

# THE DIGITAL GOLD RUSH

**Mining the miners:  
Who is the miner and who is doing the mining?**

## How did Amazon and Google become so big so quick?

Might be they know something about the difference between mining the miners and the art of mining.



## What does Levi Strauss and Google have in Common? They knew where the true gold was.

There is not much difference between the Gold Rush era and today's digital gold rush. Except that maybe there could be a lot more winners if only you knew where to mine or better still if you knew where the real gold was. Lets see if we can help you find the real gold and stay away from fools gold.



## Let's Go Back in time To California's Gold Rush Era

During the California gold rush (1848-1850) over 300,000 people migrated to this vast, lawless land each hoping to get their own little piece of this incredible deposited discovery. However, the profits of the merchants and suppliers far superseded that of the miners due to their resourcefulness and exploitation of the worker's needs.

## Fast Forward 150 Years

Fast forward 150 years later in the same state only this time in a garage in Menlo Park. Larry Page and Sergey Brin, two PhD students founded Google, which is now the world's most used search engine.

Let's compare the Internet to the American River; the two young men are the wild cries of Brannan and Google is the equipment store. The Internet quickly recreated the frenzy of the gold fever.

Mining for digital gold became about getting your hands on the tools necessary to propel your business into the top search results.



## Using The Internet To Mine For Business Success

In order to be successful, businesses must leverage all available digital channels to connect with their customer base. Digital marketing services offer essential technological equipment. Their support and guidance truly are the light at the end of the tunnel, flooding in the light of a more promising business strategy.

**Levi's**

## Introducing Levi Strauss

In order to connect our two historical events, we can look to a man whose company was born during the gold rush and still exists today in our technological era.

This man was not only a pioneer in the fashion world but also the perfect example of how using opportunities rather than just taking them can create a longer lasting impact.

## How Jeff Bezos Is Leveraging The Digital Age To Mine For Success

Another man who has basked in the splendour of the golden rays of economic bliss is Jeff Bezos, founder of the technology giant, Amazon. He is classed as the first centi-billionaire and is one of the richest men in the world.

While some businessmen were out there merely chiselling at the boundless opportunities of this new digital age, Bezos got out his hydraulic drill and was blasting at the rocks of the internet mines.

By July 2018 he was worth almost 140 billion. So, whether you start with a small glass jar of nuggets, savings from parents, in a garage or a store in an old mining village; it's about what you do with it.

It's about taking one small nugget and making it a pile. Bezos never stopped mining; he went down every tunnel and into every field of digital marketing and really has struck gold.



## So what does this mean for your business?

To become a millionaire mogul you need rich determination and a second to none support system.

To mine the economic treasures of our global golden markets you need steely grit and a go-getter mentality. You can pick and chisel and dig away but if you just turn back and give up you might never know you were about to hit the jackpot. Perhaps you were only ever an inch away.

## The Numbers Don't Lie

Brannan, Levi Strauss, and Jeff Bezos 140 billion USD 1995-2020 (25 years) / Samuel Brannan - made 120k USD daily as profit from the miners during the gold rush. Levi Strauss became a global brand turning over 5.8 billion dollars.



## Striking Gold In Today's Digital Gold Rush

Whether it's looking at the major merchants of the gold rush or the technology giants of our times, it is clear to see that proper tools are absolutely vital in order to achieve greatness.

So the question is; you have the idea but are you ready to leverage the digital marketplace and the support that's available to you? Are you ready to realise the world of opportunity that the digital gold rush presents to business owners?

If you read this and want to move out of the real of being a miner talk to us today.