

How I Try to Help Crypto Without Being a Techie

I've been in love with crypto and its world-shaking potential since I first heard about it around 2012. I bought some Bitcoin not long after, and was always excited for an excuse to use it or give it away. I was in it for the philosophy and potential to expand human freedom and prosperity, not really as an investment vehicle.

At some point, when fees got high, merchants stopped accepting it, and the price began to climb, the ethos of the crypto community changed. Alt-coins and ICO's really enhanced the shift, and before long, it came to feel like the only way to be "involved" in crypto was to be a developer (I'm not a tech guy) or just hold it.

I'm no Keynesian, but simply holding an asset as a passive investor with no interest or ability to increase use and value directly is a sucky way to change the world. Forget whether or not it works, it's no fun feeling like a stingy old dragon guarding a hoard instead of an intrepid explorer charting new paths.

Well, what can a non-tech person do to help crypto change the world?

You can talk about it, sure. That's good, (mostly) fun, and needed. But talk is less valuable than action. You can talk about how taxi cartels suck and convince people, but using Uber, or ordering them an Uber so they can experience it for themselves, are more powerful than words for bringing about a shift in how transportation is done.

That's why I post almost every day on Yours.org.

I don't do it because I need the few bucks it can earn me from an article. That's fun and enhances the experience, but it's not enough of a motivation. I use all the money I earn tipping and voting on other content anyway. I don't do it for exposure to my writings. I have a personal blog, company blog, a podcast, speaking engagements, social media accounts, and several books that do that just fine. I don't do it because I'm bored. I'm building a growing company that has nothing to do with crypto (but we do accept BCH as payment!), have a wife and four kids, and plenty of hobbies and stuff to do.

I post to Yours because I'm in love with the promise of crypto and I want to do more than talk about it. I want to make it succeed. That takes work.

I can't do dev work. I can write about stuff in my wheelhouse, like entrepreneurship, education, economics, personal freedom, careers, parenthood, sports, and a bunch of other random non-technical stuff. So why not use what I'm already good at to help build crypto?

Yours is an excellent place for it.

- Writing stuff earns me some BCH, which means the network is getting more use and more opportunity to see what's working, deal with kinks, etc. Again, not a Keynesian "grow wealth by consuming", but an understanding that networks gain value and obtain info through use.
- The BCH I earn can be used to tip and vote on other content, which does more of the above.
- Sharing my Yours writing brings crypto outsiders to the platform. Like giving your friend an Uber ride, they get to see real-time micropayments in action instead of listen to me blab about it.
- Posting about non-crypto stuff helps show that the crypto economy isn't just an insular circle where crypto is only used to buy crypto stuff.
- Yes, I have BCH stickers and shirts too, and I love that stuff. But if crypto purchases are confined to insider memorabilia, growth will hit a ceiling. In my small way, by earning a few tips in BCH for non-crypto content, I'm expanding the crypto economy beyond kitties and socks.
- It keeps me close to the user experience, and reminds me every day how magical this stuff is. It never ceases to be fun to see "You earned 25cents for your article" pop up in real time. The promise of crypto is real to me when I use it rather than just sit on it and price watch.

So no, I'm not going to be submitting any cool code to Github, but I'll be damned if I sit idly by on a stack of coins and let everyone else do the work of building a better world with crypto! I'm sticking to what I know and running a business and a family, but I can take a few minutes out of my day to post to Yours and be a tiny part of the revolution.

Just one tiny bit of value added to the ecosystem every day has a powerful compounding effect.

Who's with me?