1.Why does crypto marcom messaging highlight “decentralized” and “decentralization” so much?

First, one should have a background in understanding what the problems are with fiat (centralized) currency. Fiat currency is centralized through central banks and governments. If a currency is centralized, it means markets are manipulated. Markets aren’t truly free markets; this creates investor and business uncertainty because at the end of the day, your investment can be completely made or broken based on unpredictable decisions of the central authority.

This is what we have seen particularly egregiously since the 2008 financial crisis, but before then as well. It became impossible to analyze markets because the markets have the potential to behave irrationally. You cannot base reliable investing on centralization when one person could change the entire scene in an instant. Essentially, a single person or group can make or break your investment when money is centralized. Investment becomes gambling when it is not decentralized. When it is decentralized, you know for certain that the free market is going to do what it is going to do, and you are able to make rational, calculated decisions based on that.

2. Why do so many crypto people talk about inflation and how crypto has a limited supply and will supposedly never lose value?

Inflation by definition is an increase in the money supply, and when a central bank simply prints and gives its government trillions of dollars, you increase inflation. With Bitcoin you have 21 million, you cannot have more. It is a fixed and limited supply, therefore, by definition, you cannot have inflation.

We’ve been brainwashed to think inflation is always good, but in reality, inflation is always bad. It’s a tax on your salary, your wealth, and it only benefits debtors. If everything is inflating by 2%, you automatically lose money every day, it does not buy as much. We have been told that inflation is healthy, but that's bullshit. It is healthy for the government. It’s a tax on individuals - on their wealth and on their earnings.That is why people in the crypto space talk about inflation and deflation - because we recognize inflation is bad. By limiting inflation with a cryptocurrency that has a fixed supply base, it literally cannot inflate.

There is a secondary concept called price inflation that is more subjective to supply and demand issues, but in reality it is very secondary.
The bottom line is when crypto people talk about inflation, they’re saying if we can rely on knowing how much money is out there, and that is all there ever will be, businesses and investors can behave rationally. I can know what my costs and profit margin are going to be once those things are priced in cryptocurrency itself, and fiat currency is removed from the equation. People can have certainty with crypto and economies are always going to benefit with certainty.

3. Why is there this interest in “not relying on banks or financial institutions”?

There are a lot of reasons why there is an interest to not rely on banks or financial institutions. Banks are expensive, certainly you've seen all sorts of charges on your bank statement. Banks are also slow. If you want to send money to a bank, you may have to go into the branch and do a wire transfer–it is arbitrary and capricious.

Banks are also very unreliable for a vast swath of people and businesses. For example, you may have a bank account and they will question whether your company has done any business with a third party that they consider to have reputational risk. Now that reputational risk may be that the third party owns a legal casino or is selling legal cannabis or is working with creators on OnlyFans. Without disclosing any of this to you, banks can close your accounts because of your "reputational risk". You are done and will have to find another bank– and just try to do that after having an account closed.

With crypto, all those problems go away. There is no real charge. Depending on the crypto you're using, you can send money almost for free and almost instantaneously. It's true that crypto had a reputation for being expensive to send money and slow, when Bitcoin was in its early days. However, newer blockchains and "Level 2" solutions have brought the costs of transferring funds way down, almost to zero in some cases. The speed of some of these next generation or third generation blockchains can be just seven seconds for a fully authenticated transaction. There can be almost a million transactions a second, something that is way faster than Visa or Mastercard. As the technology continues to improve, it will bring the costs down even further.

In theory, your cryptocurrency could be seized, but it would have to be done by a legitimate authority and they would have to arrest you. If you commited a crime, like fraudulently obtaining crypto, then you should have due process. To have a bank seize your funds because you may have a reputational risk, or someone you do business with may have a reputational risk, is wholly disruptive to a stable economy and we are paying the price for it.

Most of the problems with the economy and why it is in shambles comes back to the banks. Try opening a bank account now; you have to give them your first born child and a blood test. It is ridiculous. This is what crumbles the economy and we are seeing the fall out.
Globally, most humans don't have access to a bank account and they still need to participate in the global economy. If you are in a remote or underdeveloped region of the world, good luck opening a bank account. To open a cryptocurrency account, just download a wallet on your phone and it's open. Cryptocurrencies are much more dynamic than fiat currencies, and it solves the problem globally of people not being able to open a bank account or not being able to receive or send payments. In a more developed country, it solves the problem of banks misbehaving without judicial oversight and crippling people's businesses or personal finances.

4. How do you convince the public that cryptocurrencies are real things and not overhyped scams?

Convincing people of the value of cryptocurrency will be easier than convincing people that a piece of paper had value. People used to trade in gold, and in order for governments to convince people to accept paper instead of gold, they had to tie that gold to paper and make the paper redeemable for gold later. Over decades, the public got trained that paper notes had inherent value. Then, when the system was fully adopted all over the world, we saw the governments end the connection with gold and we were left with simple pieces of paper that have numbers on them. These only really have value because we all have agreed that they have value. It's a faith based money system now, and we have been brainwashed to think a piece of paper is inherently valuable. The dollar has no intrinsic value. Cryptocurrency on the other hand has actual intrinsic value.

Ask the public first, why does the dollar have value? The government can manufacture as many of those dollars as they want but when they do that, especially in this day and age, the dollar's value goes down. Today's dollar is now worth 93 cents compared to a dollar from a year ago. It has lost value. Cryptocurrency on the other hand sits on a blockchain that is completely transparent. Anyone can read it if they have the proper software and you can look at the entire history of those transactions.

More importantly, those transactions are intelligent so there is built in a value for every transaction due to the code associated with it. It has smart capabilities, it can operate as an escrow or accounting firm and divide up royalties. Just because something is more complicated doesn't mean that the public won't eventually get it.

Cryptocurrencies have inherent value, while a piece of paper is - in reality - just a piece of paper. It only has value because a critical mass of people believe it does and there are certain laws that pretend it does as well, like laws pertaining to taxes.

What makes money worth something? The short answer is that people look at it as a unit of exchange, and once they believe that it is a store of value and unit of exchange, then it has value. Crypto is more complex, yes, however the smartest people in the world, who understand it, are saying that it has value - intrinsic value. Crypto will gain value while the dollar loses it because of money printing, rate cuts and high inflation, and as more and more people begin to understand crypto's role.

5. How did Bitcoin and other crypto currencies crossover from a niche "libertarian techbro" interest to one with wide, mass interest among the general public?

Bitcoin would not have been able to do that very easily. Cryptocurrencies are unquestionably the next iteration of money, being a huge improvement over paper currency and coins. It's hard to explain all of the value features that cryptocurrencies have over fiat currencies, but the reason they are able to gain popular traction quickly is because fiat currency is being debased. What I mean by that is central banks from around the world have printed tens of trillions out of thin air over the last decade. They have expanded their balance sheets, manufactured money and handed it over to their governments. You can talk about supply chain issues or factors that contribute to inflation, but the really short version of that is: if I have two different currencies, and one of them is just printing money out of control, and the other one is not, the latter is the currency people are going to hold because it holds its value.

Cryptocurrencies were not being created furiously like fiat currencies were. It wasn't that

Bitcoin moved from this niche into mass interest, it is that fiat currency value came into question. People want to hold what has solid value and get rid of what is losing value, so that is what turned everyone's attention to crypto. It is the solution to inflation over the long term.

6. Why is there so much interest in blockchain - which is just a global, public, digital ledger?

I take exception to the question. It is not "just a global, public, digital ledger," but even just that part of blockchain has huge value. With a global, public, digital ledger you can't hide. You can't do things in secret. You can't say I'm going to pay you off, and no one will know. They might not know that I paid *you* off, but they're sure as hell going to know I paid *someone* off. It's public and this is transparency. So of course, there's interest in transparency. When the governments are forced to go to a blockchain public ledger, we're going to see an awful lot of shit come out that we wish we would have known years ago. All of the corruption will ultimately be exposed. So that's on the one side.

On the other side, it's not just a global, public, digital ledger. You can think of it as a freely accessible, shared, smart database system. Of course there's going to be interest by everybody to be able to use a publicly supported system that's always on, always available. Now saying a smart database isn't a totally accurate description, but it's a way that I can describe it so that people can understand it conceptually. It's not technically a database, but if you think about being able to have contracts and have the contracts doing things and have code being run on your money. Just as an example, if you could put money in a bank account and it automatically was getting invested in the most secure investments that paid the highest interest around the world, would there be an interest in that? That's better than sitting in a dumb account that doesn't do anything.
As blockchains continue to evolve, I can't even imagine what the next generation is going to look like. They do these smart things, these escrow things, these contract things, you can even run code on them. You can store immutable documentation on them. Having access to this kind of transparent, dynamic, smart database is valuable. Very valuable. So it's no wonder that from a technical standpoint, we're interested in blockchain and the general public is going to understand more and more of the advantages of *distributed ledger technology*, which is a better term to use than blockchain.

7. How did the crypto world start to convince businesses to start accepting Bitcoin for payment?

Just like any other currency, once enough people believe in it, once enough people are willing to trade money for it, why wouldn't you accept it? I can take bitcoin and ethereum, and I have, and then sell it for Canadian dollars and use those dollars to pay my dollar denominated bills. I ran an event, and several of the sponsors wanted to pay hundreds of thousands of dollars in various cryptocurrencies. Well, why not? They paid in cryptocurrencies, I turned around and sold it, deposited the cash and used it to pay all of the expenses for the event. It's no different than if they offered to pay in yen or US dollars when I'm in Canada. It's not like they offered to pay in Uranium. That's a big point of cryptocurrency. Once it's accepted as being a store of value then it is a store of value. You can always exchange it for the a different unit of currency if that's what you need. I can't speak exactly on why the first businesses started to accept it. That's the tough part, getting people to that critical mass where there is always a buyer. Once you get to the point where there's always a buyer, then it's as good as any other currency.

8. What is the most difficult part of marketing Bitcoin and crypto in general?

Well, one of the most important things to remember is that Bitcoin is decentralized, so no one markets Bitcoin. No one marketed the internet, but as more and more companies started using the internet, they advertised themselves as having a dot.com and people gave value to dot.coms. So Bitcoin isn't marketed, it has some cheerleaders, but it isn't marketed. It's like asking what is the most difficult thing about marketing gold? It's out there in the wild, decentralized.

The most difficult thing about marketing crypto in general? Well for other cryptocurrencies, unlike Bitcoin, they have to establish their own use case: why do they exist, and what do they do that Bitcoin or Ethereum can't? What makes them special? You have to get that message across.

With our token UTHER Coin, it's special because it is the utility token that you need to operate in the Utherverse. Everything in the Utherverse, you buy and sell using UTHER Coin. So, we have a use case. You've gotta make the case for it, otherwise it's just like a fiat currency. You put it out there, and if people don't understand why they should own it, then owning it is gambling on a hope and a prayer. Sometimes that pays off. You don't hear about it when it doesn't pay off, but 1,000's of tokens fail because they simply can't establish a use case. The handful that are successful, you hear about, because people like to talk about how much money they made whether it be in a casino or in crypto.

9. What is the easiest part?

There is really no easy part in marketing a new cryptocurrency. I know so many people in companies that are panicked, because their coins go down in value, they make mistakes, they don't establish a user base or a use case.

If there was an easiest part, it's when you're marketing it to people that have made a lot of money in crypto. People want to double down and they want to win more. You're preaching to the choir. There's lots and lots of money in crypto. If you're good at social media, you can generate enthusiasm and you can sell people on a lot of stuff. But I am worried that in a lot of cases, the critical analysis isn't done by investors. They don't necessarily understand the use case and they can be deceived into believing that it's like Bitcoin and doesn't need a use case and then people stand to lose incredible amounts of money.

10. Bitcoin and crypto in general seem to be private, peer-to-peer payment systems. Isn't that just breeding ground for black market activity and money laundering?

No it's not at all. This assumption is rooted in disproven stereotypes about cryptocurrency. This is a false narrative. Cryptocurrency is traded on a public ledger which means every movement of every coin is tracked and the record is kept for anyone to be able to look at for all time. It's the worst way to move and launder money and to do black market transactions–cash is the best for that.

Pablo Escobar buried fortunes of money all over Colombia. At one point you could randomly dig and unearth $10 million dollars in cash way before cryptocurrency existed because cash is not traceable. On the other hand you see these big crypto hacks that happens where a bunch of money is stolen but that's it, you can't cash that sh*t out.

These crypto hacks result in crypto assets ending up in a wallet and law enforcement agencies all over the world have that wallet on a list. Any place that money goes–any transaction with those assets–is flagged. Decentralized does not mean untraceable.

11. What marcom tactics have worked in the past for Bitcoin and cryptocurrencies today? (Brand advertising, direct response, SEO, influencers, PR and publicity, etc.)

Bitcoin is the original crypto asset but there was never and currently is no marketing for Bitcoin because it is completely decentralized. Bitcoin organically grew synonymous with cryptocurrency–like Kleenex and tissue paper. When it comes to other cryptocurrencies like, if it's a major cryptocurrency, what's worked are two things; because it is an improved technology
over Bitcoin or an improved technology over other crypto currencies. For example, Ethereum is faster and cheaper and smarter than Bitcoin.

The top three factors for the success of a coin are the technological upgrades from previous cryptocurrencies, influencers in the space that are adopting and advocating for that coin, as well as the utilities. If you create a new blockchain like Ethereum and that blockchain has better functions, it's faster and cheaper, that's a great use case. Ethereum caught on because of the improvements. When you're talking about something like THETA, they have a whole technology stack behind it that has optimized bandwidth. That business model backs that currency. When you have a great use case business model that really works, the currency will catch-on and take off.

When stuff like that happens, influencers talk about it. That's how crypto news gets spread. Other forms of MarCom work for crypto-services and crypto-companies such as Crypto.com, an exchange that ran ads during the most recent Super Bowl. Crypto adjacent companies are using other traditional MarCom tactics.

12. What marcom channels? (TV, social media, news stories, etc.)

Social media influencers share crypto news, this is the best and most common way for coins to gain traction. Advertising and publicity campaigns are not common practice for cryptocurrencies.

13. How do you segment and target the market?

Segmenting and targeting the market really depends on the fact that not all cryptocurrencies are the same, as a matter of fact none of them are. If you have a specific use case for your currency, it can stand out. For example, I invested in a cannabis cryptocurrency because cannabis companies in the United States face so many banking obstacles - from processing credit cards to having bank accounts. Therefore, there is a use case for cannabis cryptocurrency that can serve cannabis companies. A cryptocurrency like THETA has a use case because they optimize the utilization of otherwise dormant bandwidth and computing resources. Basically, the market segment depends on the use case and nature of your product.

14. What is the difference between marketing Bitcoin 5-10 years ago and marketing newer cryptocurrencies today?

Nobody marketed Bitcoin per se. It naturally and organically gained popularity because it filled a need. Nonetheless, the difference in marketing now from years ago, is that there is much better understanding and more widespread adoption of cryptocurrency than there was 5 to 10 years ago, so now the marketing doesn't need to educate viewers about what crypto is as much as it now needs to explain the specific use case for different crypto currency, why it has good prospects and why people should buy it, own it and use it.

15. Feel free to add anything else relating to the marketing and popularization and Bitcoin in the past and other cryptocurrencies today.

It is almost financial malpractice to not have a crypto currency wallet on your phone and not to have engaged in at least one transaction where people by at least, if they can afford it, $500 dollars worth of Bitcoin. If you can't afford $500 worth of Bitcoin, it is suggested to buy at least *some* Bitcoin. This is not financial advice, this is about educating yourself. Buying some Bitcoin is going to teach you a huge amount about what cryptocurrencies are all about and how they work on a practical level. Crypto is here to stay and like all transformative technology, it's really best to understand it early before it becomes too late. My suggestion is to learn what a wallet is, how Bitcoin works and how you can buy it. This is an action towards educating yourself on what transactions will be like in the future, it is a small price to pay and it's likely that this will put you at an advantage. Get in now, learn it now.