

How to Get Big Links



Lisa Myers
CEO, Verve Search
@LisaDMyers



How to get BIG Links

@LisaDMyers

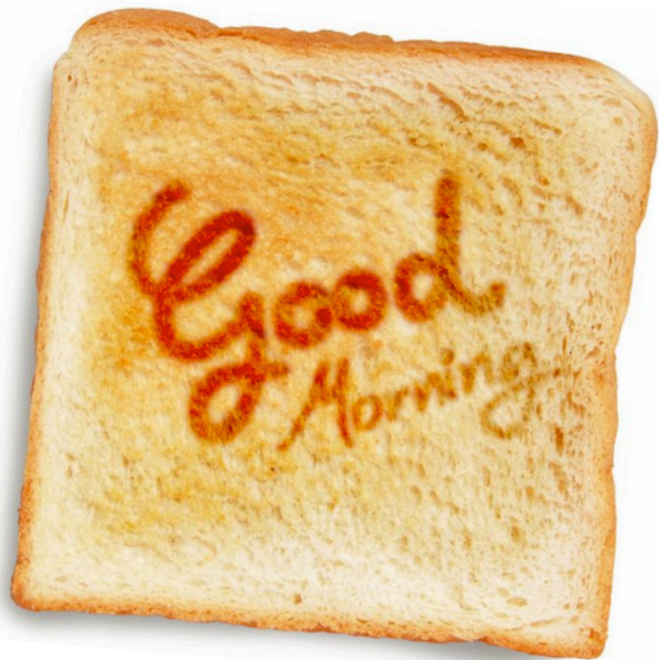
#MozCon

66 campaigns!

350 ideas

What does that say about us?

We come up with A LOT of SHIT Ideas





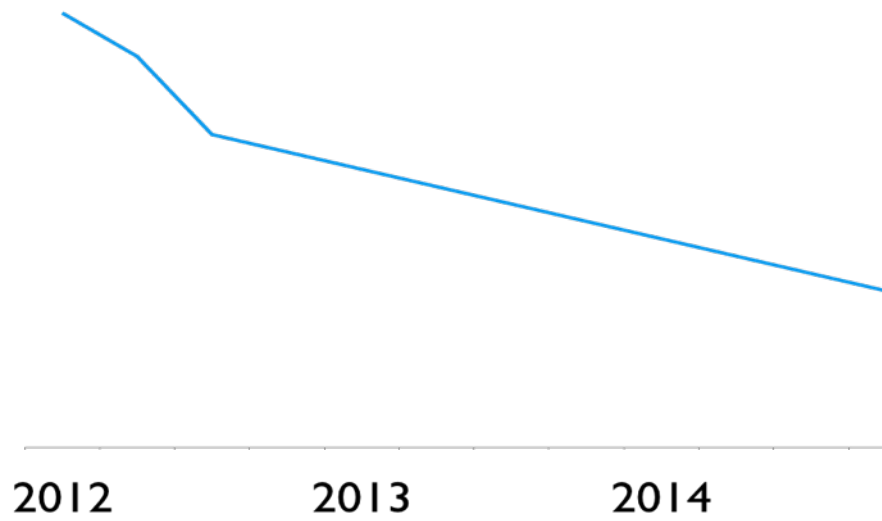
*You have to be willing to come up with
SHIT ideas in order to come up with
GREAT ideas!*

Don't be afraid to fail!

I'm going to make **YOU** good at **FAILING**

It's January 2015..

There had been significant changes in Google's algorithm, especially related to link quality!





TECHNICAL ENERGY INFORMATION

THE ELECTRICITY DELIVERY AND ENERGY ACT OF 2005

TECHNICAL ENERGY INFORMATION

THE DEATH PENALTY

THE DEATH PENALTY IN THE UNITED STATES

DEATH PENALTY

THE ELECTRICITY DELIVERY AND ENERGY ACT OF 2005

TECHNICAL ENERGY INFORMATION

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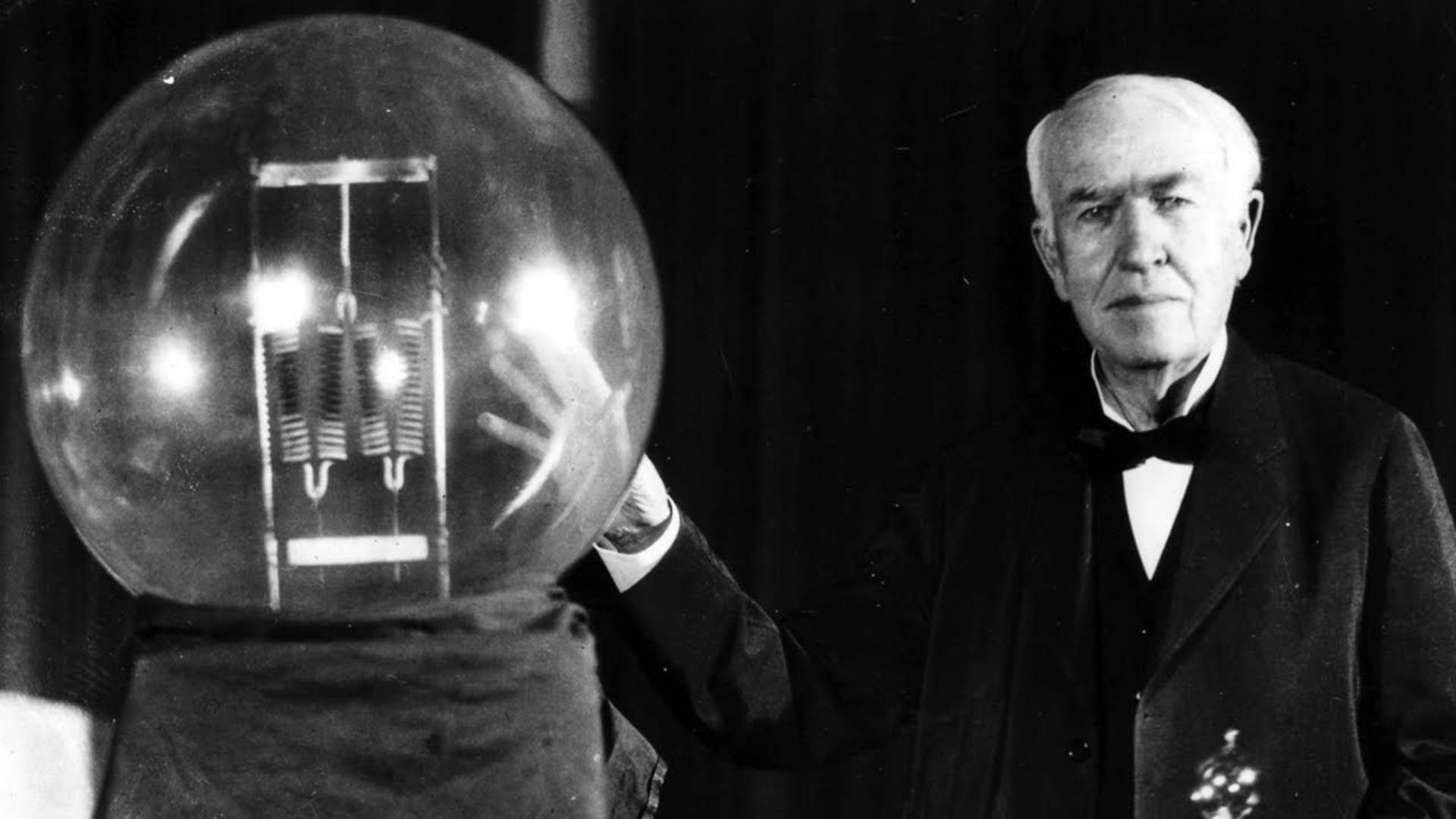


WE THINK LIKE

50s AD EXECES & EXECUTE LIKE GEEKS





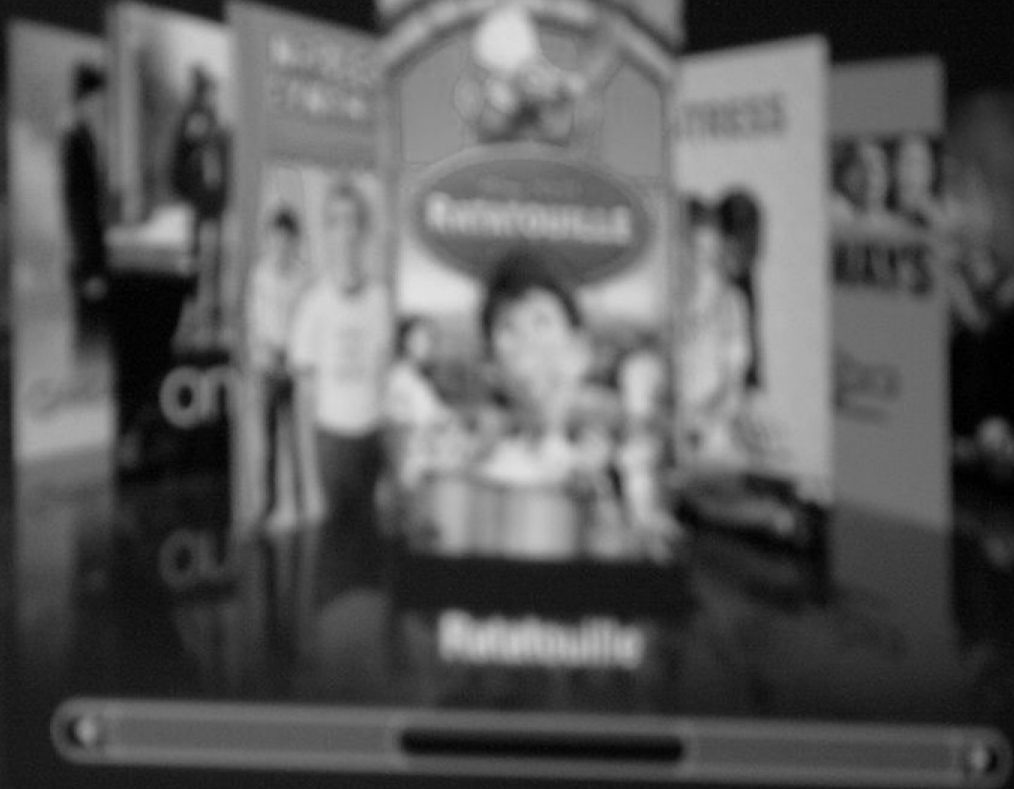


Music Videos
Audiobooks
Podcasts
iPod Games
iTunes Latino
iTunes U

TOP SELLERS



1. [Cover]
2. [Cover]
3. [Cover]
4. The [Cover]



More Search
Account
Buy iTunes Gift
Redeem
Support
My Store
Complete My Store
iTunes Plus

TOP RENTALS

1. [Cover]
2. Transformers: Return of Optimus Prime
3. Napoleon Dynamite
4. [Cover]



404

creativity not found

~~a creative~~

Innovative

Innovative

/'ɪnəveɪt/

verb

to take something and make it better



Jaws in Space



GRUBHUB

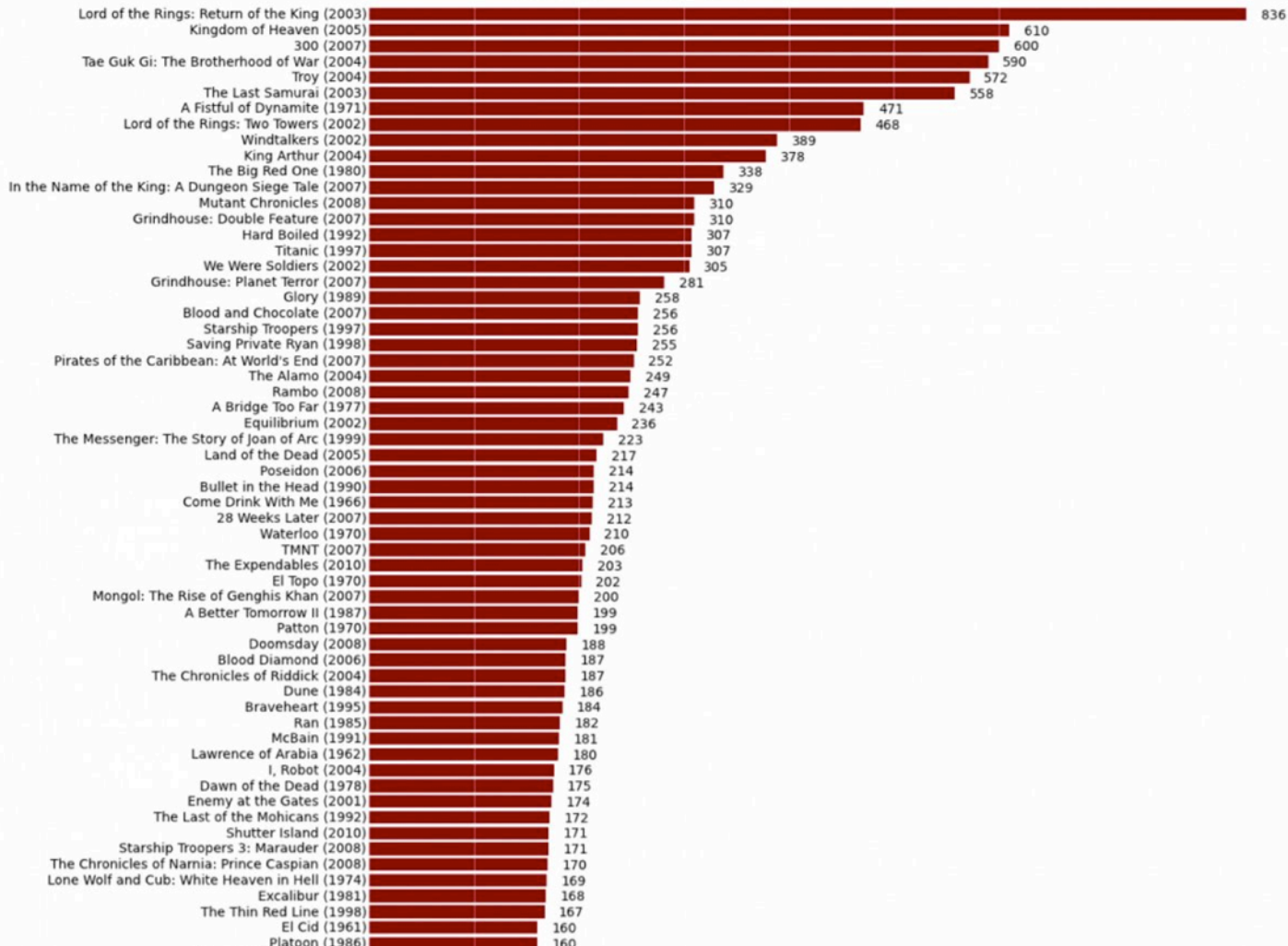
UBER for



Find Something that *Nearly Worked*



100 deadliest films by on-screen kills



= DIRECTOR'S CUT =

= DIRECTOR'S CUT =

TOP 10

EXPLORE DATA

Body Count

#1 **GUARDIANS OF THE GALAXY** PG-13

DEATH COUNT

83,871 

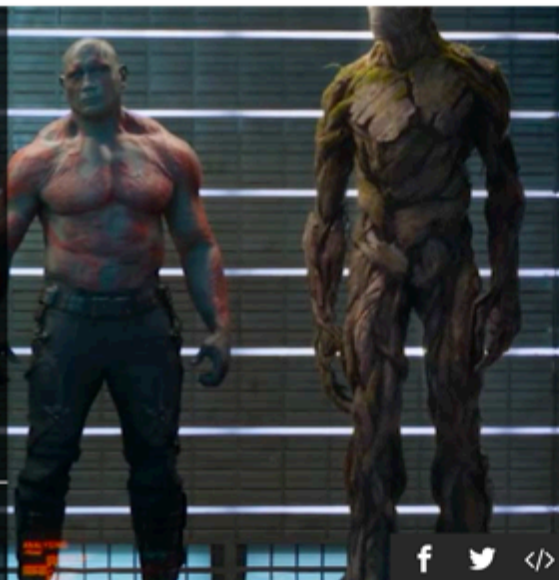
Director: James Gunn

Year: 2014

Rating: PG-13

Genre: Action | Adventure | Sci-Fi

When space bandit, Peter Quill, steals an orb belonging to a powerful villain, he finds himself being chased by relentless bounty hunters. Under less-than-friendly circumstances, Quill meets four misfits and as he discovers the orb's true power, the intergalactic criminals have to come together to save the universe. The film has a whopping 83,871 deaths, ranking first by far. Did you know that before the final battle, the song Cherry Bomb was played on set as the characters made their entrances? Director, James Gunn, said it was to help the actors really get into character for the epic scene.



8.1

IMDb

91%

Rotten tomatoes

76%

Metacritic



DRACULA UNTOLD PG-13

5,687

THE SUM OF ALL FEARS PG-13

2,922

THE LORD OF THE RINGS: THE RETURN OF THE KING PG-13

2,798

300: RISE OF AN EMPIRE PG-13

2,224



Guardians of the Galaxy

Guardians of the Galaxy tops list of deadliest films with 83,871 fatalities

Three JRR Tolkien films also make the top 10, suggesting family entertainment is more perilous than horror movies

Catherine Shoard

@catherineshoard

Tuesday 4 October 2016 11.29 BST



Shares 11,958 Comments 159

Save for later



Destructive force ... Guardians of the Galaxy. Photograph: Sportsphoto/Allstar/Marvel Studios

Guardians of the Galaxy, the tongue-in-cheek superhero movie starring Chris Pratt, has comprehensively topped a study of the deadliest blockbusters, thanks to an especially bloody finale.

The film sees the killing of 80,000 Nova Corps pilots in one of its closing scenes, which takes its estimated on-screen body count to 83,871 - that's 78,184 more

Most popular



Trump or Clinton: who won the second presidential debate? | The Guardian panel



Donald Trump threatens Hillary Clinton with jail in second presidential debate



'I'm a gentleman': Trump menaces Clinton with imposing presence and brash insults



Guardian/ICM poll gives Tories 17-point post-conference lead - Politics live



Britain to push post-Brexit UK immigration controls back to Irish border



James Gunn ✓

@JamesGunn



Following

So I guess #GotG is now the deadliest film in movie history. By, like, a lot. Um, yay? 🤔



theguardian

Guardians of the Galaxy tops list of deadliest films with 83,871 fatalities

Three JRR Tolkien films also make the top 10, suggesting family entertainment is more perilous than horror movies

theguardian.com

RETWEETS

578

LIKES

1,519



6:30 PM - 4 Oct 2016



578



1.5K



2 hours of tweeting later...

It might help to read the article. You see over 80,000 ships actually explode on screen when the Dark Aster crashes through them.

Jacob Weiss @jacobweiss
@JamesGunn But I saw maybe a few dozen Nova Corpsmen die. I'm calling nothing on the accounting.

In reply to S. G. Lapras
James Gunn @JamesGunn Oct 4
@OGCLapras They're counting all those orcs as deaths if their deaths are onscreen.

In reply to Art Crowley Dan
James Gunn @JamesGunn Oct 4
@Art_Crowley The Kyn doesn't count as part of the total because they aren't onscreen deaths.

James Gunn @JamesGunn Oct 4
They're only counting ONSCREEN deaths, not seeing a planet explode. There are tons of movies where billions of people die, unseen.

Jacob Weiss @jacobweiss
@JamesGunn What about Alderson?

James Gunn @JamesGunn Oct 4
@TheNutsyAnby They're counting individual onscreen deaths.

In reply to Joshua Kline
James Gunn @JamesGunn Oct 4
@TheJoshAkins They're counting individual onscreen deaths.

In reply to Owen Reed
James Gunn @JamesGunn Oct 4
@OwenR What you feel is fine, but that wasn't what was counted.

James Gunn @JamesGunn Oct 4
I am still stunned every day that people comment on things with articles without reading them. Which, I guess, makes me the foolish one.

In reply to James Hurrell
James Gunn @JamesGunn Oct 4
@James_Hurrell Tell that to the visual effects artists working thousands of hours to create 80,000 tiny Nova Corpsmen (oh, no, not at all).

In reply to Thomas
James Gunn @JamesGunn Oct 4
@Thom19 They counted the individuals, but not the city (it's not individuals).

James Gunn @JamesGunn Oct 4
@MyyyyyyBoom

In reply to Ted Doughagan
James Gunn @JamesGunn Oct 4
@teddoughagan @wadjet666 @delvnd @eaherboard There

In reply to Henry Knowles
James Gunn @JamesGunn Oct 4
@wadjet666 @eaherboard They're only counting ONSCREEN, individual deaths.

In reply to Max Black
James Gunn @JamesGunn Oct 4
@Dylanmogh They're only counting ONSCREEN deaths.

In reply to Daniel Lencus
James Gunn @JamesGunn Oct 4
@DanielLencus They're only counting ONSCREEN deaths.

James Gunn @JamesGunn Oct 4
They're talking about actual onscreen, individual explosions. We see tons of planets explode in movies, even in the Collectors' museum.

Kevin Farrel @kevinfarrel
I feel like Alderson is getting short shrift here. twitter.com/jamesgunn/...

In reply to Scott Mendelson
James Gunn @JamesGunn Oct 4
@ScottMendelson @TheGMCConnors Yes, and I won a Fangoria Chainsaw award for most onscreen deaths that year. I'm detecting a pattern...

James Gunn @JamesGunn Oct 4
No.

Chase Whitcher @chasewhitcher1
@JamesGunn you first pplg! will top it! 🙌🙌

In reply to Jacob Weiss
James Gunn @JamesGunn Oct 4
@jacobweiss I think it's fair to trust my memory more. There are 80,000 CGI pilots onscreen when the Dark Aster crashes through the Nova Net.

In reply to Andrew Miller
James Gunn @JamesGunn Oct 4
@Amiller95 Yes

In reply to Matt Wipe
James Gunn @JamesGunn Oct 4
@MattWipe They're only counting ONSCREEN deaths.

In reply to Chris Tom Beagle
James Gunn @JamesGunn Oct 4
@ChrisTomBeagle @Smudge They're only counting ONSCREEN deaths.

In reply to Steve Stewart
James Gunn @JamesGunn Oct 4
@SteveStewart They're only counting individual onscreen deaths, not whole planets, cities, etc.

In reply to Andrew Miller
James Gunn @JamesGunn Oct 4
@Amiller95 @Guardian Not onscreen.

In reply to Kevin Kindy
James Gunn @JamesGunn Oct 4
@KevinKindy They're counting individual onscreen deaths.

In reply to James Perkins
James Gunn @JamesGunn Oct 4
@JamesPerkins They're counting individual onscreen deaths.

In reply to Grandel Spoke
James Gunn @JamesGunn Oct 4
@GrandelSpoke we made that many, yeah.

In reply to Zain W
James Gunn @JamesGunn Oct 4
@ZainW120 They're counting individual onscreen deaths.

In reply to Steven McCuen
James Gunn @JamesGunn Oct 4
@StevenMcCuen They're counting individual onscreen deaths.

In reply to Matt Wipe
James Gunn @JamesGunn Oct 4
@MattWipe not even close. They're counting individual onscreen deaths.

In reply to Jan Miller
James Gunn @JamesGunn Oct 4
@JanMiller They're counting individual onscreen deaths.

In reply to Brian Harts
James Gunn @JamesGunn Oct 4
@BrianHarts They're counting individual onscreen deaths.

In reply to Matt Wipe
James Gunn @JamesGunn Oct 4
@TheOxstar They're counting individual onscreen deaths.

In reply to M4ghj Espinoza
James Gunn @JamesGunn Oct 4
@M4ghjEspinoza They're counting individual onscreen deaths.

In reply to Dan Rodriguez
James Gunn @JamesGunn Oct 4
@DanRodriguez They're counting individual onscreen deaths.

In reply to Geoff Whiting
James Gunn @JamesGunn Oct 4
@GeoffWhiting They're counting individual onscreen deaths.

In reply to Brad of FrankenTex
James Gunn @JamesGunn Oct 4
@BradofFrankenTex They're counting individual onscreen deaths.

In reply to Brian Stokman Scott
James Gunn @JamesGunn Oct 4
@BrianStokmanScott They're counting individual onscreen deaths.

In reply to James Perkins
James Gunn @JamesGunn Oct 4
@JamesPerkins They're counting individual onscreen deaths.

In reply to Steven McCuen
James Gunn @JamesGunn Oct 4
@StevenMcCuen They're counting individual onscreen deaths.

In reply to Joel
James Gunn @JamesGunn Oct 4
@Joel They're counting individual onscreen deaths.

In reply to Franzen
James Gunn @JamesGunn Oct 4
@Franzen They're counting individual onscreen deaths.

In reply to Brian Dallas
James Gunn @JamesGunn Oct 4
@BrianDallas you exactly

In reply to Morgan
James Gunn @JamesGunn Oct 4
@Morgan They're counting individual onscreen deaths.

In reply to Scott Burn
James Gunn @JamesGunn Oct 4
@ScottBurn They're counting individual onscreen deaths.

James Gunn @JamesGunn Oct 4
@Gardian They're counting individual onscreen deaths.

In reply to Carlos M
James Gunn @JamesGunn Oct 4
@CarlosM They're counting individual onscreen deaths.

In reply to L. Grant Stuber
James Gunn @JamesGunn Oct 4
@PatrickHarris They're counting individual onscreen deaths.

In reply to Max Roberts
James Gunn @JamesGunn Oct 4
@MaxRoberts They're counting individual onscreen deaths.

In reply to Patrick H
James Gunn @JamesGunn Oct 4
@PatrickH They're counting individual onscreen deaths.

In reply to Struggle 99-10
James Gunn @JamesGunn Oct 4
@Struggle9910 They're counting individual onscreen deaths.

In reply to Dan Morahan
James Gunn @JamesGunn Oct 4
@DanMorahan They're counting individual onscreen deaths.

In reply to Eric Audford
James Gunn @JamesGunn Oct 4
@EricAudford They're counting individual onscreen deaths.

James Gunn @JamesGunn Oct 4
@AssessioZio They're counting individual onscreen deaths.

Over *700* links

Irish Examiner

 EXPRESS

THE INDEPENDENT



Digital Spy.

theguardian

NME



 CBS

YAHOO!

Aol.

THE HUFFINGTON POST

 IGN

Entertainment

RadioTimes

TimeOut


It became a twitter moment..



Shared over 48k times in 48 hours

Forbes 2017 Billionaires List: Meet The Richest People On The Planet

On the 30th anniversary of Forbes' guide to the world's richest, we found a record 2,043 billionaires - 233 more than a year ago. In total, they are worth \$7.7 trillion.

 **Kerry A. Dolan**, Forbes Staff



BILLIONAIRES LEAGUE



PERSONAL



NATIONALITY



COMPARISON



TRIVIA

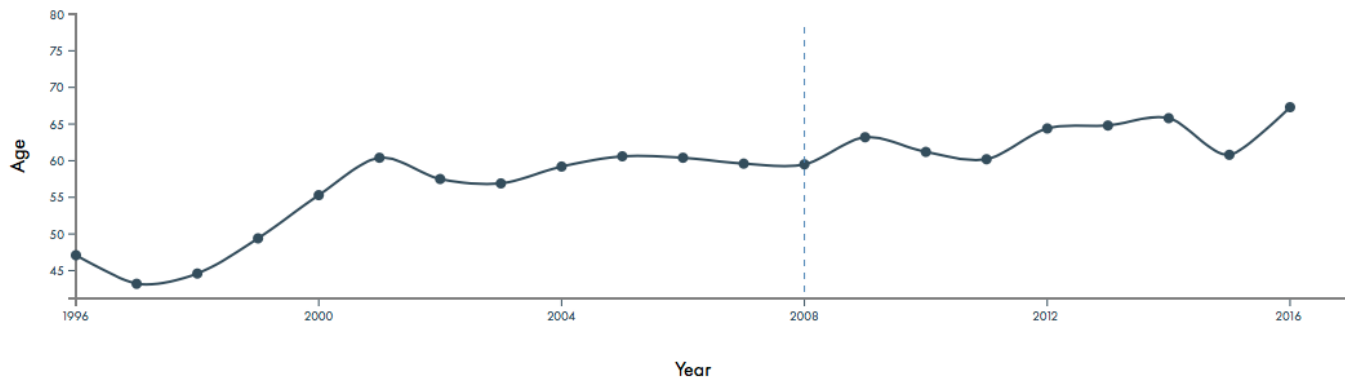
BILLIONAIRES LEAGUE

Billionaires are a rare breed, with less than 2,000 in the whole world. But how do they compare with one another? Which country has the most? Where did their money come from? How old are they? How many are women? How many dropped out of college? How many kids do they have? Find out all this and more using Gocompare.com's Billionaires League. Simply use the navigation menu to the left of the page to get started.



AVERAGE AGE

- Over the last two decades, the average age of billionaires has increased by 20 years.
- Combined with the self-made billionaires graph, it shows the lack of volatility in Forbes' Top 100 Billionaires – it's the same people, but getting older.
- If the trend continues, the average billionaire will be in their 70s by 2019 and over 100 by 2051.



Source: Forbes/GoCompare

■ Average age - - - - Financial Crisis

[i](#) [twitter](#) [facebook](#) [linkedin](#) [code](#) Embed this graph

97 links and >850K views

BBC

FT

The Telegraph

THE Sun

THE  INDEPENDENT

METRO

MailOnline

YAHOO!
FINANCE

 msn

Inc.

THE  TIMES

Mirror

Entrepreneur

BUSINESS INSIDER

Average age

Female Billionaires

Self-made Billionaires - % of Top 100

Self-made Billionaires - Net Worth

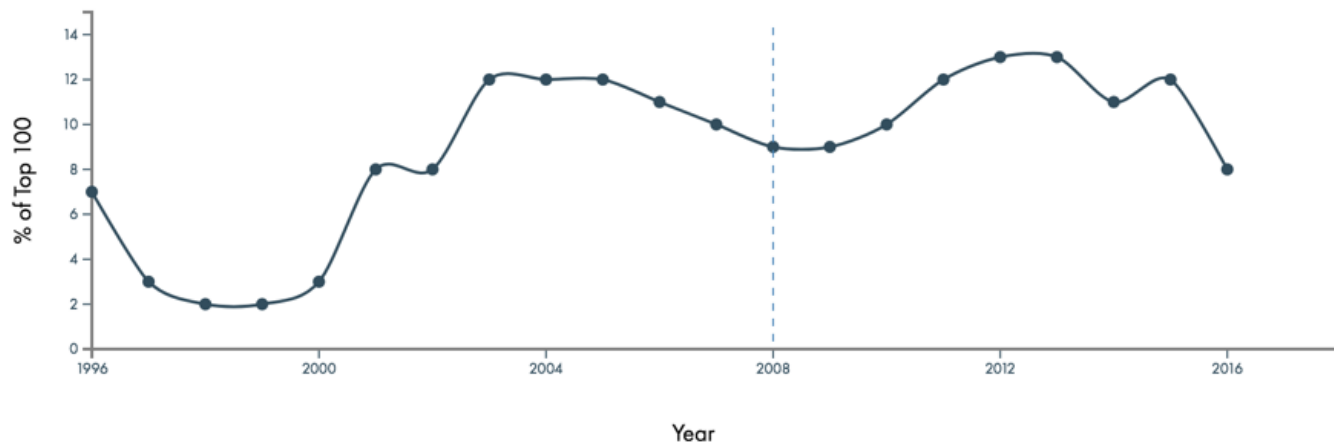
Marital Status

Number of Children

Education

FEMALE BILLIONAIRES

- The number of female billionaires remained stable throughout the crash and actually increased by 33% (from nine to 12) in the seven years following the crisis.
- The number of female billionaires has increased by 50% in the last two decades.
- The highest number of female billionaires (13) was recorded in 2003-04 and 2012-13.
- In the last 12 years, the number of female billionaires has dropped by 4.



Source: Forbes/GoCompare

Female billionaires

Financial Crisis

Over-invest in building formats
that could be used **again**

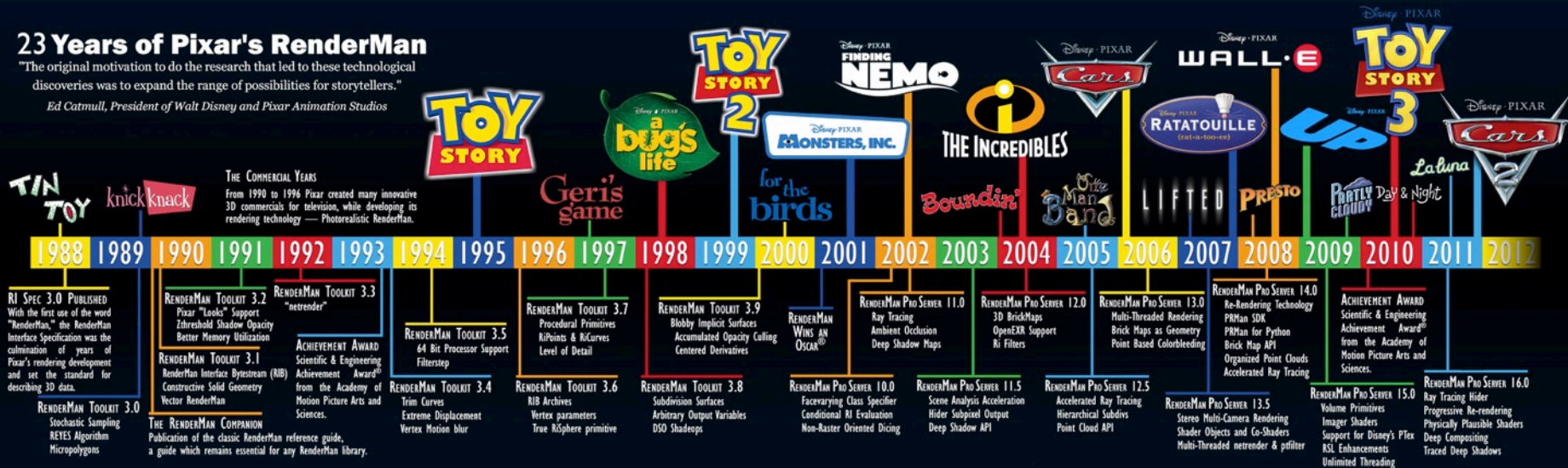
**FINDING
NEMO**



23 Years of Pixar's RenderMan

"The original motivation to do the research that led to these technological discoveries was to expand the range of possibilities for storytellers."

Ed Catmull, President of Walt Disney and Pixar Animation Studios



Louise (our Head of Production)





INDUSTRY



LEADERBOARDS



PLAYERS



GAMES



ESPORTS CHAMPIONS

With the League of Legends final drawing more viewers than the last game of the 2016 NBA Finals and total eSports prize pools exceeding \$93 million; gaming has transformed from a pastime to a profession.

For the elite, competitive gaming has become a profitable career, but what makes these players stand out in a league of their own? Discover just how much these gamers earn, where they're from and more in The Champions of eSports.

Billionaire's League for e-sports



TOP EARNING WOMEN

PRIZE MONEY BY GAME

PLAYER COUNT BY GAME

TOURNAMENTS BY GAME

TOP EARNING TEAMS

TOP EARNING PLAYERS

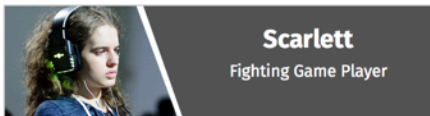
TOP FEMALE PLAYERS

TOP EARNING MEN

TOP EARNING WOMEN



TOP COUNTRY BY WINNINGS

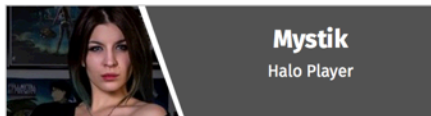
MOST PAID FINISHES



Scarlett



Fighting Game Player

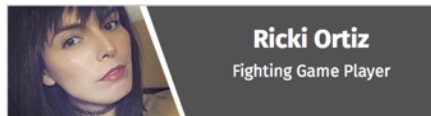
Name	Sasha Hostyn
DOB	14.12.1993
Country	Canada
Total Prize Money	\$171,256 (Over 5 years)
Tournament wins	20
Scarlett obtained \$100,000 in total prize money earned on July 27, 2014 with a \$2,000 cash prize from her 1st place finish at ATC Season 3. Prize money from 45 tournaments got her to that point.	
	



Mystik

Halo Player

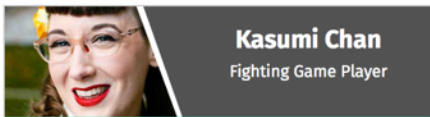
Name	Katherine Gunn
DOB	20.4.1988
Country	United States
Total Prize Money	\$122,000 (Over 3 years)
Tournament wins	1
Mystik obtained \$100,000 in total prize money earned on October 3, 2010 with a \$100,000 cash prize from her 1st place finish at WCG Ultimate Gamer Season 2. Prize money from 3 tournaments got her to that point.	
	



Ricki Ortiz

Fighting Game Player

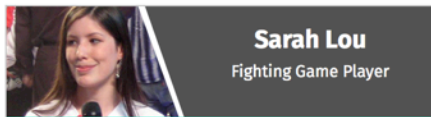
Name	Ricki Sophie Ortiz
DOB	-
Country	United States
Total Prize Money	\$80,380 (Over 13 years)
Tournament wins	8
The most money that Ricki Ortiz has won from a single tournament was \$60,000 from Capcom Cup 2016 on December 3, 2016. Her 2nd place finish makes up 74.65% of her total prize money won.	
	



Kasumi Chan

Fighting Game Player

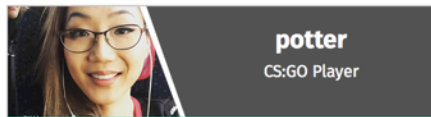
Name	Marjorie Bartell
DOB	-



Sarah Lou

Fighting Game Player

Name	Sarah Harrison
DOB	-



potter

CS:GO Player

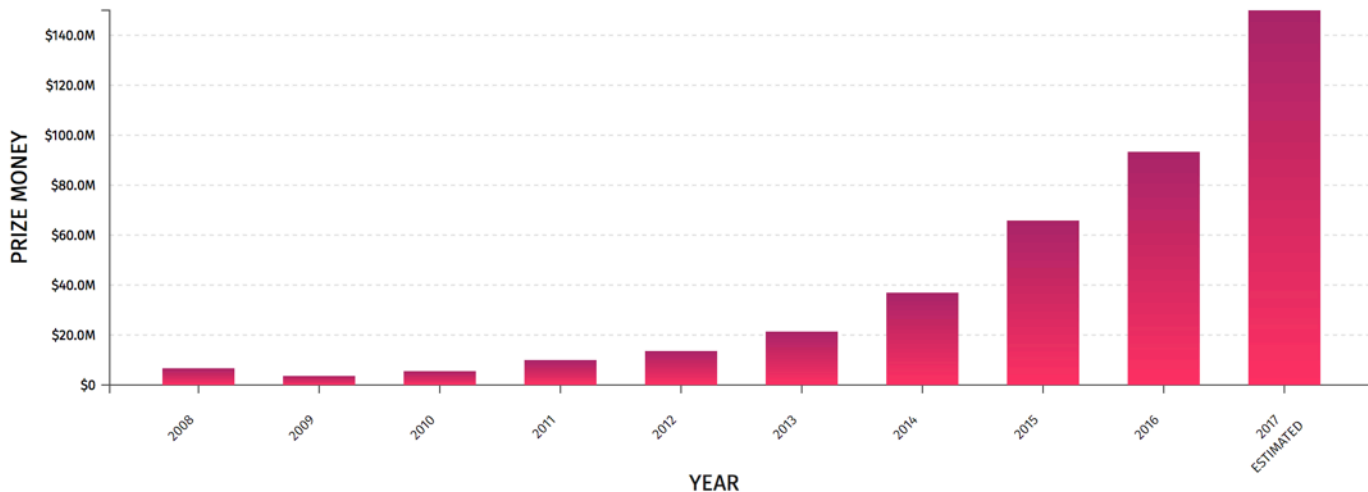
Name	Christine Chi
DOB	-





HOW MUCH PRIZE MONEY HAS BEEN AWARDED?

- From 2013 to 2016, the prize money awarded across all eSports games more than quadrupled (\$21.4 million to \$93.3 million).
- Projecting ahead to 2017, prize money could be set to breach the \$150 million mark, denoting an almost 100-fold increase from the 2003 figure (\$1.53 million).



VIEWERSHIP

PRIZE MONEY

NUMBER OF TOURNAMENTS

NUMBER OF PROS

AVERAGE TOURNAMENT WINNINGS

COUNTRY WINNINGS

PLAYER NATIONALITIES

PLAYER DENSITY

COUNTRY RANKINGS

198 links

> 190,000 Views



BUSINESS INSIDER

Mashable

YAHOO!

Jyllands-Posten

AFTONBLADET

Ekstra
Bladet

E24!



Malmö stad



Malmöhus slott - virtuell rundtur

Slott byggs, slott förstörs och i vissa fall blir de till museum. Malmöhus slott är ett av dessa. Gå omkring i Nordens äldsta bevarade renässansslott och kom närmare Skåne och Malmös historia med Expedias virtuella rundtur av Malmöhus slott.

[Utforska slottet](#)



2
1
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-1
-2

  Riddarsalen

86 Links

>25k Views

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Sweden

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EXPRESSEN 

SKÅNSKA 
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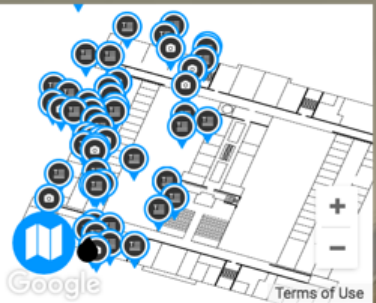
POLITIKEN



THE PRISON

Step inside the walls of the largest prison museum in Europe, which once held some of the worst criminals in the country. Experience life behind bars with Expedia's virtual tour of Horsens State Prison in Denmark.

[Explore](#)



Google

83 Links

>50k Views

POLITIKEN

TV2 ØSTJYLLAND^o

mental_floss

VisitDenmark



VisitOdder



VisitAarhus

Gera

(Developer)



Plain and Simple

Unknown Tourism

**Commemorating
The Wildlife We've lost**

A stylized illustration of a tropical landscape. The background is a light, muted green with soft, rounded hills. In the foreground, there are various tropical plants and leaves in shades of dark green and olive green. The overall style is flat and graphic.

Mauritius

Meet The Dodo
Our Friendliest Resident



New Zealand

Walk with the Moa
In the Land of Giants



223 links, including:

theguardian

The Washington Post

THE
HUFFINGTON
POST

BBC FOCUS
MAGAZINE

**POPULAR
SCIENCE**

BUSINESS INSIDER

 treehugger

GOOD

FAST COMPANY



Back from the dead: extinct wildlife as vintage posters



Back from the dead: extinct wildlife as vintage posters – in pictures

Matt Lindley's series Unknown Tourism commemorates lost species with posters inspired by 30s to 50s air travel ads

theguardian.com

RETWEETS LIKES

51

66



9:34 PM - 24 Sep 2016



51



66



Vintage style travel posters invite tourists to see extinct animals: [popsci.com/vintage-style- ...](http://popsci.com/vintage-style-...)
#BBCinbrief



RETWEETS LIKES

34

56



1:15 AM - 10 Sep 2016



34



56





 Follow

A bittersweet tribute to some of the creatures we've driven to extinction



Nostalgic Travel Posters Showcase Extinct Animals You'll Never Get To See

Rest in peace, Steller's sea cow.

huffingtonpost.com

RETWEETS LIKES

170

54



8:20 PM - 14 Sep 2016



170



54



 Follow

Nostalgic tourism posters highlight the wildlife you'll never, ever see



Nostalgic tourism posters highlight the wildlife you'll never, ever see

They're sad reminders of the extinct species that once inhabited our vacation spots.

washingtonpost.com

RETWEETS LIKES

67

70



The Observer

SNAPSHOTS Back from the dead

When travelling in New Zealand, Matt Lindley, a London-based marketer, started thinking about the flightless moa bird, which was endemic there until it became extinct around 1300AD. This gave him the idea for the series Unknown Tourism, which commemorates lost wildlife with vintage-style posters inspired by 30s to 50s air-travel ads. The project, commissioned by the travel site Expedia UK and illustrated by Jon Barmby, includes the dodo as well as bringing to light the unfamiliar galliwasp. "These posters are a fun, visual way to convey that information to a lot of people," says Lindley. "We felt many of these animals weren't getting the attention they deserved, so this was a way of paying tribute to them."

Cynthia Nzeh



THE STELLER'S SEA COW OF ALASKA Large water mammal from manatee family. Declared extinct in 1768.



THE DODO OF MAURITIUS The most recognisable extinct creature of all. Died out in the 17th century.



THE GIANT GALLIWASP OF JAMAICA A species of the lizard family. Became extinct about 1840.



THE MOA OF NEW ZEALAND Birds developed 'island gigantism'. They could grow to a height of 12 feet.

It was **even** turned in to a fan-made-mod for The Sims



People called our office wanting to **BUY**
the posters

Applaud Art Campaign to Spark Awareness of Endangered Species

Posted by Heather Daley



Target: Andy Washington, Managing Director of Expedia U.K.

Goal: Thank company for commissioning artwork that inspires people to think creatively about animal conservation and commemorate animals that have already gone extinct.

In an effort to raise awareness and funding for animal conservation, a travel company recently commissioned six vintage-style travel posters that beckon travelers to visit animals that have already gone extinct. Beyond having a hip retro design, the posters have started a conversation about currently endangered animals that are used to draw tourists to destinations. The exhibit is called "Unknown Tourism" and it was

Sign the Petition!

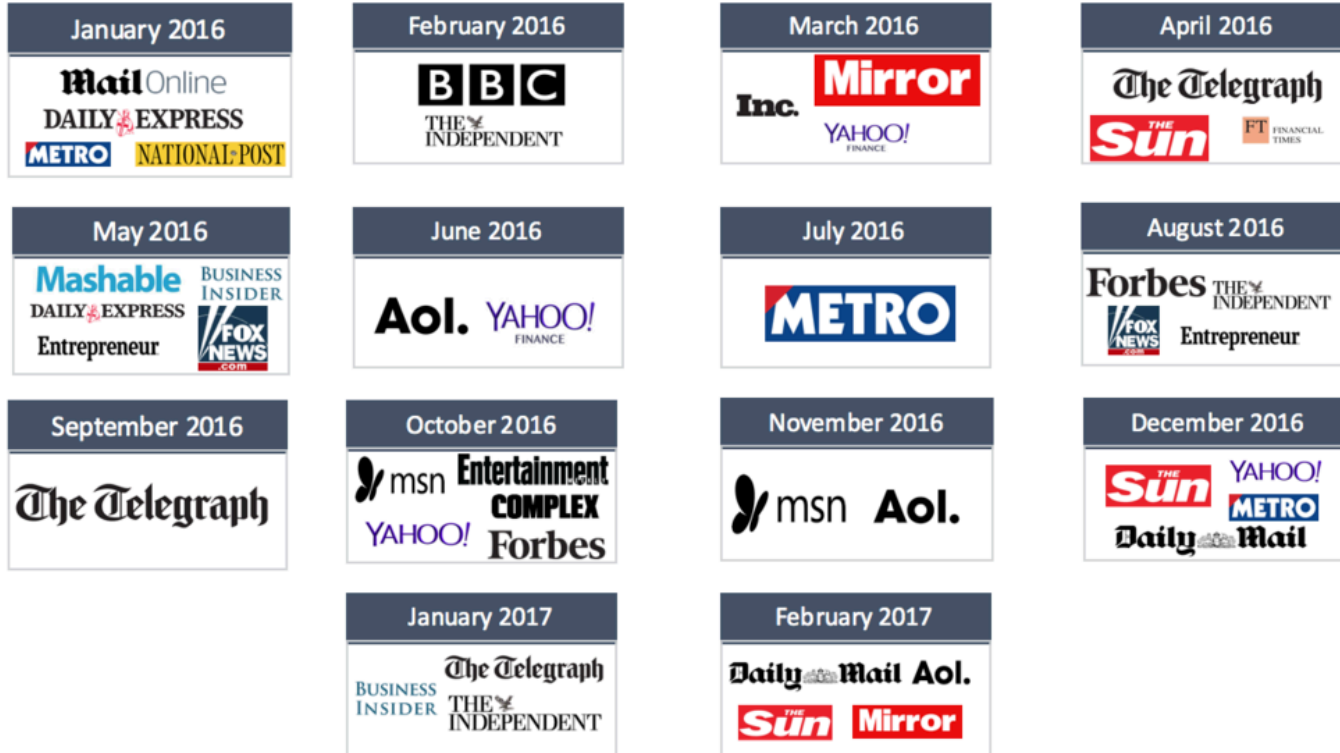
Share on Facebook

Only your name will be displayed. By signing, you accept our terms and may receive updates on this and related causes.

Sign Petition!

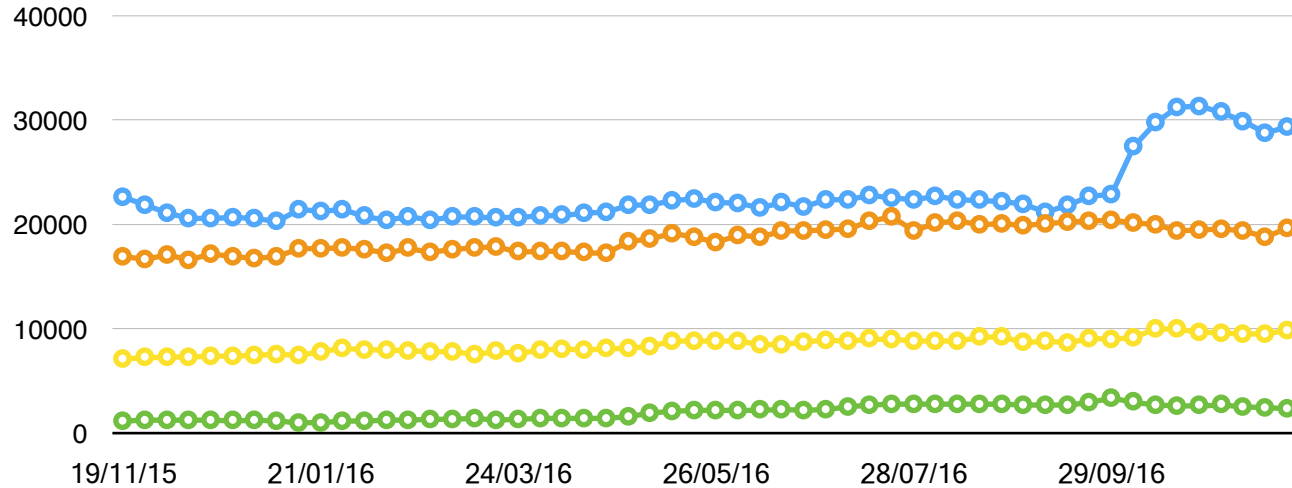
Over **1,100**
signatures!

Consistent Coverage



Yeah sure, cool campaigns.
But does it increase rankings??

46% Increase Organic Visibility



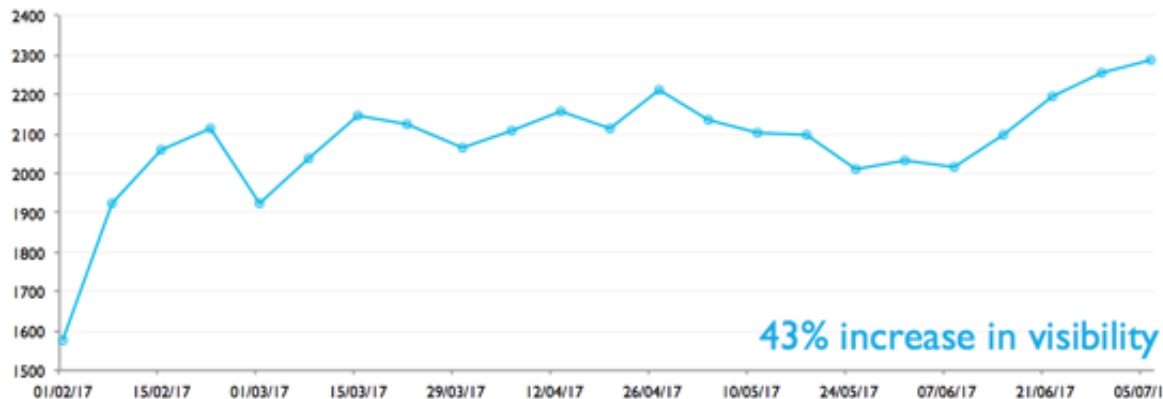
Site	Change
Expedia Finland	99%
Expedia Norway	38%
Expedia Denmark	30%
Expedia Sweden	16%

After 4 months:



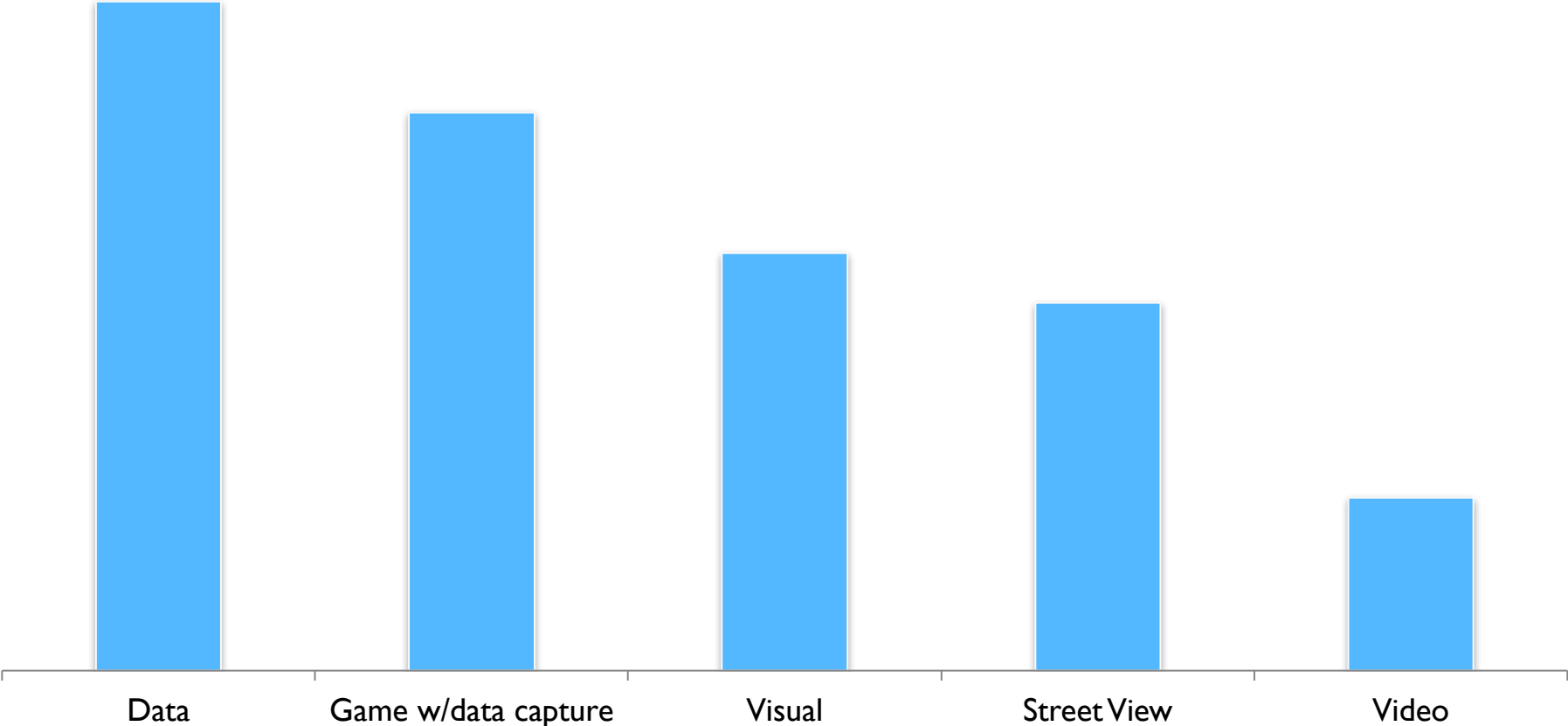
2 campaigns + outreach

“Contact Lenses” - Position 11 at start, now position 3



*I could tell you that we have figured
the magic formula for what **type** of
campaigns works*

Average monthly score by *TYPE* of campaign



Plump Attractive Chicken Vs Unattractive Chicken



Natural Chicken



Healthy

Tasty

Engineered Chicken



Tasty

Healthy

group 1

group 2

Both groups preferred the “Natural” Chicken



Neither group
justified their
choice based on
how they **felt**.

The two groups used the **OPPOSITE** reason
to justify the same decision!

This is called **Post-hoc** rationalization

Formats are just the vessel of the idea

Outreach



“What tools do you use?”
- Everyone

We use:



*You can't build a house by just holding
a hammer!*

It's easy to get seduced by process

*Like believing there is a optimum way of
writing outreach emails*

*“Keep your outreach email short and snappy”
- Every SEO ever*



James Congdon <james.c@vervesearch.com>

to andy

3/1/16



Hi Andy,

I apologise for the length of this email, there are literally **dozens** of hooks here and I have outlined them individually below with their own sub headings below in addition to the intro.

Take a look at this: <http://www.gocompare.com/money/billionaire-league/>

Imagine being able to look at the **top 100 billionaires in the entire world for the last 20 years** in order to see how the landscape has changed for them, their wealth, industries and their countries - to tell evolutionary stories if you will..

a. What if we told you we can prove conclusively that the number of self made top 100 billionaires is dropping fast compared with twenty years - begging questions of modern entrepreneurialism, or that the number of female top 100 billionaires has risen rapidly in recent years - by **50%** in two decades and **33%** since the recession fact?

b. What if we said we knew which **top ten universities** are most likely to make you a top 100 billionaire, and **which degrees** are most likely you to get you to the top of the world's richest? We have the full data for this.

c. Which top 100 billionaires have never dropped off the list? There are ten individuals who defied recessions and competitors to remain firmly on the top 100 lists for 20 years running - want to know who they are?

c. What about the education? Would you be interested to see what degrees and universities unite these guys? Or even more interesting, how many of them actually received no higher-education at all or dropped out. Interestingly, **25%** of these supreme business people dropped out of education completely before making their wealth and science based degrees appear to be most popular.

d. How do industries stack up: Or what if we were able to show you how top 100 billionaires from the same industries stack up in wealth and how this has changed over twenty years? (Zuckerberg, Gates and Bezos in the tech arena and Bloomberg and Murdoch in the media realm)

e. It's in the stars: We bet you didn't know that Aquariuses are far more likely to make it to become a top 100 global billionaire or that Cancerians are least likely to ever make it onto the coveted list of ultimate moguls.

f. What about the fact that although the **US reigns supreme**, Germany and Russia nip at its heels in terms of the sheer number of top 100 billionaires over twenty years, as well as the total net worth of the ultimate moguls who are from these countries - but how does this look in graph form?

What am I offering?

There have been countless studies of individual additions of the Forbes top 100 lists, but Imagine being able to look at the **top 100 billionaires from the last 20 years** in order to look closely into how things have changed for these supreme moguls in the last two decades - evolutionary stories if you will. This is what makes this piece 100% unique and what sets it apart from other standard pieces on the topic.

This is a **fully interactive** piece that tells some fascinating stories that have been developed from the information that we have gathered from **every single top 100 billionaire** that has made it to the list since **1996**. Take a look here: <http://www.gocompare.com/money/billionaire-league/>

We understand you may not want to embed a piece, but the headlines below could make for great standalone pieces. I have divided the hooks into trivial and more serious hooks so that you can scan read them, because I know you will be swamped - this is why I would be extremely honoured if you were to give this some time (please forgive the audacity).

Below I will outline an incredible mix of Trivial/entertainment focused and serious business hooks....

These news hooks include (there re a lot here and have all been given sub headers)

Trivial findings (there are far serious hooks below)

It's in the stars

.Aquariuses are far more likely to achieve status as a top 100 billionaire when looking at all of them and Cancerians are least likely.

The Bald Truth

The number of billionaires who are bald has risen dramatically potentially implying that bald entrepreneurs are more likely to make it to the coveted list.

Does Family life make the ultimate business man (or woman)

88% of these ultimate billionaires are married, begging the question as to whether significant others offer much needed support for success.

Almost a quarter (**21%**) never had children but a **further quarter (25%)** had as many as 4 - does avoiding starting a family lead to greater success or does a large family actually aid it?

Education

First up, I have the data that shows which universities are most frequented by these top 100 billionaires, and also have a full list of what they studied. incidentally, Bachelor and Master of Sciences are without doubt the most popular degrees amongst these supremely successful people. I can send you the sheet.

1. An entire quarter (25%) are college dropouts or received no higher-education at all
2. 23% obtained a Masters (16% higher than the US national average)
3. 47% have obtained a Bachelors (19% higher than the national average)
4. 6% have a Doctorate (3% above the US national average)

More serious but equally fascinating headlines

A. Self-made top billionaires are dwindling

The number of self-made billionaires has dropped 10% on 1996 - does this reflect the state of modern entrepreneurs?

B. Which top 100 billionaires have defied recessions and competition to remain firm on the list for 20 years without ever dropping off? There are ten people who have managed this.

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B. Which top 100 billionaires have defied recessions and competition to remain firm on the list for 20 years without ever dropping off? There are ten people who have managed this.

C. How much money have these guys gained in twenty years?

In 1996 the **top fortune** from the list **was \$18.5 billions**, Bill Gates was holding that wealth back then, with **that** same wealth you **would** only **make it to position 50 in 2015**.

D. Average age: The average age of top 100 billionaires has dropped 5 years in 12 months - but how else has this changed over time?

E. Females break the glass ceiling

Females in the top 100 are breaking the glass ceiling: the number of female billionaires **has risen 50% in 20 years and 33% since the recession**.

F. America reigns supreme when it comes to top 100 billionaires but who follows?

The total net-worth of American billionaires in Forbes Top 100 has increased by a staggering 641% in the last two decades.

- Since the financial crisis, they have defied the downturn, increasing total net worth by 90%

G. Which nations (in terms of their top 100 billionaires) defied the recession and which were hit hardest? But more than that, which made the best recovery?

British top 100 billionaires defied the recession: The UK came out of the crash strongest in terms of net worth lost, losing the least and even gained a billionaire - they increased their overall net worth by 185% in the 8 years following the crash.

Russia was hit hardest (losing 85% of its net worth), but made the quickest recovery - a staggering 486% increase in the 8 years after the crash.

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H. What countries have most billionaires?

Of course US leads the way with 40 billionaires (up from 29 in 1996), but Russia and Germany nip at its heels but with markedly less (8 for Germany and 6 for Russia) while China has 4 - the United Kingdom has 3 (pretty impressive given that it's the smallest).

I. Murdoch's phone hacking may have stunted his financial growth while Presidential links may have accelerated Bloomberg's

When looking at the media giants (Murdoch Vs Bloomberg), Bloomberg's 33.5bn eclipses Murdoch's 13.9bn. Other things to come out of the comparison between these two:

- Murdoch lost half his wealth to the recession while Bloomberg increased his wealth by **45%** in a single year after the recession and by 218% in the 8 years after the crash. **Was this down to the fact he was frequently suggested by the media to be in the running for a strong presidential campaign around this time? figures would suggest so.**

- We could also feasibly suggest that the phone hacking scandal could well have stunted and limited Murdoch's recovery from the recession, because again, the figures and tie in dates would suggest so (phone hacking findings came to a head in 2011).

J. How do the supreme mogules from certain industries stack up?

From Bezos and Zuckerberg in the technology arena and how they compare in wealth over time, with the Google founders and even the ultimate tech Daddy that is Bill Gates, through to the media giants like Murdoch and Bloomberg and how external factors such as phone hacking as Presidency links have stunted or accelerated their wealth over the last two decades.

Let me know what you think. If it helps I can send you a fact sheet answering all of the questions so that it is all there for you. Please also let me know if you aren't sure how to use it. I would also be happy to supply you with imagery or content if you need.

OMG WHAT? RIGHT.



Andy

to James, Julia, me 

Hi James,

You've got my attention with this brilliant release. Wish all PRs sent something like this.

I've cc'd our money team because I think there may be something in it for them.

Cheers

Andy



M Money ▸ Billionaires

Meet the university dropouts who became billionaires - what the world's richest people have in common

A study of billionaires over 20 years reveals that many took a detour from the traditional career path. This is what they have in common

f t G+ p SHARE

COMMENTS

BY JULIA RAMPEN
12:24, 2 MAR 2016 | UPDATED 12:59, 2 MAR 2016

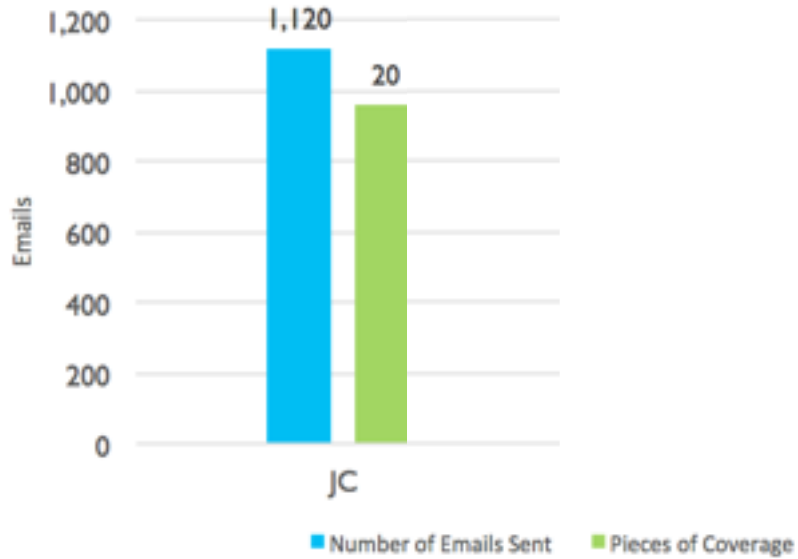
MONEY



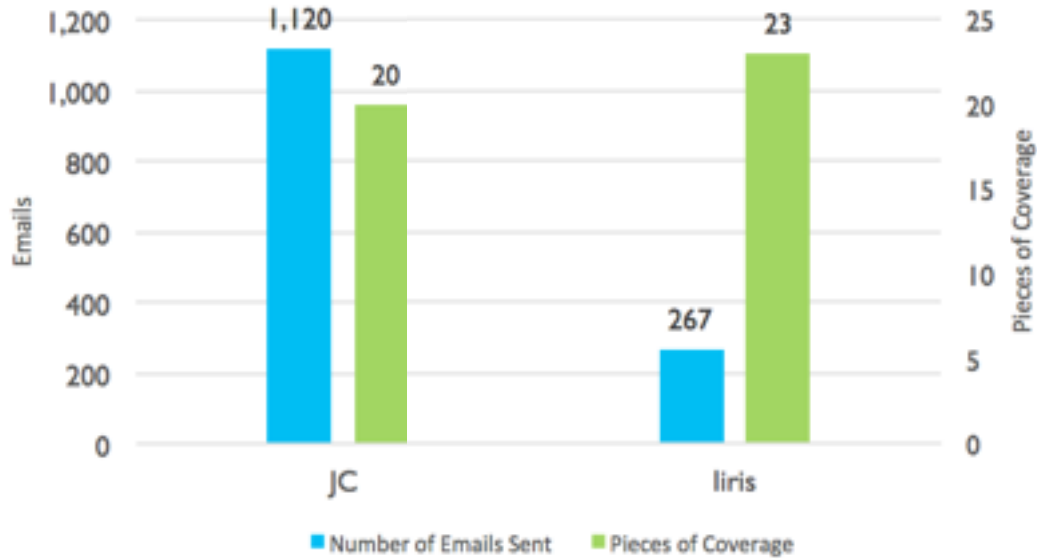
Facebook founder Mark Zuckerberg dropped out (Photo: Reuters)

There are many ways to get to the same result

Emails Sent vs. Links



Emails Sent vs. Links



Outreach is about **PEOPLE**



It's about Mindset

GRIT

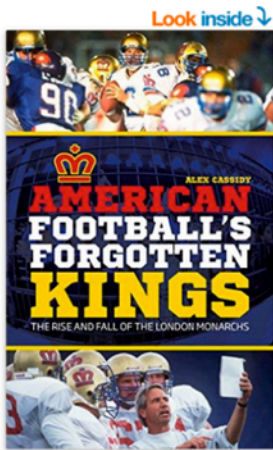
(passion + perseverance)





TIFFIN





American Football's Forgotten Kings: The Rise and Fall of the London Monarchs

Paperback – Illustrated, 16 Sep 2015

by [Alex Cassidy](#) (Author)

★★★★☆ 7 customer reviews

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In 1991, their very first year of existence, the London Monarchs won the first World Bowl title at Wembley; though just seven years later the team had folded and swiftly disappeared from the sporting public's consciousness. *American Football's Forgotten Kings* recounts the true story of

Now that's GRIT

*Realised that CVs were a shortcut
to missing the talent we needed!*

HOW they think

To interview for the right mindset
– ask different questions!

What browser do you use?



There is no one shape, no one way!



Listen differently

Encourage people to be **MORE**
of who they **ARE**



OLIGEN FÖRSTÄM
dreamcatcher

BASLÄGER
🌲🌲🌲

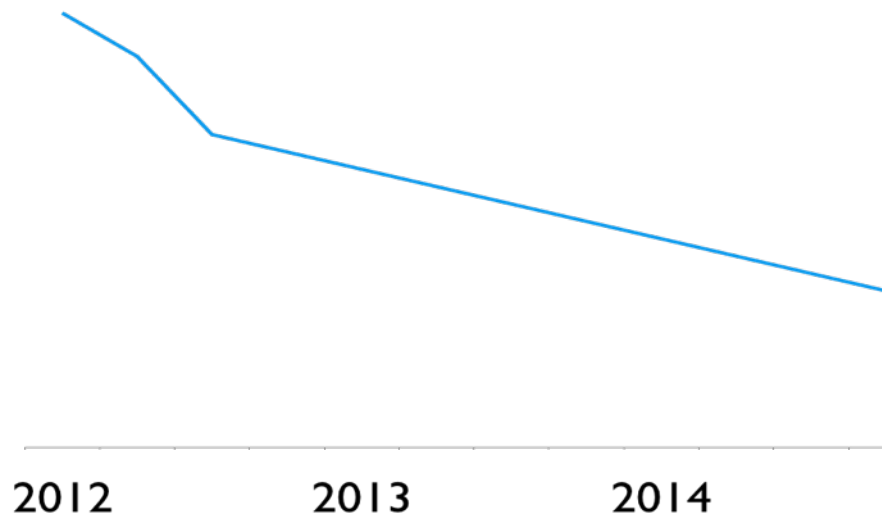
Chic

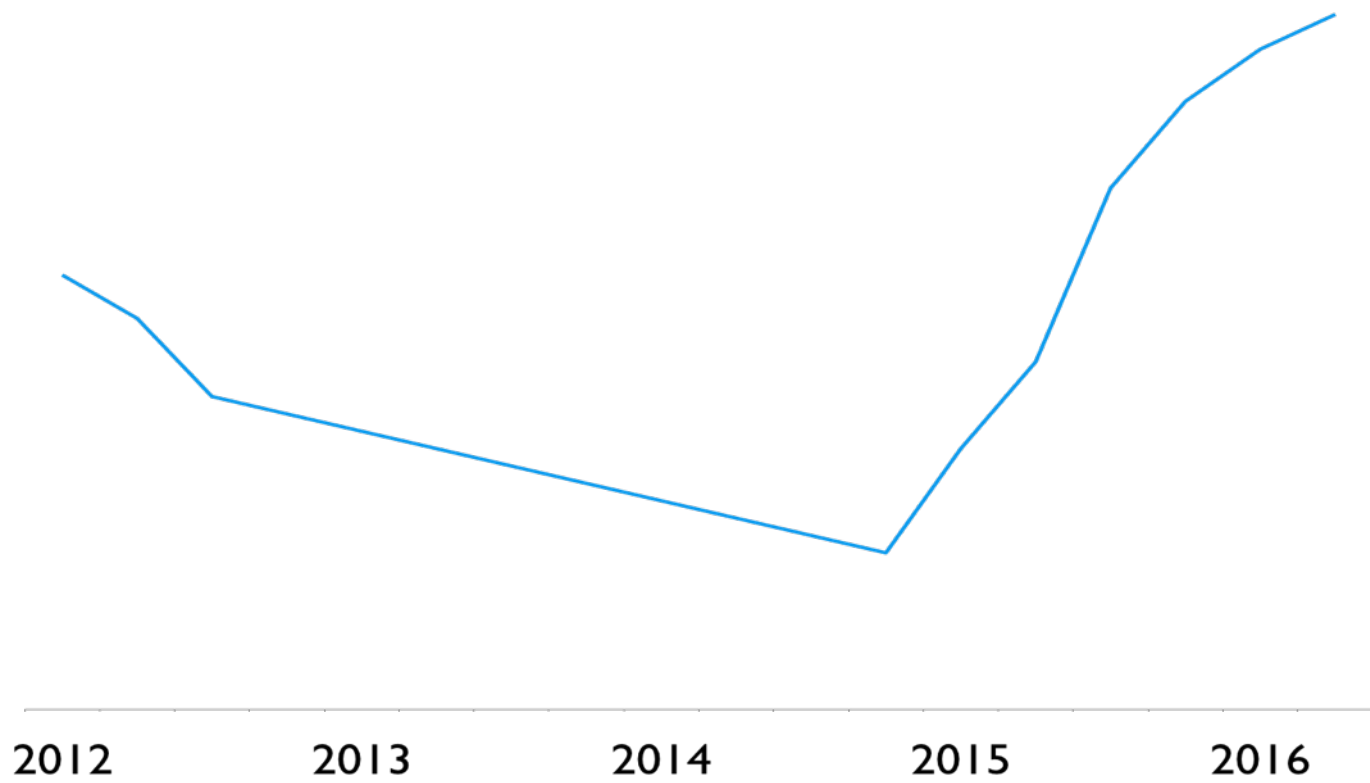
Culture is not created by everyone behaving
the same way



YOU are NOT a monkey!

Do not take on or inherit behaviors that you do not understand or want.





Thank You!

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@LisaDMyers



Thank You

Lisa Myers
CEO, Verve Search
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