

Selling Yourself

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Types of Profitable Information

- *Art.*
- Software.
- *Mined Data.*
- *Services.*

I Sell Information

- *Art*: Novels, popular science books, paintings, photographs.
- *Software*: Programs involving chaos and cellular automata.
- *Data*: Blogging, anthologies, webzine.
- *Services*: professor, lecturer, and consultant.

Why Give Away Art?

- *Upgrades.* Hope to sell commercial version.
- *Branding.* Build the value of your name, leading commercial offers for your services.
- *Immortality.* Authors want to be read. An ebook is immortal.

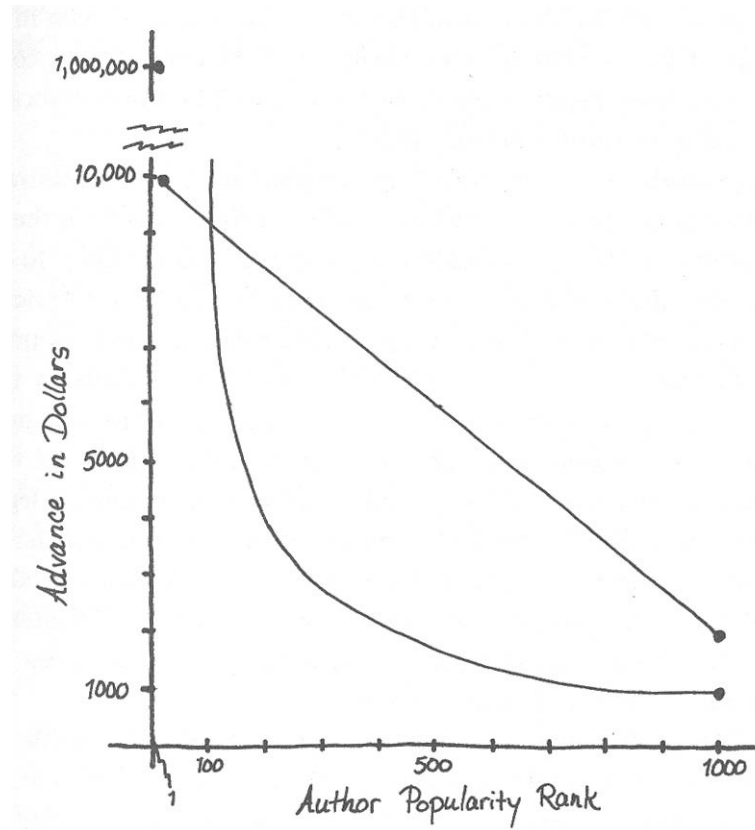
Why Free Software Download?

- *Trial basis.* Stops working unless license is bought.
- *Upgrades.* Extra features at a cost.
- *Ads.* Carries commercial advertising.
- *Branding.* Build large user-base.
- *Sellout.* Entice venture capital.

Future of Software

- Wetware
- Tasteware
- Moodware

Inverse Power Law



Long Tail Not Our Friend

- Most creators get paid very little
- The tail cuts off, so many earn nothing.
- An inescapable Law of Nature

Data

- Travel suggestions, restaurant guides.
- Current market values.
- Aggregator sites and search engines.
- Social sites where users provide the content.
- Automated or user-made. Modest AI.

Services

- Performances and shows
- Lectures, classes, and consultations.
- Physician or a financial consultant.
- Tailored to the individual user.
- AI can't do this yet.

The Lifebox

- Place a very large amount of text online in the form of articles, books, and blog posts.
- Provide interface for accessing this data base.
- Emulates a person.
- A little more AI still needed.
- And then you can sell yourself online.

Links

- Prototype of my lifebox
www.rudyruicker.com/blog/rudys-lifebox/
- *The Lifebox, the Seashell and the Soul* book
www.rudyruicker.com/lifebox
- Home Page
www.rudyruicker.com
- Blog
www.rudyruicker.com/blog