

the Internationale

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PASSION - the character of the new Live Web.

P is for 'people':

The writers, readers and reader/writers out there are not demographics or market niches, they are not passive grateful; receivers of your messages. They are people, ordinary human beings who expect to be treated as such. They have ups and downs, interests, passions and commitments that become conversations and relationships. As with all 'people' you earn their trust and friendship. you have no right to it.

A is for 'active':

These people don't sit back and wait for media and store to come to them. They create their own. They are creative with their phones. They create on Social Networks and YouTube. They are creative with language, finding new ways to tell stories and run their relationships. And they are active with you. They have active expectations. They expect to be able to ask questions, contribute and join in and they expect that activity to be welcomed and enabled.

S is for 'supply':

These people are not short of stories and information. There is an overabundance of material for people to read and read/write. Some of its official, some not. Some from established storytellers like the BBC, the Encyclopedia Britannica and you, some not. Your information and stories are one among many. They are fighting for attention and more importantly they are competing to become conversations and starting points for relationships. Your information and stories maybe great but they do not have a God-given right to be at the front.

S is for 'smart':

These people are clever. They can get information, check it, link it and network it. They can use the power of networks and the wisdom of crowds to connect and build on ideas and information faster than you can direct form the top. You know a lot about your subject, issue or business but you don't know everything. Your customers, clients and stakeholders know stuff too and they're sharing it.

I is for 'irreverent':

The culture of the Live Web has no respect. People do not tug their forelocks and thank you. The great and the good do not carry weight because of their history or brand. Lawyers cannot enforce due deference. You can earn respect and your place but it is not your right.

O is for 'ownership':

It is not just the stories that make up the Live Web that are subject to new ideas of copyright. It is the very spaces themselves. Stories are enabled to spin around the Live Web because of 'creative commons' licenses but the spaces they live in are Commons to.

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You have not 'let us' publish them. They are 'ours'. You can join us but you cannot own them, our stories or us.

N is for 'niches':

The people are not niches in the old marketing sense, they are the 'new niches'. They are evolving their own niches of interest. Some are small, some huge. People can be members of many at the same time. They can be long-lasting or short-lived. They cannot be targeted but the people that make them can be talked with. They cannot be tracked but the conversation attractors can be found and engaged with.

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VISION - a way of reading/writing on the new Live Web.

V is for Voice:

Read: People talk on the Live Web because they want to. They're choosing to be there. Listen to what they say but also the way they say it. Listen to the conversations as well as the polemics. Listen to their voices, then you can talk with them.

Write: You're a human being, talk like one. The Live Web doesn't welcome spin doctors, PR-meisters or lawyers. It's a place for conversations between people. People chat.

Sometimes in long sentences with lots of subordinate clauses that carry the reader along with enthusiasm. Sometimes not. The Live Web is your chance to meet people and talk and listen like you're bothered. Talk to me. I'm not a demographic or a market niche or a target. I'm a person.

I is for i with a small i:

Read: Listen quietly and modestly. People are talking about your issues. Except they're not 'your' issues, they're theirs. Some people on the Live Web talk without listening. But most are engaged in conversations between small i's. Be one.

Write: You are not the centre of the universe. No-one trusts anyone who has all the answers: if you meet the Buddha on the road kill him. Your voice is one among many. Your perspective is just one way of seeing things. Your ideas are interesting but they're not the final word. Earn your right to talk in these spaces by listening and then join in on the community's terms. Be willing to be less arrogant. You have something to add but it's not the whole story.

S is for Simple:

Read: It's a party. The biggest party you've ever been invited to. Relax. Enjoy. People are just people, treat them like that. Listen politely and attentively to what they're really saying. It's simple. They're talking about the lives and worlds.

Write: Don't try and be clever. You don't have to be. You can be yourself and tell it like it really is. You don't have to fill every gap or silence. Leave some white space. Look for what you can leave out as well as what you can put in. Keep it clear and direct but be warned, you're not 'delivering messages' you're engaging in conversation. You're just making sure the person you're talking with can understand you and you can understand

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them.

I is for Improvise:

Read: Enjoy the conversation, the way people bounce ideas off each other, the way they connect. They're jammin'. They're not selling or telling, they're chatting, creating something together, letting it emerge without planning.

Write: Don't over-plan. Let the conversation develop. You 'call' someone 'responds'; they 'call' you respond. Together you make a conversation and build a relationship. Sometimes you lead; sometimes you follow. Sometimes you're quiet. You know your area. Be confident in that and let that be your foundation while you talk. This is not a solo, it's a group where everyone bounces off everyone else and together build a unique conversation.

O is for Open Source:

Read: Everyone's got something to contribute. This is crowd-sourcing, the network effect. Listen to others and work with them and the conversation. The more voices, the more brains, the more ideals, the better the quality.

Write: You have something real to contribute. You have □information, ideas, questions. But you can't do it on your own. Get others involved. Work with their knowledge and enthusiasm. Outsource your communication. Start something off and let others improve it or let them start it. If you work with others you can achieve far more and so can they. Don't keep the source code close to your chest, get it out there where it can develop, grow and improve.

N is for Narrative:

Read: Sit back and relax. People are telling stories. They're stories about their lives, their passions and your issues. They're personal and real and so they care about them. If you want to know what people really think, listen, they're telling you.

Write: Tell your stories. Ground your abstract issues in real-world stories. Beginnings. Middles. Ends. Characters and plots, pace and tension. Make them your stories, personal and real. Make them real and relevant. Find memorable details that resonate. Paint pictures and let your listener see and your viewer hear the people, the ideas and the passion. Enjoy your story, it'll sound better.

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