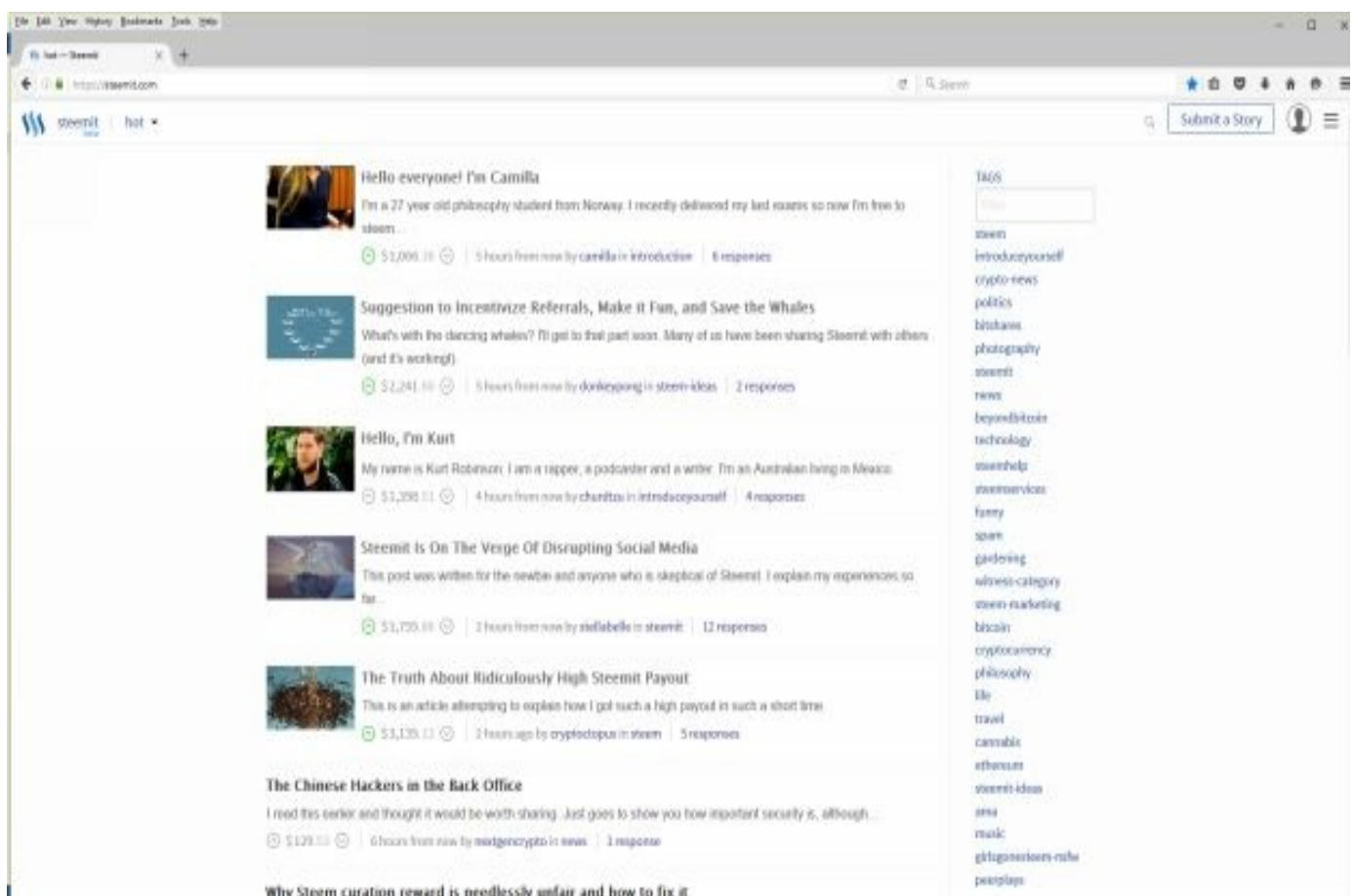
How Content is Organized: Views and Tags

Posted articles are in the big center column. You can view the newest, hottest, trending, most active, highest voted, and most commented posts by clicking the drop down menu on the top left corner of the screen and selecting any of the choices there. That drop-down menu is next to the Steemit logo. You also can view posts that are on your Recommended list by clicking your picture on the right side. The Recommended list is based on what you have read and liked in the past. At the time of this writing, the developers were working on a "Follow" list as well, so you will soon be able to follow posts by your favorite writers.

In addition, the TAGS list on the right side shows the various topics or subgroups where content is posted. So you can browse through those topic tags to find the ones that interest you most. Co-author [@stellabelle](), a very prolific writer, probably has posted in more categories than anyone else on Steemit. Here is a screenshot from one of her posts in which she explained how to add a Steemit icon to one's YouTube channel. You can see that the TAG category within Steemit (#steem-marketing) shows up at the beginning and end of her post, as well as at the top left corner of the page.
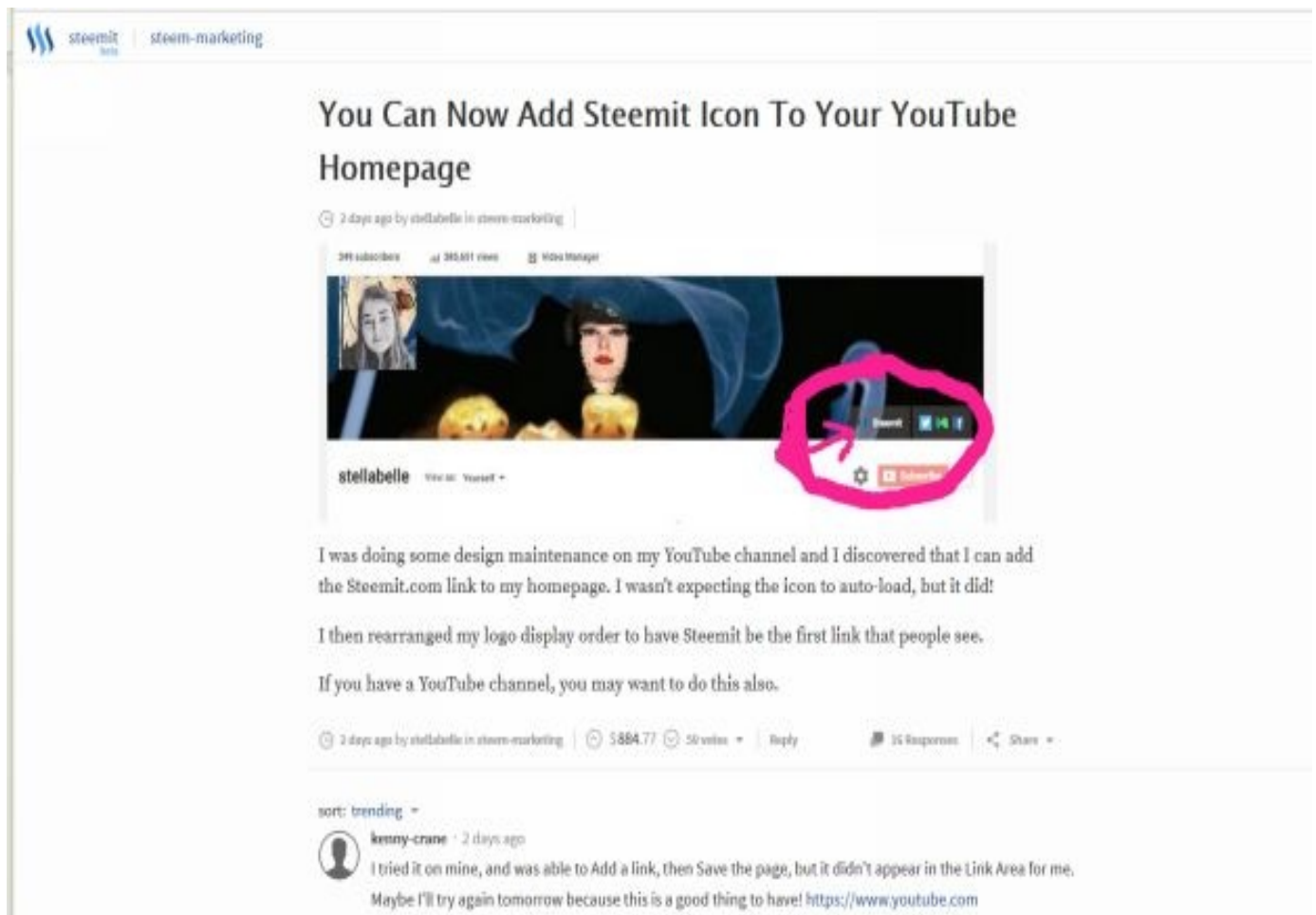
As more people find Steemit and post, additional tags will be created and the list of them will be quite long. Fortunately, you can search the tag names by clicking in the search bar just under the word TAGS. By typing in a keyword, you will filter the list to show you only tags that include that word. For example, if you are looking for a food category and cannot find it, you could type in "food" and the food tag would be displayed. If there is a separate "food-restaurants" tag or "food-fights" tag (anything with food in it), that would show up also and you could select the one you want.

While TAGS look like topics or subgroups, they are created when you submit a post on Steemit. Rather than having to file it in a category, all you need to do is include a #tag in the text of your post. For example, if you wanted to post in the "steem" category, you could just include #steem in your text. Your post

will be filed there automatically when someone browses the steem topic tag. We will cover posting, including tags, more fully in a future chapter.

Goodies on the Top Right

You can find many functions on the top right corner of your screen. These include Search, Submit Post, Your Account, and Steemit Menu. We will cover each of these separately below.

Searching Steemit

Moving from left toward the top right corner of your screen, the first thing you'll see is a search icon. It looks like a little magnifying glass. Clicking on it open a Google custom search that lets you search all of the content on Steemit.com.

For example, let's imagine that you have an interest in gardening and you want to learn how to apply mulch to the trees in your yard. You could go to the gardening tag and browse around, but you could find the right content faster by running a keyword search for a term like "mulch trees". This custom search will show you every post on the site where your search term has been used.

Submitting a Post

When you click "Submit a Story" on the top right, a submission form will open up. This is where you can post your blog articles, videos, photographs, and other content. We will cover posting shortly in another chapter.

Viewing Your Account

You can view your account by clicking the picture icon near the top right corner of the screen. When you click on it, you will

see a drop down menu that shows your Recommended list as well as your recent posts and replies. This is also where you will find your wallet and a set of long keys called permissions. Let's cover each of these in turn.

Blog, Posts, and Replies

When you click on your "Blog", it will look something like this (see picture of Renaud's blog page below). It displays your posts, beginning with most recent. This is a good place to keep track of how your recent posts are doing or to find something you wrote in the past.
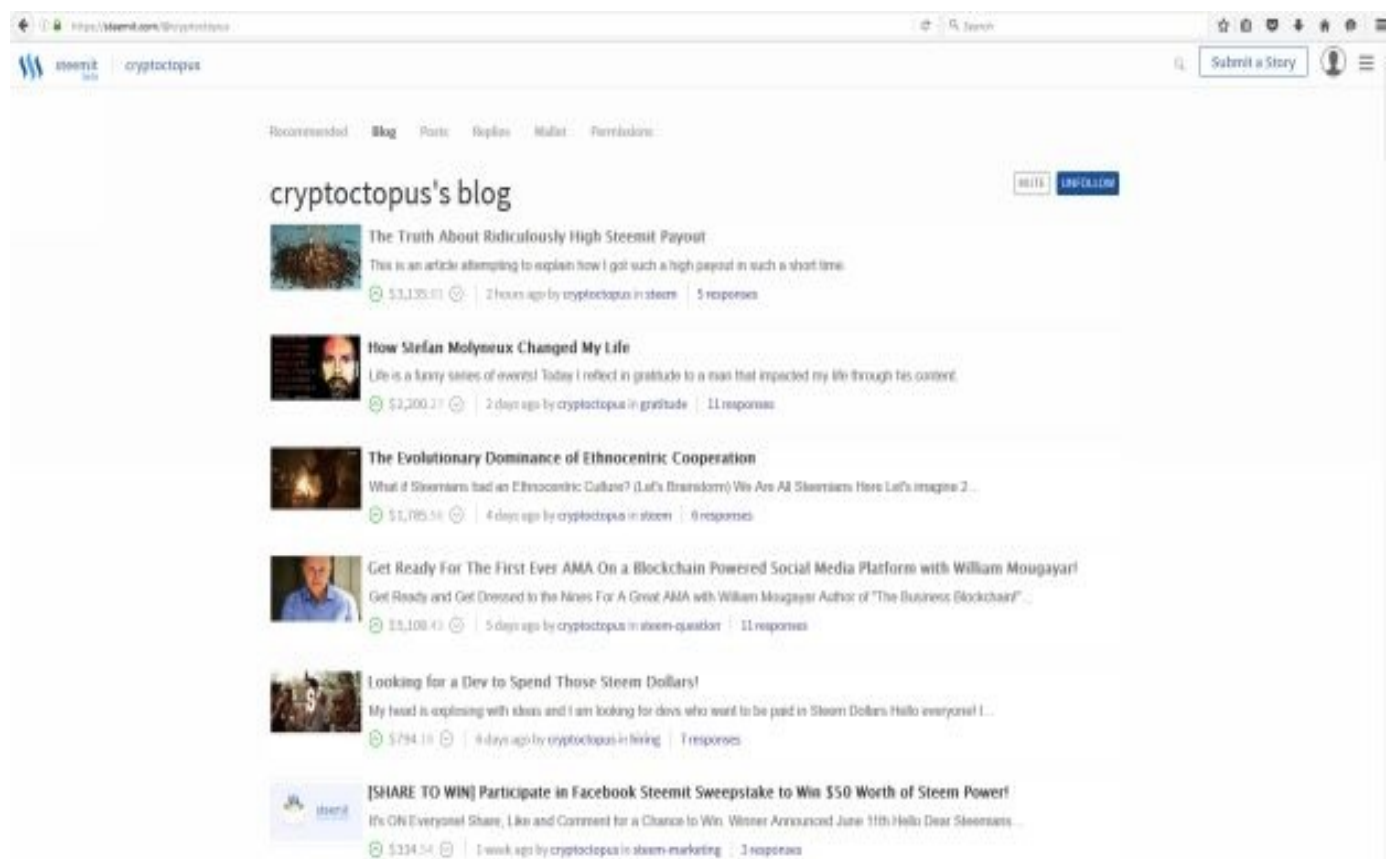
"Posts" shows you everything you have submitted. That includes the blog postings. And it also includes any reply comments you have posted on other peoples' blog posts, not

merely your original blog posts.

"Replies" shows you any comments you have received from others. They might have commented on your blog post or they might be replying to a comment you made elsewhere. Some posts generate a lot of discussion, particularly if they are controversial, while others rarely get many replies. It is good to check on your "replies" regularly, because sometimes others have questions or important comments they communicate to you.

Wallet

Your wallet shows how much value you have in currency tokens and STEEM Power. These currency tokens, STEEM, STEEM Power, and STEEM Dollars, are covered fully in Chapter 8. The wallet itself even includes basic descriptions of each. Here is a screenshot of the wallet. Since you may not be able to read the fine print text there, we are including the website's description of each token below, plus a few additional notes on each one.
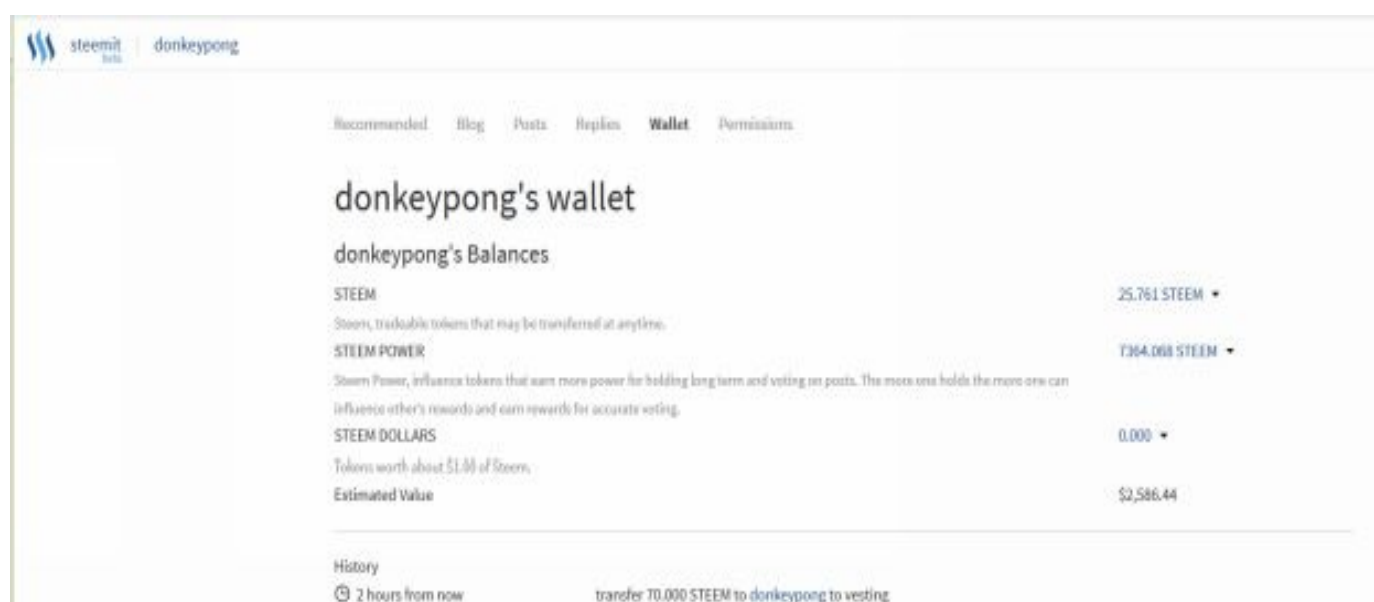
STEEM: *Tradeable tokens that may be transferred at any time.* Note: this is liquid STEEM, a cryptocurrency that may be transferred and exchanged outside of Steemit. To cash it out, you can click the Steemit menu at the far right and use Blocktrades to exchange it into Bitcoin or another currency. If you want U.S. dollars, British Euros, Chinese Yuan, or other fiat currency, there are many sites online which will buy your Bitcoin. And there are many other sites where you can spend Bitcoin directly. Other financial gateways may be added to Steemit in the future. As it grows, the infrastructure of third party applications around Steemit will improve as well.

STEEM Power: *Influence tokens that earn more power for holding long term and voting on posts. The more one holds the more one can influence others' rewards and earn rewards for accurate voting.* Note: This is the vesting power that makes you a stakeholder in the Steemit platform, and you can increase it by Powering Up any STEEM that you do not need immediately. The more STEEM Power you have, the greater your voting influence will be (even on your own posts, if you want to pay yourself that way)!

STEEM Dollars: *Tokens worth about $1.00 of Steem.* Note: this is the price-stable token and is always roughly equivalent to one U.S. dollar. It allows value to be estimated in U.S. dollars.

The wallet shows your account's balances of each type of token. You also can see an estimated total value and a list of recent transfers to and from your account.

Next to each of the token balances, you can see a drop down arrow. In the drop-down menu are some actions that you can take with each currency token. For example, with STEEM, you can choose to Power Up some of your balance, increasing your

STEEM Power. In the STEEM Power drop-down menu, you will see a choice to Power Down with part of your balance.

The financial elements of Steemit, including the important roles of each currency token, are covered in the chapter on Steemit Economics.

Permissions

Finally, in the Account drop-down menu, are "Permissions" and "Logout" functions. Logout does not need any explanation. On a day to day basis, as you use Steemit, you probably will not need to use the Permissions tab either, but it is important for you to understand its importance.

Steemit is a very secure site. The permissions section contains four keys that are used for different functions. They are stored in Wallet Import Format (WIF), which is a coded version of a private key. The owner key is a master key that can be used to change the other ones and control the account. You should keep a copy of your owner key offline in a secure location where you can retrieve it if necessary.

The active key is used for transactions, such as spending. The posting key is used for voting and posting functions on Steemit. And the memo key is used for message encoding. Save copies of all of them in a secure place such as a password manager, but the most important is the owner key, which allows you to change the others.

If you have signed up through Facebook or Reddit, then the password you chose has full control over your Steemit account. The most secure way to handle this is to save that password securely somewhere else, go into your Permissions tab, and find your posting key. Click the button to "Show" this key, copy it,

and then use only that posting key to log in anytime you will just be posting or upvoting. It does not allow you to make transactions, but in the event that anyone steals it, they would not have access to your money. Use the owner key to log in when you need to make transactions such as Powering Up or transferring money.

Information on Posts: Author, Voting Buttons, Number of Votes, Who Voted, and Time of Post

This last part should be clear when you look at the site. But it is worth mentioning that there is some important information that's visible on each blog post. Again, these posts appear in the middle of your screen and there are different ways to view them (e.g. Hottest, Most Recent, Most Votes, etc.) as described at the beginning of this chapter.

When you see a post listed, it will display the headline as well as the first few words of the text. Whether you open the post or not, there is some more information displayed also. At the bottom of the summary (and on the full post if you open it), you can see buttons that allow you to upvote or downvote the post. There also is a drop-down menu arrow; if you click on this, it shows you who has voted on this post. You also can see the screen name of the post's author, how many votes it currently has, and when it was posted (UTC time zone).

Chapter 5: Make Money Posting

Some of you skipped right to this chapter, didn't you? You have reached the heart of this book, because the next few chapters will show you how to post your content, vote and comment on

other posts, and make good money from staying active on the site. The posting and voting are really two sides of the same coin, because in order for posts to make good money, someone has to discover them and upvote them. This is really what you are doing with your votes and comments also. Steemit pays you to make the site better, either by adding good content or curating it.

In this chapter, you will learn about posting, followed by some tips for making a successful post. After these chapters, we will move on to explain how voting works and how you can make money by voting, commenting, and staying active on the site.

Voters Decide Which Content Rises

There is no advertising on Steemit. Unlike Facebook, Reddit, Twitter, blog platforms, news sites, and just about every other revenue-generating site on the Internet, Steemit runs on a different business model. The great thing about this is that big corporations do not control the flow of information. They do not get to decide which content people see.

On Steemit, **voters like us** decide which posts are worthy of being upvoted. This means that you need to post good quality content if you wish your post to become popular and successful. Only the most popular posts will rise to the top. Those will get more exposure and additional upvotes. Ultimately, they will make the most money.

Which Kinds of Posts Make the Most Money?

In the next chapter, you will learn some tips for writing a great post. In general, the posts that are most popular (and most highly paid) on Steemit tend to be clear, well-organized, and longer than average. They deliver original content that adds

value to Steemit.

Content that adds value can be practical, such as a "how to" article. It can be entertaining, such as a parody or set of memes. It can be creative and artistic, such as an original video or story that someone has written. Steemit's voters prefer original content that has not simply been re-posted from elsewhere on the Internet, but that represents your own unique work.

One other feature that seems to correlate closely with popularity is making your post personal somehow. This is not essential, and you can earn money without doing it, but making it personal is an "it" factor that really, really helps. Someone who can write a blog post that brings in emotion, life experience, or lessons he or she has learned is a whole level above most of the other content on Steemit. There is so much information on the Internet; you will help elevate your writing above the pack by making it real.

For some good examples, please see some of the introductions that people make in Steemit under the #introduceyourself tag. These are real and personal. The next chapter has some great tips also.

Writing and Submitting a Post

Submitting a post is as simple as clicking the button near the top right corner of your screen. That will open up a form which asks you to include the proper tags (for example, using the #steem tag anywhere in the test of your post files it in the steem topic), a title, and the body of your post. There is also an optional line where you can include a summary. If you include a summary, then this will appear first in your post. If you do not include a summary, then the first few words of your post's text

will appear in the preview when people see the listing for your post.

For example, this list of hot posts in the law tag shows one of Richard's articles (an Immigration Law Guide) at the top. Because he did not use the summary section, the first part of his text appears in the preview. Since Richard always begins his articles with his name and @steemship handle, those appear first along with a few words from the article's first sentence.

People browsing Steemit will judge your post by its preview. Some will not open your post before they vote, though most will. To ensure that the preview gives people a good impression of the post, either write a good summary line for your post or else be sure that it starts with an impactful first sentence.
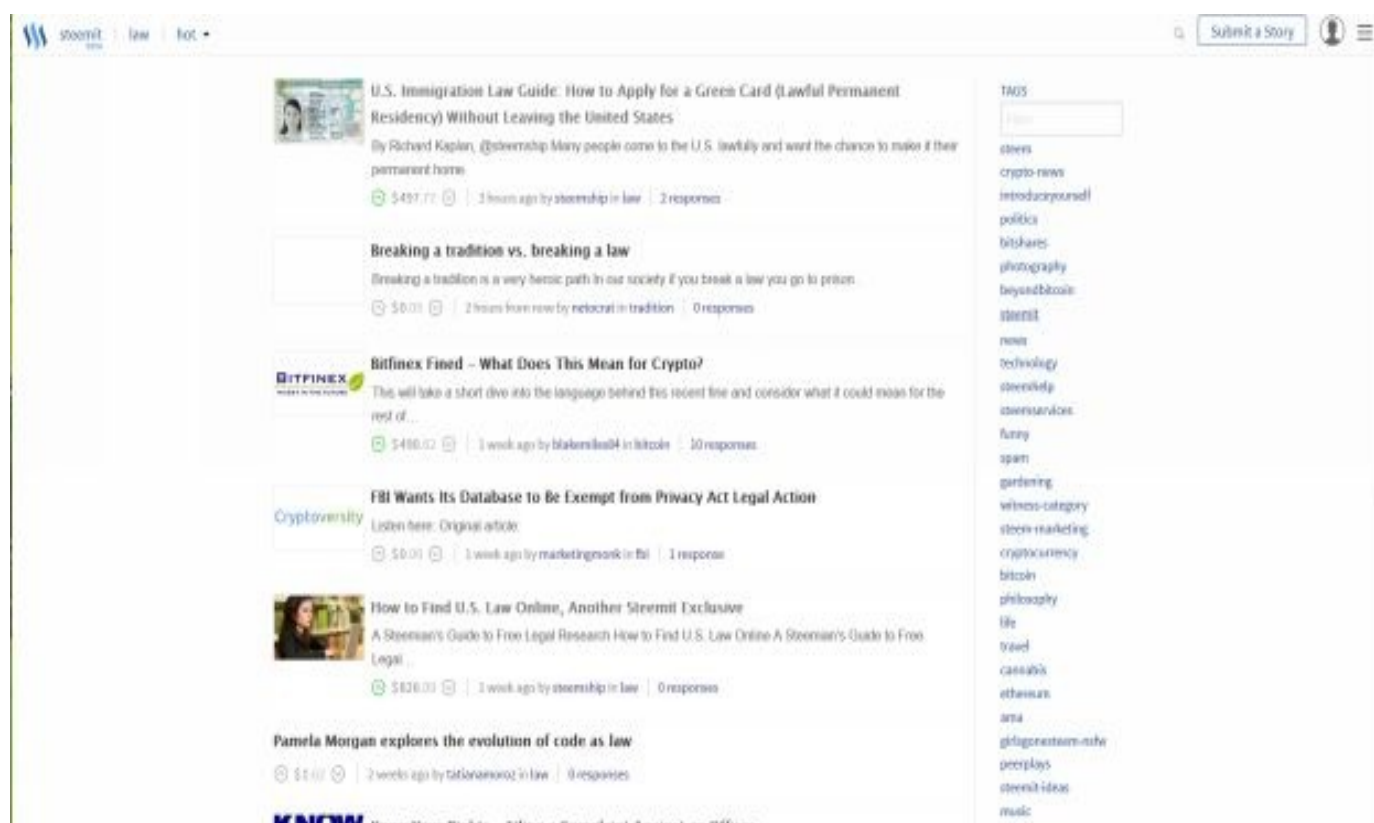
Formatting Your Post Using Markdown

As you enter the post information in the submission form, a full preview of your post will appear on the screen below (just scroll down to see it). To make the post as reader-friendly as possible, it is best to add some simple formatting.

Markdown is a method for formatting your posts. Using markdown, you can make headlines, turn text into bold or italics, and embed images and links into your post.

For example, if I want to *write this in italics*, then I could do so by adding an asterisk at the beginning and end of the part that I wanted to emphasize. That would look something like *write this in italics.*

Here is a syntax guide which will help you format your posts using markdown. Think of it as a code. On Steemit, when you enter this code into a post, it automatically will trigger the following formatting.

Markdown Syntax Guide

Headers

This is an <h1> tag

This is an <h2> tag

This is an <h6> tag

Emphasis

This text will be italic

This will also be italic

This text will be bold
"****** DEMO - www.ebook-converter.com*******"

__This will also be bold__

You **can** combine them

Lists

Unordered

* Item 1

* Item 2

  * Item 2a

  * Item 2b

Ordered

1. Item 1

2. Item 2

3. Item 3

  * Item 3a

  * Item 3b

Images

![ImageTitle](/images/logo.png)

Format:

Note: Please upload your images to http://imgsafe.org, which hosts them for free and provides you with a web address for each image. For instance, I uploaded a Steemit logo here on imgsafe. It is located here: http://i.imgsafe.org/cca67898f6.png.

To embed this into the text of your post, you would enter this, and the image would automatically appear in your post:

![logo](http://i.imgsafe.org/cca67898f6.png)

Videos

Steemit automatically embeds YouTube videos, so all you need to do is paste the video's address into your text. If you have an original video to post, upload it to YouTube first and then paste the link into your Steemit post.

Links

http://github.com - automatic!

[GitHub](http://github.com)

Blockquotes

As Kanye West said:

> We're living the future so

> the present is our past.

For other examples and more advanced formatting possibilities, [please click here to see this Github Markdown guide. It includes the above syntax guide and much more](). Again, when you put any of these markdown codes into the text of your post on Steemit, they take effect. From the submission form, as you type them in before submitting, you can see what the post will look like from the preview shown.

<u>Writing your post in another software program and then moving it to Steemit</u>

The Steemit submission form is good enough for short posts, "****** DEMO - www.ebook-converter.com*******"

but it is not ideal yet for making long posts. Perhaps you will feel comfortable enough to use it for everything. Some of us prefer to write our posts elsewhere first and then copy them into Steemit's submission form.

If you choose to use another program to write your posts first, there are some various options. You could write using a Word processor such as Microsoft Word or Google Docs. [Another really good method is to use the online editor StackEdit (click here to access it)](). That will allow you to use markdown and check how it looks before submitting.

The Steemit submission form usually saves anything you have typed in. So if your computer suddenly freezes up or you lose your Internet connection while you are submitting, do not lose hope. Your text and edits should be there when you open the submission form again.

However, you should not take chances that you might lose your post after working so hard to create it. Therefore, even if you do not use another program to write your post, consider making an outside copy of it before submitting. From the submission form on Steemit, you can just copy and paste it into a file (such as Microsoft Word or your e-mail program) that you can save to your computer, send to yourself, or store on the cloud. Or you could take a screenshot image, which is better than nothing. That way, if anything does go wrong with the submission process, you'll have a backup copy.

Make More Money Posting

Richard, a.k.a. [@steemship](), wrote a Steemit article on this subject that was well received. It is entitled "[Make More Money Posting: Follow the Success Formulas of Steemit's Top]()

Posters.” By the time you read it, some of the information in this post may be outdated. For example, even though three of the co-authors of this book were listed as #1, #2, and #3 in that article's list of top-earning recent posters to follow, our fourth co-author has probably passed the rest of us by now with her prolific writing and earning!

Richard's suggestions for following successful posters' formulas for success will always be good advice. You can read that post for free by clicking this link.

Chapter 6: Top Tips for Creating a Popular Post

This chapter began as an article posted on Steemit by co-author Renaud, a.k.a. @cryptoctopus. We have adapted it into a chapter here without changing much. When someone who has sold $3 million worth of Facebook advertising in the last two years gives you advice about creating a popular social media post, it's best to sit back and listen. Here is his best advice:

1. It's not about how much you work on your article

Some people get pissed because they work hard on a piece of content and then get very low payout. It's similar to the Marxist idea of the labor theory of value. How much you work as very little to do about how much you are going to be paid. After all, Steemit, work under Subjective Proof of Work, meaning how valuable your content is, is in the eyes of the voters...not you.

2. If the word for real estate is "Location, Location, Location"...

...in the Steem world the word is: **"Reputation, Reputation, Reputation"**. You basically have to build a brand by demonstrating that your contribution is increasing the value of the Steemit.

<u>How does one increase his or her reputation?</u>

There are many ways to do this and you have to use your own skills and talents. Some are just such fantastic writers that they can simply write and have votes pouring on them. If you've read [@stellabelle](#) or [@donkeypong](#), you'll know what I mean.

Be courteous whenever you reply to post and add value to the conversation. If you don't like an article, sometime it is better to not comment than to write something negative. You don't want to make enemies who would downvote you in the future. Keep your downvotes for spam not for opinions you don't like. Remember, you are acting on a public unalterable ledger (a blockchain). Whatever you say will remain. Think twice before writing something negative.

I would suggest anyone who's looking to increase his influence and reputation to join the [Slack channel of Steemit](#). Then create connections while following the best tips I've ever heard on how to get what you want:

"If you can help enough people get what they want...you can get anything you want".

Don't go on the Slack Channel to get but **to give**. Give as much of whatever people on the Slack channel needs and you will never be chasing after votes.

If, for example, you were a French person who would like to do a translation of the whitepaper, create tutorial videos, bring in big bloggers name, etc. You would get my votes for a long time. I would probably even ask you to send me a private message every time you post content so that I can support you.

If you want to know more about how to become more influential and increase your reputation, I would suggest you read [my article on the 6 principles of influence here](#).

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3. Make your article irresistible to click on

If you have ever been at the checkout counter waiting in line at the grocery store, I am sure that at least once, you've picked up one of those tabloid magazines. But why? Next time you find yourself in that situation ask yourself that question.

But here are a few queues:

- The image was appealing and peaked your curiosity

- The headline was weird, interesting or shocking.

- The topic interested you

In some way, shape or form, the cover of that magazine stirred up your emotion enough for you to take action. That's the same kind of effect you want when you create a piece of content (if you want to maximize payout). If you do it well enough, people are even going to vote up even before they've read it.

I like to use animation as the first image of my post. It makes my thumbnail stand out from the crowd. Also, I come up with many headlines for the same article and choose the one with the most "humph". People complain about clickbaits as being something negative. It's only negative if the article that follows is low quality and vaguely related to the headline.

In short, you want to have a **seamless** message. From the thumbnails to the conclusion of your article.

4. Create High Value Content

Like I said above, value is in the eye of the beholder and is completely subjective. But here are a few queues to help you find out what is most valued at any given time.

Pay attention to Trends

Go in the "hot" section and look at what is being upvoted. Look for patterns. Is the "introduceyourself" type of post hot right now? Maybe you should jump on that train since it's an easy one to jump on.

Also, on the [Slack Channel](#) there are many conversations that people have that can be a great inspiration for topics that are important to the most active members of Steemit.

When you find a topic or trend that is hot, deliver more than anybody else

Let's take the example of an "introduceyourself" post. If you basically drop 3 lines, you probably won't get a big payout. But if you go full out about your life, your dreams, your goals, your experience, your connections along with a picture of yourself...you bet people are going to upvote that!

Format Properly

Your article must be easy to read and pleasing to the eye. At this point in time, steemit.com uses markdown. This basic format was covered in the previous chapter, or you can [read this guide](#) to help you liven up your post.

Also, leave plenty of whitespace and make your paragraphs short.

There are many interesting post on this topic already. Make sure to visit the #writing tag for some tips on how to become a better writer.

Practice, Practice, Practice

When I first started my career as an Internet marketer, I started with a blog. I literally blogged every day for more than a year and I only made a few hundred dollars. But what I've learned in the process was much more valuable. I've learned how to write in a way where my readers genuinely feel like I want to help solve their problem.

My focus is outward and I constantly try to examine how the reader would react to my word in a positive way. With practice, you can do it too.

5. Promote your content properly and build a following

I am surprised by how many people have come to Steemit because of my articles. That's because whenever I write a post I believe would interest people outside of Steemit, I promote as far and wide as possible. Many of them now follow my writing and also help build my reputation.

So if I write an article, I want it to:

1. Rank on the Search Engine

2. Get picked up by people on social media

If you are here for the long run, once you publish, follow the cheat sheet below.

1. Upvote Yourself!

2. Submit to Bing and Google

3. Ping your post with Pingler

4. Send an email to your email list if you have one

5. Pin the image you are using as your thumbnail on Pinterest with this plugin

6. Craft a smart tweet linking to your blog (use hashtag and tag people when relevant)

7. Share on your Facebook wall

8. Submit to Digg

9. Submit to a related category on Reddit

Chapter 7: Make Money Voting, Commenting, and Having Fun

Another brilliant thing about Steemit is that you don't need to be a great writer to make money on the site. A generous 50% of the value of each post is paid to the curators, those who vote and comment on that post. So you also get paid for voting and commenting on other peoples' posts. On Steemit, users are the curators, making sure good content rises to the top, gets read, and gets rewarded.

<u>Voting</u>

Voters make great money on Steemit by voting early on posts that become popular. The first few votes are very important in bringing that post to the community's attention, so if you are among the first to discover a good post, upvote it quickly.

In the short term, you may make the most money by following top writers on Steemit, since they have track records of creating popular posts that are likely to have big payouts. When you upvote these, you get to share in the total payout, and your share will be highest if you vote early and/or have lots of STEEM Power (more on that in the Steemit Economics chapter). But when you vote on the most well-known writers, you also will be competing there with others (including bots) who are looking out for these names and will upvote them immediately.

Longer term, the better strategy is to upvote some sure-thing posts every day and get your share of those payouts, but also keep a look-out for any up-and-coming writers. There are plenty of Steemit users who are posting really good content, but some of them are new and they are just beginning to get noticed

(and get larger payouts). Follow anyone you like and use some of your votes to encourage and support them, even if these votes do not make you much money. As they begin to get noticed and get more upvotes, make sure to jump in early to upvote their posts before many others do. If you spot the good ones, you will make much more money this way.

Below is a screenshot that shows the end of a blog post. Where it displays the number of votes, you will see an arrow to the right. Clicking on the arrow opens up a list of the users who have voted on that post already.

In the picture below, the arrow has been clicked so that you can see the list of people who have voted for this post. (+) means an upvote and (-) means a downvote. Those with most voting power for this post are listed at the top, and the list continues in descending order from most to least voting power. Hopefully, in the near future, the developers will make this larger, since the arrow is a bit too difficult to click on from a mobile device.
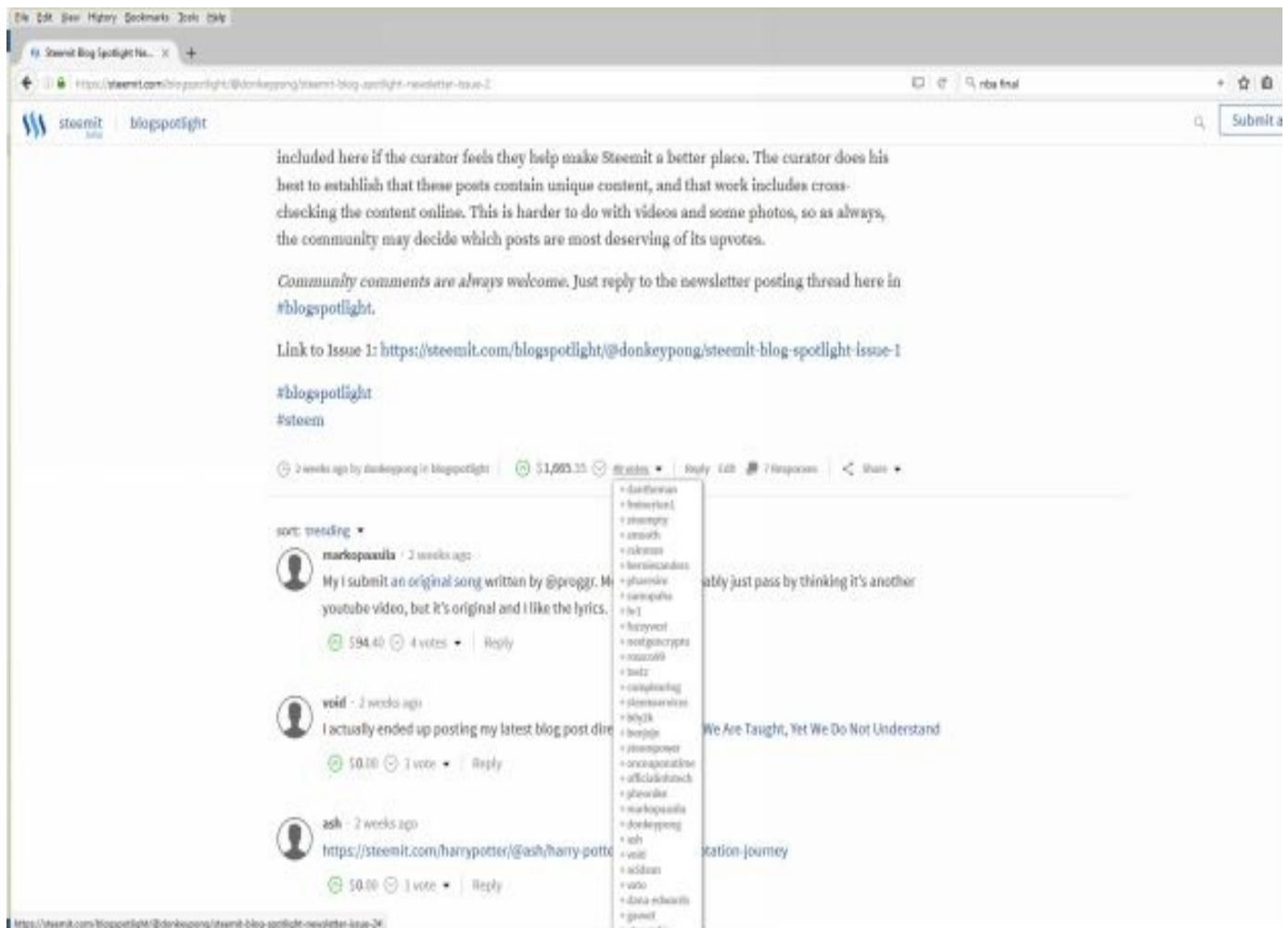
At the time of this writing, the value of the above post was $1,665.35. This value will decline somewhat, because additional STEEM tokens are being mined and introduced into the system, diluting the value a little bit each day. With daily payouts, we will not notice this dilution as much. Changes in STEEM's market cap may affect this as well. For purposes of this example, though, we'll call it a $1600 post.

Curators Make 50% of a Post's Payout

Will the post's author (Tom, @donkeypong) get paid over $1,600 for writing it? No, absolutely not, because that is the value of the entire post. On each post, 50% is paid to the author(s) and 50% is paid to the curators. The curators are the

voters and commentators. The voters discovered it, found it to be worthwhile content, and upvoted it to a position where the content would be read by a lot of people. The commentators engaged in the conversation and created a rich discussion on Steemit. Everyone involved in making this a high-paying post will get paid a part of it.

Early Voters Get Rewarded. More STEEM Power means more Voting Strength.

Steemit considers voting to be a valuable function. Voters who find the post early and upvote it will profit the most, compared with people who voted on it later.

How can you make money voting? By finding good quality posts early, before others have had a chance to vote on them. If you are one of the first people to upvote a post that later becomes popular, then you will make a lot more money than people who find it later.

Voting strength also is determined by how much STEEM Power one has. You can accumulate more STEEM Power by buying it or earning it. When you reach the chapter on STEEM Power, we will explain this more thoroughly.

In the voter list above, some of the names between the middle and top of that group do not have large amounts of STEEM Power. Yet they exercised disproportionately high voting power on that post. How? Because they found it and voted it up before most others did.

Let's look at what Steemit's co-founder and CTO, Dan Larimer, has written about voting [in an old, buried post that deserves more attention](#):
"Every time a post gets paid, 50% of the payout is directed
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toward those who contributed the most to increasing the posts payout (*Note: this also includes the commentators, not just the voters). For those who don't care how it works and just want some basic rules to follow, here are some guidelines:

1. Only vote on posts that you believe others will also vote for.

2. Vote as early as possible after the content is posted.

3. Don't vote on content that is already popular

4. Acquire as much Steem Power as possible

5. Vote for less than 50 posts per day

6. Avoid downvoting"

Downvoting is only used for spammy or misleading content. When you downvote a post, it has the effect of resetting your voting power. This something you want to avoid unless there is a post that's truly worthy of a downvote.

As far as the number of times you vote per day, voting 20-40 times is probably best. Your voting strength is maximizes when you vote once every 36 minutes, though there is not a big difference if you vote on several things in a very short period. But the more you vote in quick succession, the more your voting strength declines. Voting strength regenerates over a five day period.

There may soon be a feature on Steemit that shows your voting strength. Until then, you can see yours on a backend companion site, which is steemd.com. Just enter your username in the address bar, such as https://steemd.com/@steemship. It's exactly the same as the address for your blog page on Steemit,

except that the "it" in Steemit.com is replaced with a "d" for the d-site.

In the screenshot below, you can see some of the back-end details for @steemship's account. If you look at the left-side menu, about eight lines down, you will see Voting Power. At the time of this screenshot, Richard's was over 97%, which means he needs to get out and vote some more! Not using your voting power is money down the drain.

Lessons on Making Money from Voting

In summary, here are some good lessons about voting:

1. There is some big money to be made simply from upvoting

good content. You need to find and recognize a good post before it becomes popular. And you need to strike fast, before others find it. Having more STEEM Power also gives you greater voting power (please see the separate chapter on how STEEM Power works).

2. How do you know the content is good? Mining for hidden gems is not easy, but one way to recognize good content is to spend some time reading the posts that became most popular. Learn to spot posts that are well-organized, longer than average, easy on the readers (perhaps including subheadings and images), full of original content, and saying something new or useful.

3. In addition, you can follow successful blog posters and any up-and-coming posters you find. Even if there are automated bots voting on these articles before you get the chance to do so, there will still be money for newbies.

It is also a good idea to stay on top of any changes in the reward system for curation (voting and commenting), because these may continue to change as the site moves forward. Changes are announced on the site, you can ask any questions in #steemhelp or on [the Slack Channel](#), and you should follow the blogs from the founders, who probably will announce any changes through one of these accounts: [@dantheman](#), [@ned](#), or [@steemitblog](#). We will do our best to update this book to reflect any big changes.

Making Great Comments

Next, we will look at comments, which are rewarded to stimulate discussion.

Let's take a moment to consider what makes a popular
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comment. While it's a great idea to post as many comments as you want on as many posts as you enjoy reading, quality is likely to be higher-paying for you than quantity. This article focuses on writing top-level comments which are likely to get a healthy share of upvotes.

Why are 'upvotes' important here? Because you're not going to get paid just for spamming reply comments on every rich blog post. You're going to get paid when your comments receive enough upvotes that they receive a healthy portion of the curation awards allotted to that post. Quality beats quantity.

Tom, a.k.a. [@donkeypong](), analyzed many past reply comments to see which ones were most popular (upvoted) and what elements these had in common. Here is his list of tips for making a popular comment. If you follow these tips, then not only will you add to the high quality of discussion on Steemit; you should make some money also!

Top 5 Tips

Tip 1. Spot popular posts and strike early. If a post is likely to get a lot of votes and a large payout, then the top comments should get upvoted and paid well also. The first comment or two have the best chance to claim this reward, though someone may come along later and write an even better reply. If you make a good reply post early and do it consistently, you won't get rewarded every time, but on average you should score more hits than misses.

The following screenshot shows an example reply by

@brandonp on one of @gardenlady's posts that shows you the first good reply can pick up some votes. It also follows some of the other tips in this article.

Tip 2. Praise the post, if it's good. Steemit is a positive place. We may disagree (see below), but the vast majority of the comments that have been upvoted in the past are replies which tell the original poster that he or she wrote a good article. Some voters will not take the time to write their own comments, especially if they basically say the same thing ("nice post"). But if they see that you have written something like this already,

there is a much greater chance they will simply upvote your comment.

Have a look at this screenshot, which shows a response by @nanzo-scoop to a post by @steemship. It is a positive comment, basically thanking and agreeing with the poster, but taking care to state the reasons why. Striking early with a positive, thoughtful reply like this can get some upvotes.

nanzo-scoop · 3 weeks ago

Really useful post. Thanks for sharing this information. I think you're right to say it's important to upvote great blog posts. I believe people should upvote quality content whether it's in their area of interest or not. Steemit will strive if good bloggers/ content providers are incentivised to blog here as they will be the lifeblood of the site and attract a greater and more diverse audience.

$34.39 4 votes ▾ | Reply

pharesim · 3 weeks ago

Wow, awesome. Now everyone has a nice list for the autovote bot!

//will be removed after correction - or not, because you answered :D
there's a typo in my name in the list

$2.60 3 votes ▾ | Reply

steemship · 3 weeks ago

Thank you. I think I've fixed the typo. My brain is truly fried after going through all those lists of posts.

$0.00 1 vote ▾ | Reply

Tip 3. Highlight and Respond. In your reply comment, you should write more than simply "Nice post." Use your comment to highlight something the author wrote or respond to the points that he/she made. Was there something in particular you liked about it? Did you agree or disagree with the points this author made? Why? Be honest and give your opinion, pro or con. You can disagree if you want, as long as you are respectful.

Different perspectives are healthy.

This story of a bad travel experience with a crummy airline by @val elicited some good replies (see screenshot below). Tom, @donkeypong, thought he'd made a pretty good response, but @pfunk's reply was a stronger one, responding directly and pointedly to an aspect of the article. Other readers/voters who stopped by agreed that @pfunk's reply was right on point.
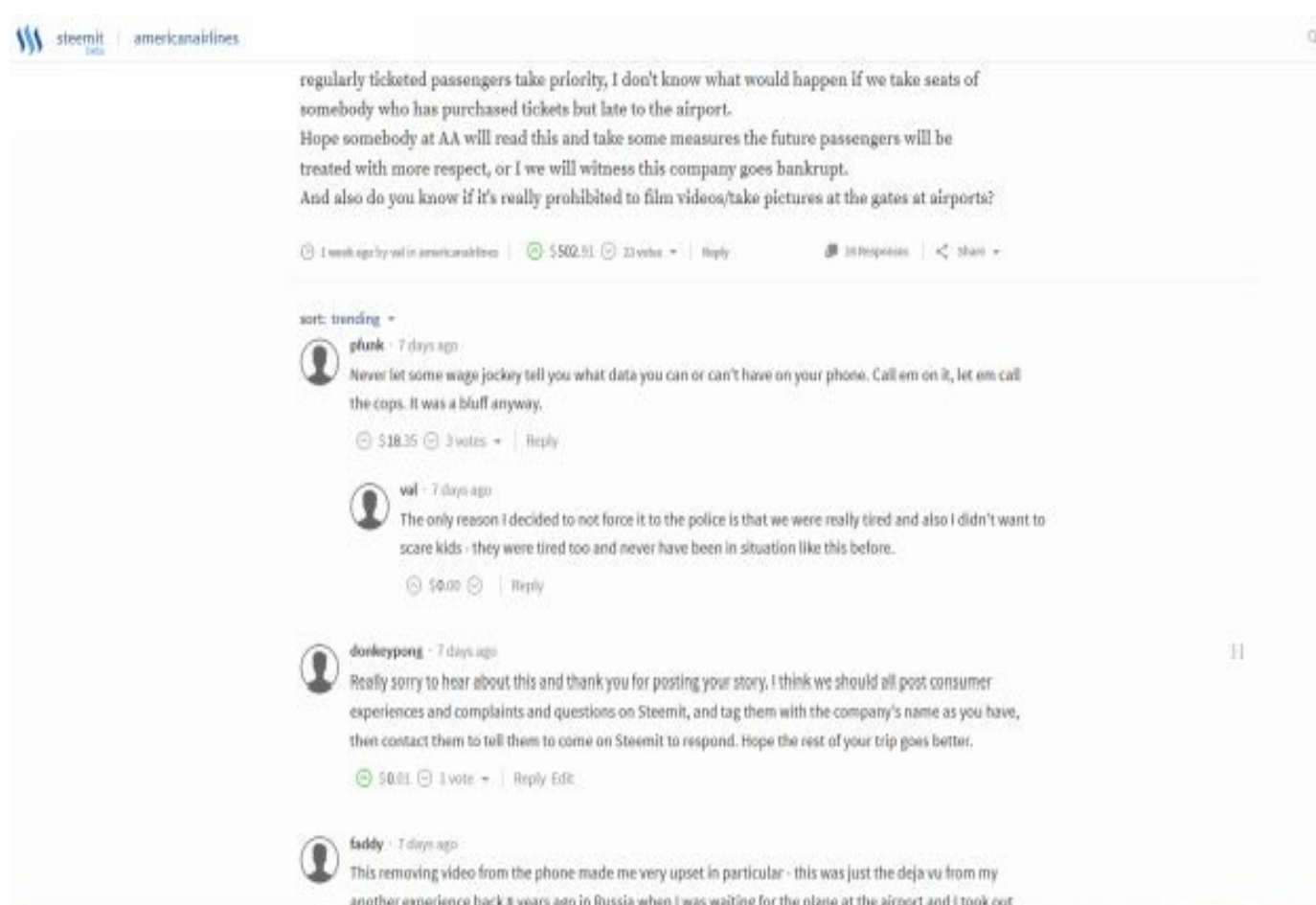
Tip 4. Add useful information, correct something, or ask a question. Did the author misstate something? Leave out part of the story? Do you know something more about this topic that was not covered in the post? Maybe it was a good post otherwise, and you can tell them so, but point out something else the original author did not include or did not state correctly.

This works great in technical postings, by the way, which have resulted in the most prolific reply comment chains so far on Steemit. Alternatively, if you thought the author just did not understand the subject well and made a mess of it, you can be honest about this also. Again, be respectful.

Example: Your post was very thoughtful. However, I think readers would appreciate knowing that there is a formula for this, which is…"

If you look back at the screenshot for Tip 2, above, you will see another comment on that post in which @pharesim points out an error.

The screenshot below shows one more example of this tip in action. Look how @innuendo added something by posing a question to @steempower's article.

Tip 5. Aim for about one paragraph in length. Sometimes, one sentence is enough, but there's a good chance someone will come along and add to the conversation more meaningfully than you have (and then their comment will get the upvotes). One sentence does not show much effort. On the other hand, if you write too much, most people won't read it (TL;DR), unless you truly have something useful to add that requires extra space to explain. From what we have seen on highly upvoted reply comments so far on Steemit, 2-5 sentences is a good target length, though that should not limit you if you genuinely have more or less to write.

Chapter 8: Mining STEEM

There is another way to earn STEEM also: by mining it with a computer. When the STEEM cryptocurrency first launched, the first people to mine it accumulated more STEEM than one is able to get today. At that time, few people knew about it, but now there is more competition for discovering this scarce resource. Nevertheless, you can still earn some STEEM this way.

Mining is a distributed system of consensus that can confirm waiting transactions and include them in the blocks, which are linked to each other and collectively are known as the blockchain. When a block is produced, the miner whose computer discovers it can claim a reward in the form of some currency. The frequency and amount of rewards is pre-determined. So by dedicating computing resources to help the network conduct its record-keeping, you can earn STEEM.

A blockchain is a shared public ledger. Mining is the process of using your computer, or some external computing resources that you buy or rent, to help the cryptocurrency's blockchain keep its records. The blockchain then uses your computing power to help include new transactions in the blockchain. Transactions are included in a block, which is a cryptographic record that fits very specific instructions.

How profitable is the task of mining STEEM versus the cost of energy and computing resources that you will invest in your mining operation? This a question you will have to research and answer on your own. We three co-authors of this book are not particularly technical ourselves (we're the kinds who like to earn STEEM Power and Dollars by writing and upvoting!).

So instead of trying to write about the mining process ourselves, we defer to several sources which explain STEEM mining in much more detail. We especially recommend the "How to Mine STEEM in Windows" post below by @tuck-fheman, which has helped a lot of people learn how to dedicate their own PC power to mining. If, after consulting these sources, you still have questions about how to mine STEEM, please feel free to post your questions on Steemit with the #steemhelp tag or join Steemit's Slack Channel at https://steem.slack.com. Both are frequented by developers and other programmers who are quite patient with newbie questions!

Resources on Mining STEEM:

1. Original Steemit announcement on Bitcointalk

2. Here are some mining instructions from Steemit.io

3. Basic mining instructions: Ubuntu-15

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Chapter 9: Steemit Economics 101

If you told people they could make money for posting on Facebook, Twitter, or Reddit, what would they say? "Sign me up", right? It's not just the money. It's the fact that people already spend many hours of their lives posting, watching, reading, and responding to others' posts on social media sites. This work enriches the sites' owners by creating a more valuable site that can sell more advertising, but the user who posts or reviews content does not get paid for it by Facebook, Reddit, or other social media platforms.

Did we say 'work'? It's not work if it's fun! And if you find posting and reviewing others' posts to be fun, then Steemit is the perfect place for you. It's time you got paid for all your hard work and fun. We have discussed the posting and upvoting opportunities, which reward you with payouts. Now it's time to talk about the financial aspects of Steemit.

Before we do, please keep one thing in mind as you read this section: Steemit never handles real money. This is not a bank or a financial institution. It's not a stock or a commodity. No financial product or service is being offered. When you Power Up, you are not "investing" in any financial sense. There are three "currencies" in Steemit (STEEM, STEEM Dollars, and STEEM Power), all of which are merely tokens inside this ecosystem.

Viewed this way, Steemit is a massive multi-player game. It just happens to be a game where you can earn rewards that are paid 50% in the form of price-stable tokens (STEEM Dollars) that are worth about $1 apiece. With a few clicks of a button, these can be converted outside Steemit to Bitcoin or other currencies. And you also get rewarded (the other 50% of your payout) with other tokens (STEEM Power) that grant you the promise of more rewards, the more you accumulate and hold, and the longer you hold them actively (though you can cash them out also over a two-year period if you prefer).

Where does Steemit's money come from? First, its platform and business model are much leaner than any other social media site. Because Steemit uses the blockchain, which can verify and automate much of the work (such as payouts), there is no need for an expensive corporate structure. The money that's saved can be paid to users.

Second, Steemit uses an inflationary cryptocurrency that has tremendous value inside this system (and soon, we hope it will have more value on other websites that accept it also). Essentially, this is the same way that the U.S. dollar has inherent value, except there are fewer uncertainties with Steemit. The rate of inflation with STEEM is programmed in; a certain amount of new STEEM is created each day, and that is what is paid out to blog posters and voters. People who vote with their STEEM Power stakes decide how the money that's created will be allocated.

Steemit's Market Value

Like any company, Steemit is valued at a certain price by the market. Facebook has a market capitalization of $325 billion, which the market arrives at by taking the price of Facebook's

stock and multiplying it by the number of outstanding shares. If someone wanted to buy all of Facebook's shares, they probably would need to pay more than this, and that would establish a different fair market value.

Steemit's liquid currency, STEEM, also has a market cap, which you can find by visiting the site www.coinmarketcap.com. This site displays the coin price and total market capitalization for Bitcoin, Litecoin, and all of the other cryptocurrencies. Taking the quantity of outstanding STEEM and multiplying it by the current market price of STEEM, the site is able to display a number for its market cap. The number might be $10 million or $50 million or more.

That's a good start, but we know that Steemit is much more than a coin. In Steemit's young history, there have been short periods where the user base has grown by hundreds and the website ranking has jumped considerably, yet during that same time period, STEEM's market cap has declined by 1% or 2%. And that's because the market cap does not look beyond the available currency, nor does it consider the stakes held by founders, even though they are releasing it into the market over time to help pay for development, marketing, and user rewards.

STEEM's market cap is only a fraction of Steemit's net worth. A better measure would consider all three of Steemit's currencies, STEEM, STEEM Dollars, and STEEM Power, and including some of the founders' shares as outstanding currency, though even that would probably underestimate the site's value. If you would like to read more about the issue of valuing Steemit, [please click here for an insightful post by Daniel Larimer on that issue](#).

Advertising provides the main source of revenue for social

media sites like Facebook. And yet advertising revenue represents only a portion of that site's actual value. The rest of its value is in its people. Remember, Facebook's high valuation comes largely because it has access to one billion people. They also spend a certain period of time on the site and remain engaged with it, which leads to a higher valuation.

Ned's Buckets

As Steemit grows and adds users, its value will grow, too. What Steemit's founders did was to establish a market cap valuation for STEEM first and then use the new money that's created from this inflationary currency to reward people who post and curate content on the site. If you read the mining chapter earlier, then you might recognize this idea. Yes, anyone doing the work of posting and voting is essentially mining STEEM Dollars and STEEM Power.

Steemit's CEO, Ned Scott, has discussed this using the analogy of several buckets being filled. As new money is created to fill buckets, this money can be allocated to reward payouts. The money already in the buckets, which is needed to maintain Steemit's market cap valuation, is not touched. So the best of two worlds exist at once:

1.) Steemit has a stable market cap and can pay people partly in a market stable currency token (STEEM Dollars).

2.) Yet Steemit has a constant source of income as new money is created. This money can be allocated to pay users who are "mining" the currency by doing the work (posting and curating) of creating a more valuable site. Yes, it anticipates and leverages future growth, but even in the event that growth does not come, the market cap provides a floor and payments can

continue.

<u>Steemit Has Unlocked the Untapped Value in Social Media</u>

In conclusion, the big takeaway from this chapter is that Steemit has found a way to unlock the value of a social media platform. Why not let them get paid for doing the work of building a more valuable business? And so, rather than sell them advertising and mine their data so that advertising can be targeted to them, there's a better way to tap into the site's value. Steemit has managed to unlock value, leverage growth, and yet maintain the established market cap as a floor to protect reward payouts to its users.

The caveat here is that the value of money in Steemit is constantly being diluted. It's inflationary. As new money is created, existing currency is worth less. But there is a place where a lot less dilution occurs, especially when you remain active on the site. Please read the next chapter to gain a fuller understanding of STEEM Power and how its proportionally increasing rewards are the icing on this cake.

Chapter 10: STEEM Power: Betting on Steemit's Growth

We think the best Steemit article on Powering Up was written by Tom, a.k.a. [@donkeypong](). It is incorporated in this chapter. [If you would like to read the full article, please click here]().

Steemit is built for the long game. You should build your plan that way, too.

The great physicist Albert Einstein is often credited with quotes he probably never said. Whether it happened or not, there are a number of references to Einstein answering a reporter's

question at the Institute of Advanced Study at Princeton University in the 1950s. When that reporter asked him what the greatest invention of all time was, Einstein apparently thought for a moment and then replied, "compound interest."

Compound interest is easier to understand than the Steemit financial system. But once you appreciate what makes compound interest great, it will help you realize the full power of Steemit Power Ups. Once you do, I hope you will agree with me that each of us, like Steemit, needs a long term growth plan of our own.

Treat Steemit as a long term investment now. It can be your ATM machine later.

I am not offering investment advice. Putting time and money into cryptocurrency always comes with risks, namely the potential loss of said time and money. But Steemit pays people in a stable currency and it has a mechanism to fund growth, so it comes with fewer risks and greater opportunity than anything else in the crypto space. That opportunity is most rewarding when you take a long term view, not a short term one.

Sure, I fully understand that you probably need money, have bills to pay, or have things you want to buy. But if at all possible, WAIT a while to cash anything out from Steemit. If you wait to cash out for a few months, invest most of your blog and voting rewards into Power Ups, and continue to post and curate on the site during that time, then you may soon have a lot more money to spend on these things.

Instead of withdrawing all your earnings at the July 4 payout (let's say it's $500), exercise some patience and you might be able to turn that "Power Up Principal" into an income of $500

every month or every week.

Compound Interest vs. Simple Interest
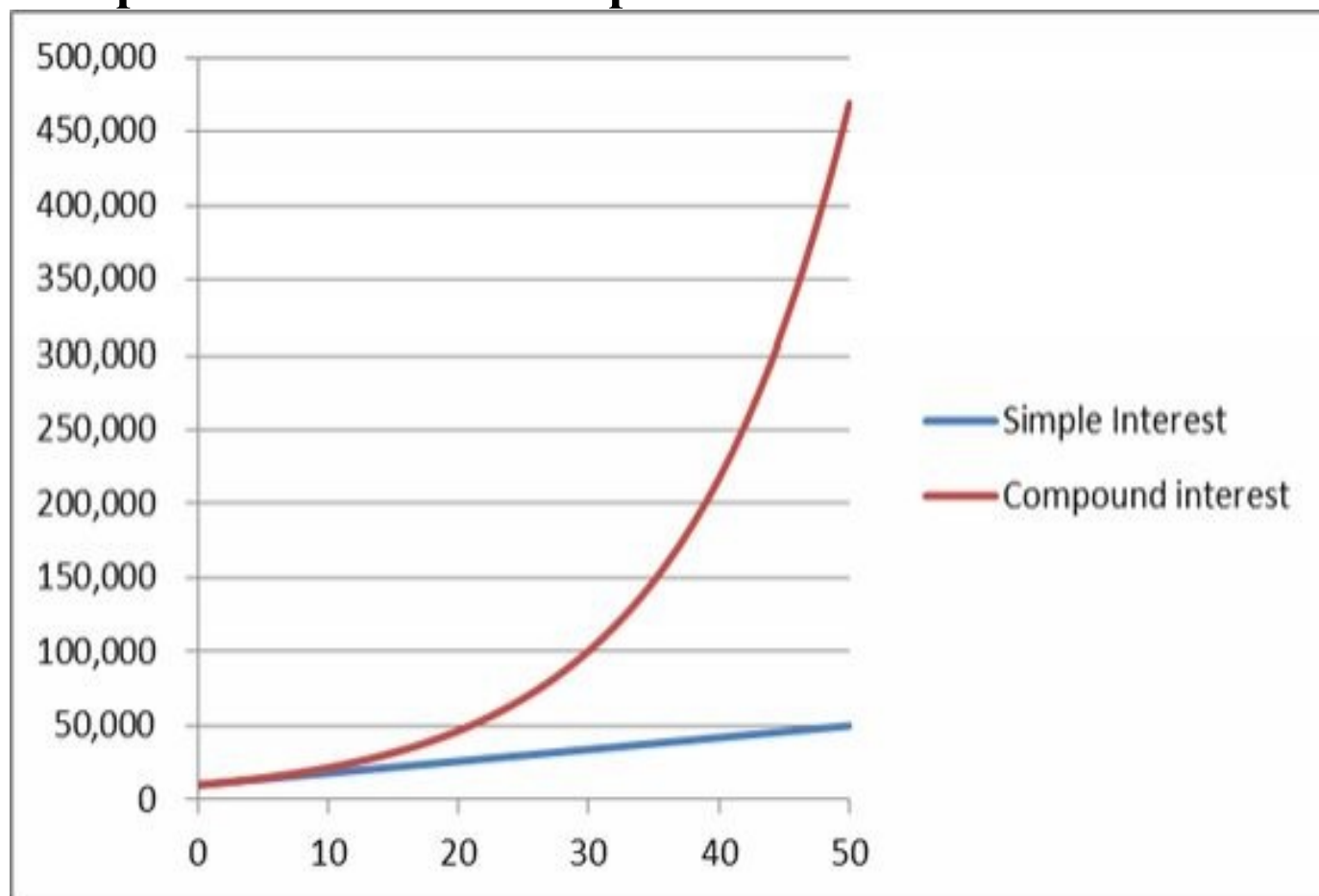
Compound interest is not a perfect analogy for Steemit, but it's a useful one, understanding that there are some differences.

Simple interest pays you a percentage based on how much money you have deposited. The money you have deposited is called your principal. And so the interest is calculated only on your principal. The appreciation of your money is called simple growth.

Compound interest gives you a percentage based on your principal AND on any interest you have accumulated from past periods. Over time, as you earn more interest, the pot of money grows. So does the amount of interest you are drawing, since it is being calculated on a bigger and bigger pot of money. This

growth rate is exponential.

Here's another chart which shows you a screenshot from a compound interest calculator. As you can see, the amounts can change based upon different inputs of information. You could begin with one investment and later add more money. You can fiddle with the period of time or the interest rate to make it more accurate. If you're paying taxes, you can include that, too. I just want you to see that any of those can affect how much money you make over time.

Investment totals $1,379,564 after 35 years.

					Annual investments:
Years	35	1	50	100	● Adjust for inflation
Rate of return	10.0%	0%	6%	12%	○ Keep the same
Initial investment	$0	0	50,000	1,000,000	
Annual investments	$10,000	0	5,000	100,000	Show totals as:
Inflation rate	3.1%	0%	8%	16%	○ Actual values
Tax rate	0.0%	0%	37%	75%	● After inflation

Compound interest total $851,333
Simple interest total $316,463
Invested capital total $211,769

Some people see that chart and think, "$1.37 million looks pretty good." Others see it and think "35 years is WAY too long!" Fortunately, with Steemit, the growth should happen a lot more quickly (for a number of reasons, which we will cover below).

The Power Up Principle: Leveraging Your Principal

Here's another chart (below). Even though this shows a growing bank account balance, we can imagine (with a few caveats) that it could more or less apply to growth of earnings on Steemit.

The growth here looks sharper because it's not based upon just one initial deposit. This shows what happens when you contribute a small amount (say, $25 in value) every week for a period of time. See how much more you can make? Again, we would want a much shorter time frame than this, which is quite likely, given Steemit's additional features.

$25 saved per week at 5.5% interest compounded monthly.

Chart axes: TOTAL SAVINGS (y-axis) vs NUMBER OF YEARS (x-axis)

- $350,000 — $343,000
- $188,000
- $99,000
- $47,000
- $17,000

INTEREST EARNED

MONEY DEPOSITED IN ACCOUNT
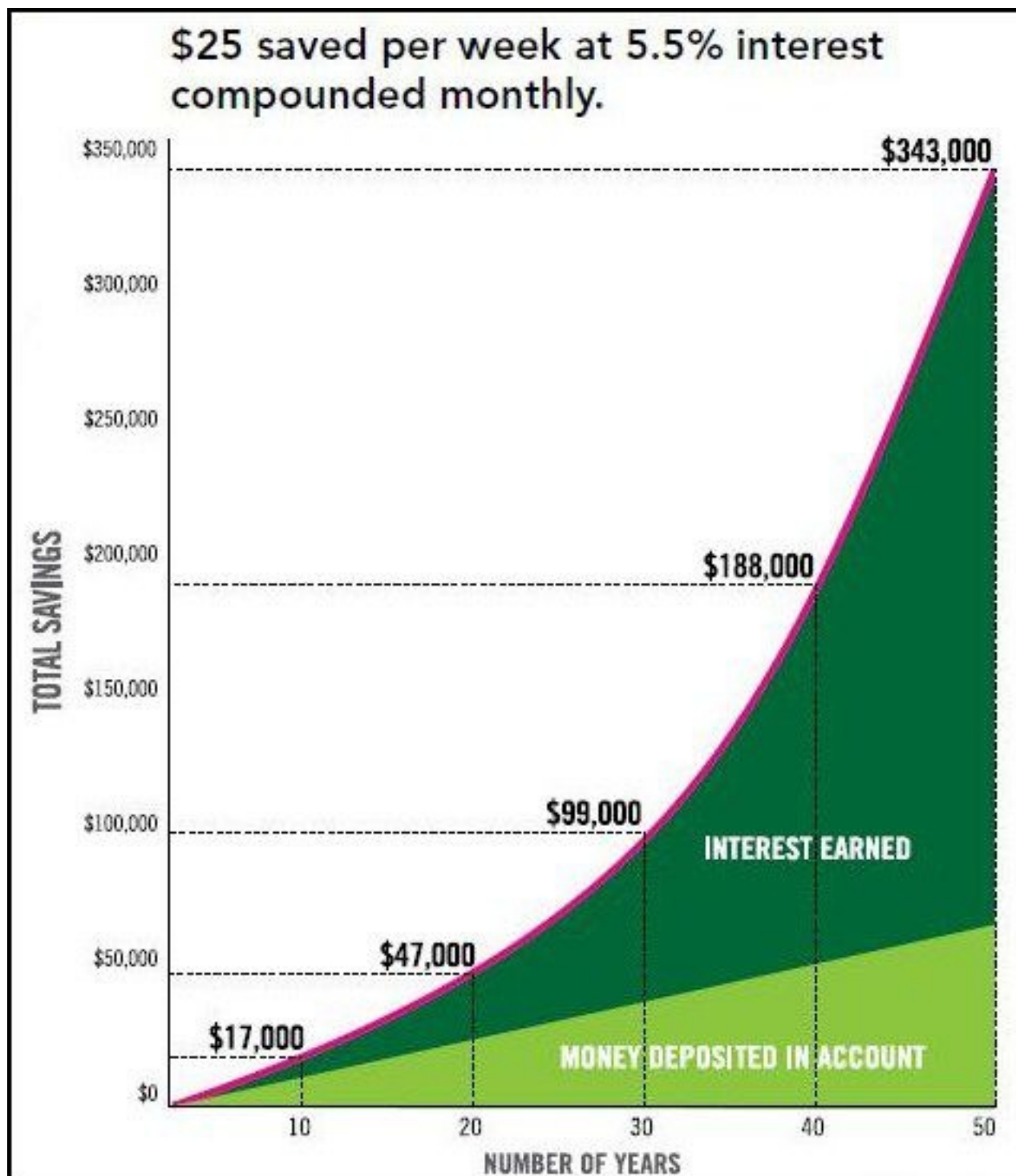
But there's one more thing I want you to consider from the above chart. See how small the principal was at first? Imagine that the initial principle is the value you put into your Steemit Power Ups on July 4. If you had taken half of your earnings on July 4 as a payout, then you would have started with half as much. How much longer would this growth have taken? Alternatively, if you started with $100 or $1000 instead of $25, how much faster could that growth have accelerated?

Nine Times More with Power Ups? You're Kidding!

I am not kidding. Steemit creates new money every day on a fixed schedule; that's how this project pays for so many things. Unlike government central banks, Steemit is not borrowing that money from a mega-bank who had borrowed it from the government central bank in the first place through some shady program, creating more zeros we don't really have plus more debt on computer screens.

Instead, Steemit is very honest about how it is paying for growth and development. Inflation is built in and there is a growing community of users who are adding more value to Steemit and its currency in every moment of every day. Reddit has almost 40 million users. Don't you think that Steemit, a site that pays people to post and vote while Reddit doesn't, is going to keep growing rapidly as it adds users for at least a few years? Theoretically, it can continue growing for a long time in many directions, as developers and merchants add new features and related applications that encourage people to spend more time on the site and continue adding to it.

Did I mention that Twitter has 300 million users? Facebook has one billion users around the world. People on all of these sites are complaining how corporate and how controlled the content has become. With Steemit, users provide the content, and the only content control comes through users voting on the posts. Facebook, Twitter, and Reddit need advertising to survive; Steemit doesn't. If we decide to allow ads, then that's a community decision, but the real advertising comes from the upvoting of posts. "I'd switch if they paid me." Oh yeah, Steemit does that, too. Quite the incentive, isn't it?

We've established that Steemit creates more money every day.
"****** DEMO - www.ebook-converter.com*******"

Do you know where most of each day's money is going? Sure, Steemit's posters and voters are being paid well. But out of every 10 dollars created, nine of them (9!) go to those who have powered up.

Let me re-phrase and re-state that. In fact, let me draw your attention to this quote from the Steemit Whitepaper:

"Steem Power rewards: For each STEEM created by the above (posting and curation) rewards, 9 STEEM are divided among all Steem Power holders."

Note: [Here is another link to the whitepaper if you would like to read the full discussion](#).

In summary:
1 = How much of every 10 Steem created go to voting and curation rewards.
9 = How much of every 10 Steem created go to vesting Steem Power holders

That means that when you Power Up, you are putting yourself in line to gain big-time interest. Yes, it exists to offset the inflation rate, keeping your money protected. But as Steemit continues to grow proportionately, your Power Up value is essentially granting you a bigger and bigger stake in Steemit.

Powering Up is like trading in earnings for stock options on a stock you think will go upwards, through the roof and to the moon.

Minting Money. Like Having Your Own Money Tree

When you Power Up, your voting power grows, proportionately to how much Power Up vesting stake you have. Use it how you want. You can vote for newbies posts, the most popular posts of the day, or whatever you feel is the best content to reward. When you do vote, you will be using your growing voting power to print more and more money for anyone getting your votes.

You could even vote for your own posts. Imagine the day when there is a Steemit # tag for whale posts. As a whale, you'll be able to pay yourself a salary if you want just be upvoting your own post. And if getting a whale like you to upvote a post is the only way to ensure it rises higher (kind of like advertising), can you imagine how much future posters will want your votes?

Power Up. Get Your Share

Do you see now why, if you believe in Steemit's future, you should be "investing" in Power Ups?

Long Term Plan

Your long term plan with Steemit should take into account how much money you need to cash out from here in order to pay for your needs. If all goes well, this thing should take off very soon. You don't want to get left behind; you want a stake in this, too. You should Power Up. But also remember that when you Power Up, that vesting stake is locked up for two years, and you can only get it out in 104 equal payments made each week during this time. So be sure you really can spare and can invest this money before you do so.

Also, this is not a "passive investment", unless you want it to be one. At least it will grow much more rapidly and grow much bigger if you also invest your time and energy to posting good

content and upvoting other peoples' good content on Steemit. Be a time and energy investor, a worker, too, and you will continue to build your rewards much more quickly. While STEEM Power also gets diluted by the incoming new money supply, this dilution will be trivial if you are earning more money and more STEEM Power from posting and voting.

Steemit is built for the long game. You need a long term plan, too. I'm pretty sure if Albert Einstein were here and he didn't completely dismiss these cryptocurrencies or bootstrapped social media sites, he'd probably tell you the same thing: Power Up, as much as you can afford to do, if you want to share in Steemit's exponential growth opportunity.

Chapter 11: Finding Up-And-Comers and Rewarding Good Quality Posts

When you first get on Steemit, you'll probably encounter a lot of confusion. You'll be asking yourself what type of content works and what doesn't on the site. You'll want to consider your own unique skills and interests after you become comfortable making posts, commenting and voting. Some people are more passionate about creating posts while others are more into curating and reading content. The beauty of Steemit is that both of these activities result in economic and social rewards.

Let's discuss how to find up-and-coming writers.

1. In the settings at the top of the Steemit site, you can choose how to view the feed. You can choose *hot, trending, new*, etc. To find new posts, choose the *new* setting.

2. Scan the titles for information that peaks your interest.

3. When you click on a post, you'll know pretty quickly if the writing is interesting, funny, insightful, useful or just plain click bait. Click bait and empty posts are not upvoted with very much frequency.

4. When you find a post that seems like it would be really interesting in some way to a lot of people, click the upvote button. Not only are you earning money from exercising your voting power; you also are helping Steemit curate its content by identifying the best posts so that, if others agree with you, they will rise to the top.

5. What makes a good post is entirely subjective. Sometimes good posts don't make it to the hot page. This is just reality. Choose your selected posts wisely because you can't select an unlimited amount of posts to upvote each day. You have a limited amount.

6. Popular posts still are mysterious, even to people who study analytics. Steemit voters tend to like original content better than re-posted videos or articles from elsewhere. If you share something brutally honest, funny, informative, useful or solve a problem that a large number of people have, then that post most likely will be popular.

7. But, contradicting # 6, what's popular on other sites, may not be popular in Steemit. Since Steemit's culture is different from mainstream corporate culture, good content does usually rise to the top in Steemit. People who post results of their personal research, their data, their love of something, their art, their honest opinions and feelings about a certain topic do well. It seems to be that the more original and unique the post is, the more it will be rewarded.

8. Go with your gut when you upvote a post. If the post made you say to yourself, "Aha! Or Wow! I'd never thought of that!", then there's a good chance many other people will have the same reaction. You've just helped that piece of content get distributed to a wider audience and you've paid yourself in the process.

Chapter 12: Introduce Yourself Nicely

This chapter is based on another gem of an article by [@cryptoctopus](#).

Steem is the first cryptocurrency that attempts to accurately and transparently reward an unbounded number of individuals who make subjective contributions to its community. This dynamic brought an interesting phenomena on [Steemit.com](#) since its inception. People started, slowly first...then at an accelerating pace to introduce themselves to the community via the hashtag [#introduceyourself](#). So much so that in terms of rewards, it became the second most popular topic. We will outline the principles that make for a great introduction, why it's important and the #1 mistake you need to avoid in order to make a good first impression.

"You never get a second chance to make a great first impression."
— Olivia Fox Cabane

Why?

The highest currency you have on this platform is your reputation. Reputation is built upon a foundation and that foundation can start with a well written post to introduce yourself to the community.

Also, as human beings, we are wired to respond to storytelling. There is something magical that happens whenever we share our personal story with our peers. Bonding, respect and appreciation is built when we reveal our history in an eloquent and elegant manner. This may be why that tag has become so popular.

1. Transparency is Valued

Many people who are on the bleeding edge of technology are extremely protective of their identity and seek anonymity online. But it is difficult to build a relationship or trust with someone who is anonymous. **Not impossible** of course, but more difficult for sure.

Signs and signals of transparency involved sharing **your real name**, **having a picture of yourself in the post**, **the sharing of your story** and **letting people know about your goals and dreams for the future**. Someone went as far as proving his identity by taking a picture of himself holding a paper "Hello Steemit! 6/13/16" (the date of the picture and post).

2. Showcase Yourself as an Asset to the Community

The value of Steemit is intimately link to the value that each member brings to the network. When people hear that you have skills, talents or connections that will enhance the value of Steemit, they will be excited by the fact that you've decided to join "the club".

It is a good time to ask yourself "**What is it that I am here to give?**" This type of question will put you in the right mindset to write your #introduceyourself post. The allure of money making can attract people who are here to **get** rather than to **give**. Fortunately, this mindset tends to jump out of the page.

If you are a film-maker showcase some of your work. If you are

an entrepreneur, tell us about your excitement about sharing your knowledge and experience. You get the picture.

3. Showcase Your Attitude

When you meet someone for the first time, do you want them to think of you as an upper or a downer? Optimism, interest, excitement, gratitude and fun create a **strong first impression**. If the first thing you talk about is how bad and shitty your life is...then you are not off to a good start.

There's a caveat here. If you've went through terrible events but you've somehow found power within yourself to emerge better and victorious...this type of story is what people get truly inspired from. Please share if you have that type of story.

4. Be Genuine and Truthful

People have an innate BS detector and Steemians are incredibly smart. If you lie, someone's antenna will perk up and they'll call you out. They will look into the dark corners of the internet and share their findings in the comment section below the post. That would be catastrophic for you and your reputation. Being honest is the only sustainable way to be successful on Steemit.

5. Make Your Post Stand Out

Choose a good thumbnail picture for your post, make the text in the preview portion stand out, and in general, make it irresistible to click on. Also, make sure you provide more value

in your post than 99% of people. Click here for a great article by @cryptoctopus on making your post stand out.

Don't Be That Guy

You may have reservations, questions or be completely lost about how the platform works in the fine details. But an [#introduceyourself](#) post is not the place to put them.

Under no circumstance write something like this:

"I have to be honest, I am not excited about STEEM because..."

That's just starting on the wrong foot. It's like if someone showed up to your party and said to you that he think that your place stinks and that they are being honest by telling you so. It's simply is not the place to write that stuff. Keep your skepticism at bay UNLESS you've found a genuine issue and that you have a possible answer to solve it. Even then, it's probably better to post questions and concerns in a tag like #steemhelp instead of the [#introduceyourself](#) category.

These are the core principles for you to get started on the platform in a way that puts your best foot forward.

Chapter 13: How to Deal with Trolls and Bullies

Leah, [@stellabelle](#), wrote the following article, which we were glad to incorporate into the book.

On every social media platform, there will come a time when someone will disagree with you or your personal beliefs. You

might even encounter someone who hates what you represent. This is unavoidable and might initially occur more so on a platform like Steemit because it encourages free, uncensored expression. Freedom is a wonderful thing to have, but freedom without principles often leads to vulnerable people being abused or exploited.

Steemit has a different and more robust way of handling trolls and abusers and is entirely unique in its approach and effectiveness. Instead of relying on centralized control measures and moderators, everything that happens in Steemit is tied to an economic reward system.

By tying an economic incentive to your identity in Steemit, and by having all interactions recorded in the blockchain, individuals who needlessly attack others are not economically rewarded for their behavior. It goes pretty much like this: if you attack people and you generally don't add much value to the community, you won't be getting much in the form of economic, influential or social rewards. Conversely, the more helpful and useful you become to Steemit, the more economic and social rewards you'll receive. There really has never been anything like Steemit before on the internet. There are other dynamics at play, but for our purposes, let's get back to the topic of trolls.

By using these guidelines, you will have a working toolbox that can help you feel more successful and safe. I stand by it because I have used these methods myself and they work. I'm extremely optimistic that freedom, economic success and diversity can exist on Steemit as well as in other online communities. There will be growing pains, though.

How to Recognize a Troll

- Trolls use confrontational language to attack people and ideas for the purpose of gaining attention.
- Trolls do not add constructive or useful information to a topic.
- Trolls use a variety of strategies to incite anger in someone. They usually ask innocent questions to begin with, but then quickly follow up with something designed to hurt or provoke.
- Trolls are generally suffering on some level or another and they seek to disrupt others for their personal gain or agenda.
- They feed on others and share similarities with parasites.
- Trolls are sometimes sent into online communities to create disinformation or to disrupt a social, political or other movement.

Actions to Take When Dealing with Trolls

Step 1:

Recognize the signs of a troll (as explained earlier in this

chapter)

Step 2:

The expression, *"Don't Feed the Trolls"* is a popular one because it generally works. When someone has singled you out and is writing negative comments to get you riled up, simply ignore them. They will eventually leave you alone because they will not be rewarded financially or socially for their abusive behavior.

Step 3:

Use your energy wisely. If you find yourself getting sucked into a heated debate with someone who is abusing you, maybe it's time to stop and redirect your energy. You don't have to do this, but the economic rewards are greater if you use your energy to share your value in whatever way you want on Steemit.

Step 4:

When disagreeing with someone, try to give them respect, but state your honest perspective. If you notice that a person is not dealing with your topic, but is instead personally attacking you, leave the conversation. If you don't, your energy will most likely be wasted and your wallet will be emptier.

By following these guidelines, you will find yourself creating a reputation that continues to grow and reap rewards, both socially and economically. If you're a troll, you probably won't be benefitting too much from Steemit, unless you're interested in learning about radical self-discovery and acceptance. But the very nature of Steemit is voluntary. You don't have to follow these guidelines if you don't want to. You are free to experiment and find your own path.

Chapter 14: Following Your Favorite Posters

Steemit gives you the opportunity to **Follow** your favorite posters. This makes is easy to find top-level posts from successful writers that are more likely to have a larger payout that you can share in, either by voting or commenting on those posts. It also means that you can follow any up-and-coming writers that seem to be posting good content that is starting to become popular.

But most importantly, you can use this feature to follow friends or anyone who writes blog posts you like to read. For example, if you are particularly interested in a topic like law, you might decide to follow Richard's blog, since he often writes about that subject. In the future, a chat feature also will be added, so that you can communicate directly on Steemit with friends or other community members. For now, direct communications take place on the Slack Channel, which is available for any Steemit user to join.

You can find the **Follow** button on any user's main blog page. To get there, just click on the user's name or type it into your address bar after the Steemit address like this:

https://steemit.com/@donkeypong

https://steemit.com/@cryptoctopus

https://steemit.com/@stellabelle
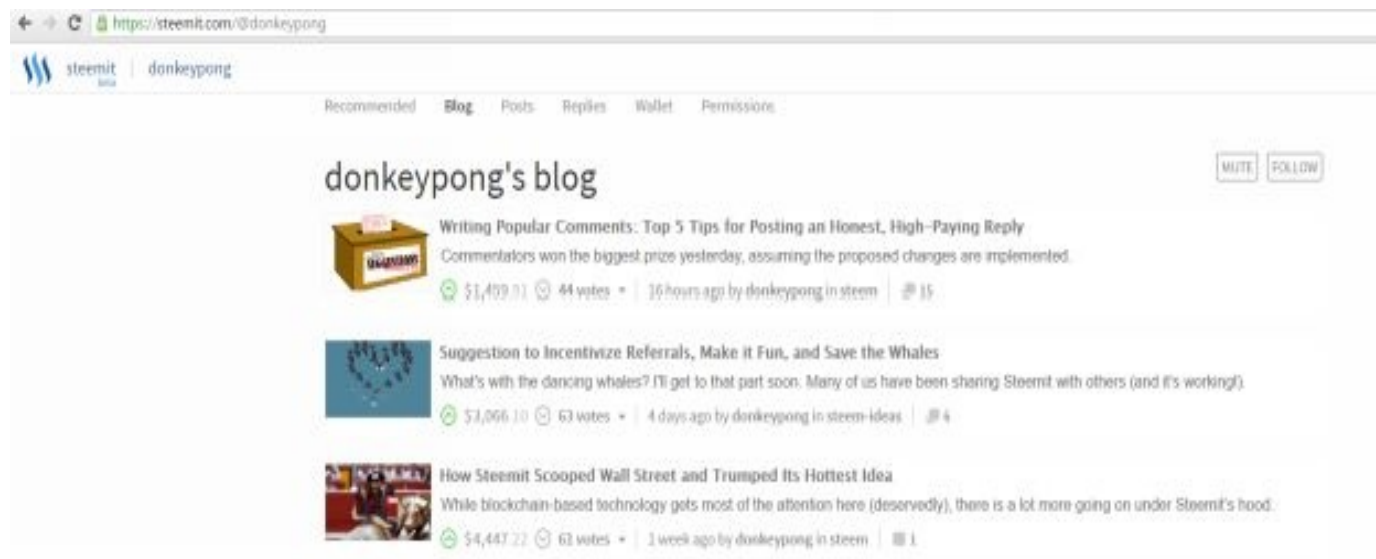
https://steemit.com/@steemship

Near the top right of the page, you will see **Mute** and **Follow** buttons (see screenshot below). You can **Mute** us if you don't want to hear from us again, or **Follow** us if you want to read our posts!

Chapter 15: A Supportive Community and a New Tag

Steemit offers many different attractions for different people. Even if you're not the greedy sort, it offers a great chance to make money by doing things you like: posting, voting, and having fun. Why not get paid for the time and effort you spend on the site? It offers a social media platform that is controlled only by its users, the Steemit community. And it provides all of us with that community. Whether you need help getting started, have a question, or want to tell us your story, Steemit's community is very supportive.

We hope you have enjoyed this brief overview of Steemit. As co-authors of this book, our duty to help you does not end on the last page. If you need anything from us, please contact us through the site or via the Slack Channel. The last section below provides some more information about each of us and

how you can find our Steemit blogs. Also, we are establishing #steemit101 as a new tag for any questions or discussions based on this book; the four co-authors will help moderate it. Have a great time using Steemit and we look forward to upvoting some of your posts in the very near future!

Appendix: About the Authors

Tom Janowicz, Editor and Co-Author, is also known as [@donkeypong](#) on Steemit. Tom is one of the highest earning writers on Steemit, though his dog Ziggy actually writes his best material. In his day job, he creates reports for a financial services firm that handles due diligence for mergers, acquisitions, and certain investments. He often feels like a cog in the corporate wheel, and he is excited about Steemit's potential to put social media beyond corporate and government control. Tom regularly writes about Steemit's importance and how to get the most out of its opportunity, plus he publishes a regular Blog Spotlight newsletter on Steemit to draw attention to good, up-and-coming writers. [You can follow @donkeypong's blog by clicking here and then choosing the "Follow" button on the top right](#).

Renaud Gagne, Co-Author, is also known as [@cryptoctopus](#) on Steemit. Renaud has made a meteoric rise on the Top 10 list of most popular authors. He is a marketing specialist who has sold over $3 million of ads on Facebook alone. Shortly after he joined the Steemit community, Steemit's CEO wisely put

Renaud in charge of the Steemit Facebook page. He writes regularly about psychology, marketing, and how make the most out of Steemit, influence and once in a while about his social/political outlook. His hobby include but are not limited to archery, powerlifting, travelling, playing trombone, juggling clubs, biblical study and theology. You can follow @cryptoctopus' blog by clicking here and then choosing the "Follow" button on the top right.

Leah Stephens, Co-Author, is also known as @stellabelle on Steemit. Leah writes books and a Steemit blog under the pseudonym, Stellabelle. She is an independent writer, artist and YouTuber. In 2015, she self-published her first book on Amazon, *Un-Crap Your Life: Navigating Life's Crappiest Situations*. She's currently a technology writer with many clients. She accidentally discovered Steemit while doing research about a programmer who automated his own job. She stumbled into Steemit, became intrigued and just never left. She sees immense potential in Steemit and realizes that blockchain technology has the potential to fundamentally change the world. She believes that freedom, creativity and independent thought can move society forward if given a fair chance. You can follow @stellabelle's blog by clicking here and then choosing the "Follow" button on the top right.

Richard Kaplan, Co-Author, is also known as @steemship on Steemit. Richard has written several of the highest-earning posts on Steemit. He sees Steemit as a way for average people to make a good income by writing, voting, and commenting on posts. A former lawyer, he blogs on Steemit about law and the

Steemit opportunity. Richard believes everyone should use half of their votes each day to reward new users who post the best content on Steemit. Come find him if you want some votes! [You can follow @steemship's blog by clicking here and then choosing the "Follow" button on the top right](.).