

Business Type: Mining Business

Business Objective: Increase Web Traffic

Funnel: Search Engine → Click on best results → Read Blog → Email Sign up

WINNER'S WRITING PROCESS

Who am I talking to?

- Men in their 40s-50s with 20+ years of experience in the mining sector.
- Earn over \$100k and serve as strategic developers or board members in mining, tech, healthcare, and aerospace.
- Strong belief in ESG practices and interest in sustainable operations.
- Focused on mineral exploration due to current commodity shortages.
- Typically born in first-world countries (e.g., USA, Canada, UK) and are university graduates.

Where are they now?

Current State:

- Highly aware of the role of commodities like gold as a hedge against economic uncertainty.
- Frustrated with slow progress in sustainability and greenwashing by major mining companies like BHP and Rio Tinto.
- See untapped opportunities in value-added production and battery materials, crucial for EVs.
- Believe in shifting focus to domestic manufacturing and refining within Australia for economic and environmental gains.

Dream State:

- Want major mining companies to embrace sustainable practices aligned with global climate goals.
- Desire investment in EV battery materials and other green technologies.
- Hope for stronger domestic production capabilities to support long-term economic growth.
- Seek credible and measurable climate action plans that include emissions reductions and decarbonization.

Roadblocks:

- Slow adoption of green technologies by major mining companies.
- Greenwashing and lack of transparency in sustainability efforts.
- Insufficient investment in infrastructure, especially in refining and battery materials.
- Weak regulatory frameworks that do not fully enforce economy-wide emissions reductions.

Solution:

- Push for aggressive investment in green technologies and renewable energy by mining companies.
- Adoption of science-based targets and transparent decarbonization plans.
- Encourage agile, startup-like approaches for faster adaptation to market shifts.
- Extend regulatory mechanisms like the Safeguard Mechanism to ensure broader emissions control.

Product:

- Sustainable investment opportunities that align with ethical and financial goals.
- Interest in gold as a stable store of value, but with a focus on ethical sourcing.
- High demand for critical minerals like nickel and lithium for the EV industry.
- Preference for mining practices that adhere to strict ESG standards.

What do I want them to do?

- Recognize Earthstone Mining as a leader in sustainable and ethical mining practices.
- Trust in Earthstone's long-term financial growth and potential in the critical minerals market.
- Align their investments with Earthstone to balance financial returns and sustainability goals.
- Commit to investing in Earthstone Mining through direct equity, partnerships, or supply contracts.
- Engage with Earthstone's vision for sustainable mining and attend related events and presentations.

What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

What They Need to SEE:

- Data-backed proof of Earthstone's commitment to ESG principles and sustainability.
- Clear market insights showing Earthstone's position in the critical minerals market.
- Transparency through third-party certifications and credible emissions targets.
- Strong leadership showcasing Earthstone's vision for sustainable growth.

What They Need to FEEL:

- Confidence that investing in Earthstone will yield financial and environmental returns.
- Excitement about being part of innovative and sustainable mining projects.
- A sense of alignment with Earthstone's values and mission for a greener future.
- Urgency to act on investment opportunities due to rising demand for critical minerals.

What They Need to **EXPERIENCE**:

- **Searches Engine:** Searches for the reasons why minerals are decreasing
- Looks at credible resource based on top 5 on his screen
- **Clicks on attractive:** compelling title and description on google
- Reads the blog (content)
- First gets connected on the same level of why resources are decreasing
- **Reads why:** they are
- Ask himself how would this be
- Asks himself top best mining companies that are giving him issues on his returns
- **Sees opportunity:** with earthstone or seems interested
- Signs up for email newsletter
- **Email news sequence triggered**

They need to **experience** that the blog is talking about their specific situation (inclusive).

They need to **feel (believe)** that Earthstone Mining is an opportunity to invest for potential or at least get interested on the sideline (Email Newsletter).

They need to **see** that the numbers for demands don't lie and have many opportunities with us based on returns.

How Sustainable Resource Development Shapes the Future of Critical Minerals

Bruce Bennett, Chief Executive at Earthstone Mining:

"This journey involves decarbonizing our operations, creating transparent supply chains, and driving climate change progress."

Why Sustainable Resource Development Matters Now More Than Ever

The need to decarbonize industries and build transparent, ethical supply chains has never been more urgent. **Critical minerals** like gold, tantalum, and columbite are essential components in technologies that are shaping a low-carbon future.

From electric vehicles to renewable power grids, these materials are at the forefront of the energy transition.

Tackling climate change requires measurable action across Scope 1, 2, and 3 emissions, focusing on initiatives like **green hydrogen**, renewable energy projects, and integrating **zero-carbon extraction technologies**.

Increasing Demand for Critical Minerals

As electrification and sustainability advance, the demand for critical minerals will only grow. Global infrastructure, particularly in renewable energy and electric vehicles, relies heavily on these materials.

The race to net zero not only accelerates responsibilities but also increases the value of **critical minerals**, positioning Earthstone Mining as a leader in delivering long-term returns.

Commitment to Transparency and Modern Slavery Statements

Transparency is fundamental to Earthstone Mining's operations. We ensure that customers have access to clear ESG metrics, tracking everything from carbon footprint to ethical sourcing.

This commitment aligns with **modern slavery statements** and sustainable resource development. For us, transparency is not just a buzzword; it's a tangible part of how we operate.

Impact on the Share Price of Earthstone Mining

Investors today demand more than financial returns—they seek growth that aligns with sustainable practices. By prioritizing **climate change progress** and investing in renewable energy and ethical mining, Earthstone Mining is positioned to deliver superior returns.

As we enhance transparency and advance our decarbonization goals, we anticipate positive movement in our share price, driven by sustainable growth.

Learn how sustainable resource development in critical minerals like gold and tantalum drives climate change progress, enhancing strategic insights for informed investors.

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