

## PROBLEM

### WE NEED A USER-GENERATED CONTENT ECOSYSTEM.

Tldr; the current Secret Blog is more like an announcement channel that most people don't know exist, and even much less read.

As a Secret Agent, I know of several initiatives from Secret Network to expand our Community Integration and Participation to organically promote the network.

And as a citizen from a third world country, I know how difficult it can be to convince people to just sit down and summarize or communicate a product value or a service offering. I tried to do that for 36 months as Google Digital Skills Training coaching over 25,000 people who wanted to learn how to use the internet to grow their business.

Trust me. It's crazy difficult.

But, Sqrt.blog can do the magic (I took the liberty of already beginning the development of the project. One way or another, I believe it will help the ecosystem).

I know that there is a [sqrt.network/blog](#) (aka; The Official Secret Blog), however, that's not where I would go if I wanted to learn about Secret Network, is it? And I guess I'm speaking for many people. For example, how many of you can call yourself, regular readers of The Official Secret Blog?

While a blog is supposed to be the fun grandma you go get sweet, easy, digestible content from [Sqrt.network/blog](#) FEELS more like the strict ex-military dad that issues information out like an order.

(Click here to share this on Twitter)

More on that later.

Anyway, The Official Secret Blog is too official, it's borderline boring (no offense). And for the most part, it can be quite technical (both in content and style), for non-tech or non-blockchain enthusiasts to understand and appreciate.

Ex-military Dada.

### SOLUTION.

Enter Sqrt.blog! One visit and you're guaranteed to come back. It's like a shrink. You'll have to visit more than you bargained for, before the itch scratches.

That's such a weird thing to say. Lol.

I refrained from calling Sqrt.blog a blog because it's more of a user-generated content aggregation platform. Suitable for all kinds of content.

There can be features and opinion pieces from seasoned writers and tech researchers with significant readership, who will receive an invitation to review the the ecosystem, its value proposition, concept and delivery. All input of this category will be considered as paid guest posts and will feature the author's byline. Sharing this with their community will bring a kind of targeted visibility to regular readers of general tech content about Secret Network.

On the broader side, this tool would generally be appealing for professional content developers, bloggers and freelancers. Because they can earn extra by generating original, keyword researched, high quality, SEO Optimized content for Sqrt.blog.

Sure, they'll have to get paid, but think about all the unique voices this will bring to the ecosystem.

And it's guaranteed payment for high quality content (Ofcourse, if a writer wants to be a regular contributor, they will need to fill out a form. And mods may design some topics that can be approached with a pre-approved voice or tone).

This category is for professional writers with their own small communities (like Facebook groups or Twitter followers). This gives Secret Network access to micro communities in a tone that had engaged them outside of our space. Small Passionate communities like these are the bedrock of a cult-like loyalty.

Since their content will be posted on Sqrt.blog. And especially since Sqrt.blog is the fun grandma, we can expect a lot of shares.

Why?

More on that very soon.

Regardless, any content marketing specialist (like myself), will quickly tell you how this, when done right, will lead to MASSIVE backlinks generation.

(for those who don't know, That is like your website or website's social points or web reputation. That's part of something

considered by Google and other search engines in ranking. And of course, when many other websites points back to yours, it shows that you're producing content that people find valuable. Consequently, your content gets shown more to people).

Yay!

A well prepared content strategy + social media marketing, will bring organic visibility like a lighthouse on a harbor to a ship in distress.

(Click here to share this on Twitter)

On the side, a well done blog also generates metrics for social media marketing and retargeting.

Win-Win-Win.

That's not all.

Interesting categories for other form of writers will be entertained.

1. Storytellers can spin yarns, and creatively infuse the message of Scrt. (I'd sure love to read that section).
2. Plays can be written. Probably acted too. (that'd be weird for sure). So, maybe a Scrt YouTube channel can be used for these videos.
3. Technical writers can come onboard and twist our heads some more.
4. I heard of a new content niche recently; meme writing or something.

Well, we get them all onboard. We experiment with all possible market/audience segments. Everyone needs Privacy afterall.

Writers in this category may get a small payment for approved posts, but can quickly accumulate more returns based on shares, comments and engagement. This way, the incentive is on them to promote their posts for more rewards.

Then, there is the 3rd Category.

Regular People who can write pushing in their bit for the ecosystem. When you go on Facebook or some Forums, the amount of text generated by users is astounding (probably arguing about Trump and Biden or Messi and C. Ronaldo).

At the end of the day, this goal of the first 2 categories is to get creatives OUTSIDE of the secret ecosystem to leverage on their skills and audiences to bring visibility to WHAT Secret Network is doing. And what's more important is that they do this THE WAY THEY'VE ALWAYS BEEN DOING IT. This is not an exercise to try to explain Secret Network the way Secret Network is explained, but to say it as they found it out.

Nevertheless, overall, this system will facilitate the development of an entire sub-ecosystem dedicated to engaging regular people (not just secret agents) to produce content informally and to the tone of their abilities and dialect.

A colorful showcase that celebrates individuality, original content and community input.

Of course, moderating this setup would be quite a task, especially for editors, but the benefits could be so impactful that we could practically OWN certain privacy related keywords, in fact, user data can be gathered in such a way that we can run crazy practical marketing campaigns.

Here, I'll give you an instance.

There are ads that utilize tracking technology based on behavioral retargeting. We know them; they are the type that 'follow you online').

Now, imagine deploying a simple txt add that reads:

"We are Secret Network. You're probably gonna be seeing us a number of times because it's easy to track people online. We hate it. If you hate it too, maybe you should check us out. We are a building a Privacy Blockchain that will put an end to that ceaseless tracking Big companies use to eavesdrop on ya. See how you can contribute to this future, otherwise we're gonna be back, so, duh!"

If that sounds awful, it only goes to show the biggest utility of Secret Network.

Anyway. That's it for that.

IF ALL THAT IS NOT ENOUGH TO CONVINCE YOU...

Maybe, you are thinking; "Come on! There's no way it's that bad, we can do what we're currently doing and still get visibility. People that are interested will find a way to learn"

I'd say... "Sure!"

Then, right after, I'll tell you this: "More than 70% of Americans don't know what an NFT is".

Yeah. I wish I was making that up.

(See <https://fortunly.com/statistics/nft-statistics/#gref> and knock yourself out).

While you're still reeling from that fun grandma digestible chunk of information, I'll rope you in further by saying...

"The NFT Market is expected to grow by \$147.2b in the next 5 years"

([Non-fungible Token \(NFT\) Market Size to grow by USD 147.24 || Technavio](#))

If Secret Network is going to Claim a significant % from that market share, especially given the unique utility of Secret NFTs, the current [Scrt.network/blog](#), aka; The Official Secret Blog, is not going to cut it.

Agree?

Mass Adoption does not just happen. People have to preach to those who would not listen. If early Christians took the same stance of 'People that are interested, would find a way to learn', Jesus would be a forgotten name right now.

Point is, there are a lot of people on the internet that do not know about Blockchain or are kinda scared of what they've heard; stuff like, Bitcoin is shady; it's for criminals; it's volatile. Or NFTs are pictures selling for millions; it's stupid; it's a bubble...

You know? Stuff like that.

To get to them, you have to talk to them like they are used to hearing. Make it fun. Make it come from regular people talking and sharing their opinions or understandings of a new piece of tech. People that they regularly listen to. That's how it is for these people. That's how Bitcoin became mainstream, isn't it?

The agency program can design missions that would designate a day for users to develop content about other sister projects or ecosystem like Juno or Cosmos, or in-network content days for projects like Shade or Sienna.

This will also engage these small audience clusters to subtly assimilate our ecosystem values. Seeing such content collaboration will activate a positive response and acceptance within these audience pools.

"You can own Juno and Own Scrt. That's okay."

That's the message we are promoting.

Overall, a lot of flexibility, fun activities and styles can be implemented on this platform that is distinct from the [Scrt.network](#) domain, yet will contribute a lot of content value and digital visibility for our ecosystem.

THAT'S GREAT AND ALL, BUT WILL PEOPLE SHARE?

Of course, if it's fun and engaging, people will share!

This is especially so because, the blog will be structured in a way where one-click shares and 'tweetables' are natively embedded in the content style.

You saw those points where I added (Click here to share this on Twitter)? That's how easy it would be to implement

It won't also hurt if an on-site point rewards system is setup such that points are rewarded for social media shares. It could be something ridiculously cheap. Like 1000 shares for 0.5scrt (that would certainly be crazy when Scrt is trading over \$50), but still. A thousand mentions from 1 person multiplied by all the hundreds (or thousands) of persons sharing...? That sounds viral to me. Or at least, that's a whole lot of visibility.

PROJECT LEADER & TEAM MEMBERS.

I am the project lead, a Nigerian, business developer, Marketing Strategist, and all the other big titles that would make you say "Wow... that's Intense!". JK

This idea was incubated by the Secret Agents Group, Africa. We already started development and we hope to seek approval to connect Scrt.blog with some other regional social media handles for growth and development of our regional social media campaigns.

Actively, it's just myself and a contracted web developer and working on the design. However, we have a tight community of over 100 Agents ready to be deployed to generate the 1st tranche of content as soon as we are live.

Request for the sum of \$10,000 in \$Scrt (at current market value).

\$1,500 will go to the Web Developer who would continue with work with more input from community.

I will take \$2,500 as management fee and setup of the system (probably gonna end up staking it still on easystake. That's a lot in this dip for sure).

Further amounts will be released upon pre-agreed milestone.

Subject to discussion, milestones' could be 50k unique visitors, or 500k shares or social impressions, or \$100k in on-site merch products sold.

We will dedicate \$2500 to getting the first set of high quality, long form, SEO, Keyword optimized Secret Ecosystem Reviews from different Pro Writers with Sizable Community Following.

This will also help push us up the web ranks. Top 50 for some privacy related words and a million impressions is adequate at this stage).

It would be nice to attempt to set up podcasts as disability aids. That's another cool way to engage voiceover artists covering content on Secret Network, whilst contributing to overall awareness (because some of these people already have audiences listening to them).

The remaining money can be left in a blog wallet for rewards and incentives towards users/Creators contributing the most to milestone targets. It will be left as Scrt Tokens because the price is so damn low now... We'd be able to do alot more with more value the tokens will certainly provide.

We will need an initial \$4,000 in \$scrt. That will cover for work done and till product launch. At launch, we would have had over 50,000 words of original content on the 'blog' (let's call it that for ease. Eye-roll). For context, that's like 25 feature-length magazine editorials or 50-60 blog posts of 800-1000 words.

A better context is this; if you read to this point, that's about 1800 words.

Industry standards is \$200 to \$700 for a thousand words (I guess I have almost made \$1000, for writing till this point. Sweet! Pay up Scrt.network.)

Well, see here [www.demandjump.com/blog/how-much-to-charge-or-pay-for-a-500-to-1500-word-article%3Fhs\\_amp=true](http://www.demandjump.com/blog/how-much-to-charge-or-pay-for-a-500-to-1500-word-article%3Fhs_amp=true)

I digress.

The rest of the money (\$6000), can be put in a wallet when the Website is launched. And a team can smoothen out the details for rewards. It can something parallel to Agency Rewards.

#### SUMMARY STATEMENT.

I wrote this SNAC in a style I believe communicates the spirit of the proposal. I believe it felt like a conversation, and it's easy for anyone... Even people outside of tech to read and appreciate message presented in this way.

Of course, I'm not going to write all the content to be available on Scrt.blog, I think it'll be a fun pasttime for me to share my opinion on all the several tidbits within the ecosystem. I'm willing to bet that there are so many other people who would want to contribute their voices and convictions. And with a united front, we can have a very solid content system on web 2 that will ensure an extensive organic reach.

#### REQUIREMENTS.

This way is see it, this is a project that would require massive organizational efforts. I've handled projects like this in the past, and I know how immense the results can be for wide range information campaigns. However, I can design the basic framework for how sub-ecosystem would operate, as I have already started.

This is a decentralized idea, anyone can contribute to any part. At the end, the decision on how anything goes will lie with the Secret Network Team.

#### THESE ARE SOME FEATURES AND BENEFITS THAT CAN BE INTEGRATED INTO THE PLATFORM.

1. An incentivized ecosystem content generation and aggregation platform.
2. Easy integration of features for social media and content publishing.
3. Attractive for freelancers and content generators (outside the ecosystem).
4. Content marketing + ecosystem keywords optimization across the open web. It'll also help personalize hashtags for Scrt.network.
5. Easy Integration of Secret Merch for Print-on-Demand. (Shopify+Oberlo is perfect for that).
6. Advertising Slots for Teams and Projects on Secret Ecosystems to bid on. Revenue from this can be used to power rewards on the platform. NFT Projects would love this. And it can soon make the platform self sustainable or even net

positive!

7. Intuitive design to encourage sharing. Remember (Click here to share this on Twitter)? That's how easy it would be to instantly share quotables from Scrt.blog. All that will contribute to social shares... Especially if you know that sharing will give you points that can be redeemed for real money.
8. User generated content will ensure that Creators pay attention and research about the network, as only original and quality work is rewarded. I'm sure we will close some of these Creators to Participate more in the ecosystem... I mean, what's not to love?
9. Access to clusters of close-knit communities.
10. Flexibility to quickly start marketing campaigns in tune of general trends and public sentiments. Since content is user generated, it would be interesting to see how local parlance and events shape the content that eventually rise to the top.
11. Rankings will be promoted based on engagement metrics. If you checked the site, you'll see that you can LIKE a post and also comment. So, it'll be easy to set categories based on trending, new voice, rising creator, top creator etc
12. Pop-ups ads for super important Secret Network Ecosystem events. I don't mind insisting that they pay. 100% of funds will be channeled to competitive incentivization to attract higher quality text content creators.
13. Channel on Discord that displays cutouts of comments from the Platform.
14. Build Email List for email marketing.
15. Encourage 1-click social shares to WhatsApp, Facebook, IG, Status, Twitter, eMail, etc.

It's also super cool that you can quickly see the price of Secret and most tokens under the secret network scrolling through on the homepage. The url is short, trendy and memorable. That helps with Google rankings (so they said).

Congratulations, we just did 2700 words.

One more thing. It's totally possible that you don't like this style of writing. That's cool.

It only goes as an invitation to you to get your input on the platform. We need all voices to apply soon. (we'll set up a page in the website)

I'll take any questions now.

Check <https://Scrt.blog> to see what we've done so far.