



**COUNTERMARKETS**  
Trends & Strategies for Maximum Freedom

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**COUNTERMARKETS**  
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## **TRENDS & FORECASTING**

### ***Universal Green Healthcare: Rationed Services, Eugenics and Eco-Fascism***



**By Nicholas West**

Consternation is still raging around who will be installed as the U.S. figurehead for the next four-year cycle. There are, of course, many valid signs that point to tampering and corruption, but what should one really expect to take place within an entirely

illegitimate system? That said, should Biden finally be crowned the victor (and it now appears he shall) we will likely see a further surfacing of trends that have long been at play in the darker depths of the swamp where these ideas have been germinating for many decades.

It is, in fact, the perfect time for a proper spokesperson to take the helm and openly share this long-standing ideology with the world. And by spokesperson I don't mean someone who can speak, as that's clearly not the case with Biden, but rather someone who will offer a warm welcome to a cohort able to give full voice to the idea of technocratic collectivism.

This appears to have already begun in earnest. Under the rubric of a plague where the peoples of the globe are being at once united, then pitted against each other, we have entered a perfect state of chaos and breakdown where the individual systems of this ideology can coalesce.

The pump is being primed with a new coronavirus task force that is [filled to the brim](#) with Rockefeller Foundation health advisors and scientists, as well as an obvious return to the limelight for [members of the Council on Foreign Relations](#), which is significant primarily for how the messaging will be delivered to the media that it controls.

It has also been reported that John Kerry is poised to return so he can re-start U.S. discussions about being more cooperative toward the Paris Climate Accord. [Defense One](#) offers the following commentary which perfectly illustrates how an entire overarching agenda can be solidified under the current circumstances.

How the world recovers from COVID-19's economic damage could help drive a lasting shift in the global energy mix.

Nearly one-third of Europe's US\$2 trillion economic relief package involves investments that are also good for the climate.

Readers might recall the article I wrote in April at the beginning of this madness entitled, "Is A Dark Agenda Unfolding with the Merger of Climate Change, COVID-19 and Green Central Banking?" I placed COVID-19 as the linchpin with which all authoritarian rule could ground itself as it accelerated toward distinctly anti-human ends. This is now appearing more obvious with each passing day as we do in fact see that the lives deemed most worth saving – the elderly – are the very same group that has been incarcerated into facsimiles of concentration camps called [Long Term Care Facilities](#) where they are being cared-to-death in [far greater numbers](#) than normal, all attributed to the COVID itself that they were diligently promised protection from. The already fragile mental health of these inmates notwithstanding, at least one report has emerged of a victim outright calling [to be euthanized](#) rather than face yet another more stringent removal of essential rights, freedoms and contact from loved ones.

But despite the grim and lethal results on full display across the entire spectrum of humanity, consistent calls are being made to widen the scope of health administration to account for both the climate on one side, and the economic collapse on the other side of the COVID stake in the ground.

Let's examine how these components are set to be assembled in potentially very quick succession as we have been warned of a Dark Winter ahead.

I immediately took note toward the end of last month when I began to see simultaneous articles with an emphasis on the term Universal Green Healthcare. As it is currently being framed, this mission will result in a merger of progressively rationed services based on considerations of "the global public good," eugenics in at least a passive form if not becoming overt, and an eco-fascism driven by the mandates of a greener and more centralized economy where automation, A.I. and [blockchain tech](#) can properly flourish amid "precision medicine" and eventually an [Internet of Bodies](#).

October appears to have been a pivotal month as a raft of new globalist publications were released covering all aspects of The Great Reset. Most pertinent among them began on October 26th with a post in *IEEE Transmitter* entitled: "[Generation AI 2020: Health, Wellness and Technology in a Post-COVID World.](#)"

The global study focused on the shifting attitudes that Millennials have toward science and technology. This was a point of concern that I raised a while back when studies began to show that this age group was rejecting conventional politics in favor of more trustworthy scientific leadership, i.e. Technocracy. Having been weaned on digital conveniences, Millennials are apparently ready to take the next step by merging health considerations with technology to permit human population management. Once again, we see current conditions as offering additional persuasion for why *now* is a key moment to take the final leap.

A majority of those surveyed globally (89%) have at least some trust in robots to clean or sanitize public spaces such as a transportation center, movie theater, restaurant or school, before entering to ensure it is safe, with 44% having complete trust...

While 46% of respondents strongly agree (and 82% agree) globally that they would trust sensor technology to accurately indicate the flow of people in and out of public spaces...

Across countries, 71% agree they would not visit venues such as theaters until there is a wide distribution of an effective vaccine...

To foster health and safety, talking autonomous robots working alongside human waitstaff are being used in some restaurants to detect and monitor how far apart guests are and when needed, telling them to maintain social distance and stay six feet apart....

41% strongly agree that they are likely to listen to a robot.

Most striking is the fact that this group is perfectly willing to accept 6 key areas where these new systems can carry out health and wellness duties *for their own children*.

1. Telehealth and AI-Powered Nurses for Kids
2. 3D Printed Heart Implants for Children
3. Robot Surgery for Children and Chatbot Diagnoses
4. Self-Driving School Buses Provide Universal Stress Relief
5. Virtual Reality Visitation — Today and Tomorrow

## 6. Parents Welcome Robot Help with Child Care and Homework

On October 28th, the U.N. published “[Five Recommendations to Achieve Universal Healthcare, Tackle COVID-19.](#)” These recommendations target four of the cornerstone Sustainable Development Goals (SDGs) which have been promoted by the United Nations for decades. For those who might not be familiar with all 17 of these utopian promises, they have been enshrined in the following chart:



The pandemic, according to the UN, threatens to roll back key areas of progress, but Universal Health Coverage (UHC) could save the day, they claim. The five recommendations are a mash-up of nearly every point of concern for liberty minded individuals:

1. Urgently control COVID-19 transmission, including with stronger public health measures to reduce local transmission to zero, facilitate universal provision for COVID-19 testing,

- isolating, and contact tracing, and ensure access to care for COVID-19 patients to reduce deaths;
2. Protect delivery of other essential services;
  3. Massively expand access to new rapid diagnostics and treatments, and ensure future COVID-19 vaccines are a global public good with equitable access for everyone, everywhere, including through fully funding the Access to COVID-19 Tools Accelerator (ACT-Accelerator) and urgently addressing the spread of misinformation about vaccine safety;
  4. Achieve UHC by investing in core health systems functions that are fundamental to protecting and promoting health and well-being, and suspending user fees for COVID-19 and other essential health care; and
  5. Strengthen national and global pandemic preparedness and aim for healthy societies.

Ironically, or perhaps coincidentally, mention is also made about concern for refugees, of which there will now be far more of the economic variety following the collapse triggered by the lockdown policies endorsed by the U.N. and other centralized policy dictates.

Finally, on October 29th, the Director of the Institute of Global Health Innovation at Imperial College London, Ara Darzi, penned an article where he explicitly stated that [“Health leaders need to use their newfound fame to fight for greener healthcare.”](#)

As part of the aforementioned cohort now being given full voice, we have new scientific celebrities being revered, we are told, far

more than presidents and prime ministers in the new world of health religiosity.



Their newfound fame provides an opportunity. Few people are as trusted as health and scientific leaders. As a doctor and surgeon myself, I know we are in a unique position to influence patients and staff. Now that we find ourselves at the centre of global efforts to tackle the virus, **we need to extend our role to tackle the other great threat to our future – climate change.**

The merger of belief in the twin invisible enemies of climate change and COVID is further evidenced in the following passage by this supposed man of science. It reads more like liturgy.

There was a time when, for many working in healthcare, the climate crisis seemed far away. Now its impact is being seen

in hospital and clinic waiting rooms every day, with worsening cardiovascular disease, increased spread of infectious disease, climate-induced migration and multiple effects on mental health, especially in young people.

At next month's virtual World Innovation Summit for Health (WISH), which I chair, a panel of international experts will argue that by making the issue of climate change clear through the lens of human health, we can achieve more for health and climate justice together than would be possible by working for either alone.

By 2050, Europe could see an additional 90,000 deaths from heatwaves, and more than a billion people worldwide will be unable to work safely outdoors during the hottest month of the year. At the same time, climate change will have put some 200 million additional people at risk of malaria, and conditions will favour the spread of dengue, Zika and other diseases.

The pandemic demonstrates why waiting for the worst to happen is not an option – because by then it will be too late...

But it has also shown how we can have a better future.

Enter “Zero Carbon Healthcare,” the perfect conduit for the entire global village to collectively (and coercively) alter its behavior for the benefit of all.

**We need “climate-smart” healthcare** that simultaneously seeks to make health systems greener, more resilient and higher quality by minimising waste, building energy

self-sufficiency and switching resources from curative to preventive care.

Kaiser (Permanente) has done it through increased use of wind and solar power, intelligent lighting, investment in carbon offset projects, and the building of new facilities that are energy and water efficient. The company has now turned its attention to reducing emissions across its entire supply chain.

The foundation for these concepts – whether every adherent is aware or not – is rooted in population impoverishment and reduction, as I discussed at length in issue 33, “The Climate Death Spiral Has Nothing to Do with the Weather.” The overall climate, and now health, regime must necessarily be based on the restriction of free market forces and self-directed prosperity. Each time it is implemented, more taxation is introduced along the entire supply chain of human activity, leading to far more poverty and loss of life.

This type of passive eugenics is even more difficult to combat since the bodies are buried beneath flowery jargon, reams of statistics and various forms of subtle behavior modification like taxes and other “financial incentives.” But it all leads in the same direction as the more open eugenics of yesteryear if we can extrapolate even a little bit.

Given all of the above, here are some of the latest headlines worth considering as profound long-term trends that do not bode well for #SavingLives if climate policy entrenches itself into a universal green healthcare run by the same organizations directing the COVID response.

## World Food Program Director: 270 Million People Now “Marching Toward Starvation” In Wake of COVID-19 – *Planet Free Will*

Director of the WFP, David Beasley, who previously warned that the “cure” for the COVID-19 pandemic should not be worse than the disease, told the United Nations General Assembly on Friday that 270 million people are now “marching towards starvation” in wake of the economic effects of the pandemic.

“As I had warned the United Nations Security council back in April, that if we’re not careful the cure could be worse than the disease because of the economic ripple effect – if we don’t handle economic disruptions, supply chain disruptions, etc. ...” Beasley told the council.

## About 20% Of Americans Couldn't Get Needed Medical Care Due To Pandemic, Poll Shows – *NPR*.

“The number of people who've died at home in the last few months is much higher than the average number of people who die at home prior to the pandemic. Something is going on where patients are not coming in for care.”

“The estimate is that simply the one-year reduction in mammography and colonoscopy will create 10,000 additional deaths over the next few years.”

## Over Half of Young American Adults Now Live With Their Parents – *Zero Hedge*

And while the widespread effects of COVID-19 have yet to be fully captured, Visual Capitalist's Aran Ali notes that

young adults are already now living with their parents to a greater degree than witnessed in 120 years - surpassing even the Depression-era generation.

### [Half a million fewer children? The coming COVID baby bust – Brookings Institution](#)

The COVID-19 episode will likely lead to a large, lasting baby bust. The pandemic has thrust the country into an economic recession. Economic reasoning and past evidence suggest that this will lead people to have fewer children. The decline in births could be on the order of 300,000 to 500,000 fewer births next year. We base this expectation on lessons drawn from economic studies of fertility behavior, along with data presented here from the Great Recession of 2007-2009 and the 1918 Spanish Flu.

### [Climate ‘apocalypse’ fears stopping people having children – study – The Guardian](#)

People worried about the climate crisis are deciding not to have children because of fears that their offspring would have to struggle through a climate apocalypse, according to the first academic study of the issue...

Having a child also potentially means that person going on to produce a [lifetime of carbon emissions that contribute to the climate emergency](#)...

The number of people factoring climate change into their reproductive plans was likely to grow.

If we delve for a moment into the conspiratorial, one of the admitted “side effects” of the new experimental vaccine is [indefinite female infertility](#). And just today, *The Conversation* gave voice to yet another conspiracy theory straight from science fiction, “[Editing the DNA of human embryos could be used to protect us from future pandemics.](#)” Because the movie *Gattaca* was utopian, right? But just for good measure, it’s once again necessary because ... climate change:

A [recent report](#) by the UN Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) emphasised the [clear connection](#) between global pandemics and the loss of biodiversity and climate change. Importantly, the report delivers the grim future prediction of more frequent pandemics, which may well be deadlier and more devastating than COVID-19.

## **Closing Thoughts**

We’ve already seen the trend toward the collectivization of healthcare from the very outset of the COVID narrative, as the entire planet’s population was given a blanket set of rules and restrictions based on the threat to a single segment of supposedly vulnerable people: the elderly. And they are the ones dying in record numbers. This approach also set in motion the full power of the state to globally deploy its inefficient and costly bureaucracy both in literal monetary terms and in additional lives lost from its smothering nature.

Even though there is plenty of evidence to support a very literal death cult [overtly promoting eugenics](#), it is the passive form

embedded in policies of economic contraction based around the conjoining of health and climate that could be far more lethal.

The sick part of this new eco-fascism and burgeoning [Healthocracy](#) is how every failure of central planners serves to reinforce more calls for investment into concepts and systems that will further speed up the erosion of legitimate health and prosperity.

So long as overwhelming numbers of people continue believing in [The Most Dangerous Superstition](#) – government assistance – this trend will continue.

However, rather than demoralizing us, we must redouble our efforts by decentralizing fundamental systems like healthcare, expanding entrepreneurship, and continuing to promote individual critical thought.

The good news is that all of the plans for total control are out in the open now. Perhaps even the Qanon-ers and others who believe in a rider upon a white horse saving the day will see that it is instead a rider upon a pale horse coming over the horizon.

Given the aims of permanence that technocratic mad scientists and garden variety psychos believe is within their grasp, it has never been more important to life, liberty and the pursuit of happiness that we continue to forge ahead with vigor.



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## **ENTREPRENEURSHIP**

### ***Postmortem of CoinText***



**By Vin Armani**

This month, three years ago, I was actively building and testing the project that would become known as CoinText. For those who are unaware, CoinText was an SMS-based cryptocurrency

country that, at its peak deployment, was available in 40 countries. I say “was available” because a couple of weeks ago (as I write these words) we took the CoinText service offline.

As a whole, the journey of creating and operating CoinText was one of the most valuable learning experiences I have ever had. That journey informed my understanding of the global financial system, cryptocurrency, and agorism in profound ways.

This month, I am going to use this article to give a sort of postmortem of CoinText (the company) while sharing the lessons learned from CoinText (the journey).

The genesis of the idea for CoinText can be traced to conversations that Jeff Paul, editor of *Counter Markets*, and I had over the course of 2017. I had to set my Bitcoin (BTC) projects to the side in 2015 as the increasing fees made the business models I was exploring untenable. Jeff was still bullish on Bitcoin long term, expecting the USD exchange rate to go up significantly. He wasn't wrong in that regard. I have always been more concerned with building businesses using cryptocurrency, however, so my attention was primarily focused on Ethereum and that point and observing the explosion of use around the ERC-20 token standard (the “ICO” coin) in particular.

Projects like Swarm City, which sought to create a “decentralized Uber” running on Ethereum, captured my imagination. In fall of 2017, Jeff suggested that I take a look at Bitcoin Cash (BCH), which had forked from BTC a few weeks earlier, in August of 2017. When I did, I saw that the network had the low fees that had interested me back in 2014 when I first started developing applications for Bitcoin. It took me just a few hours to dust off my

old Bitcoin libraries and get them working with BCH. Jeff and I discussed what projects we might be able to do on this new network and settled on CoinText based on the popularity of SMS-based money transfer systems such as M-Pesa.

While building CoinText, from a technical standpoint, was relatively straightforward, figuring out what our level of risk was in our relationship with the state was a bit more complicated. I began reaching out to law firms that had backgrounds in cryptocurrency and money transmission.

Because CoinText uses a unique scheme to generate private keys “on-the-fly,” never storing them, and the servers then use those keys to sign transactions on behalf of the users, we saw that we were potentially in a gray area between being a custodial and non-custodial wallet. Luckily, we found Dave Berson to represent us and help us craft our product to be regulatorily compliant. His expertise was crucial for us to be assured that we were operating in a manner that was exempt from US money transmitter laws and we did not need any special form of permission or licensing from the state.

Had we gone in a completely agorist direction, this would have been where we stopped our relationship with government. We had a product which could generate revenue, and an available attorney if we needed to defend ourselves in court. We could likely have bootstrapped CoinText and kept it running, indefinitely, in at least a few major countries, supporting potentially millions of users while self-funding until we reached profitability or decided to shutter the project. That isn't the path on which we ended up traveling.

When we debuted CoinText in its public beta testing at the beginning of 2018, the buzz was significant. The crypto market was still in the throes of a bull market. Bitcoin Cash was gaining a rabid following, led by the marketing behemoth that is Bitcoin.com and its founder Roger Ver. The enigmatic Craig Wright and billionaire online gambling mogul Calvin Ayre (founder of Coingeek.com) were also going “all-in” Bitcoin Cash.

As the simplest way to onboard someone to cryptocurrency that has yet been developed, CoinText was the belle of the ball. Offers of investment and partnership began flooding in, including from the individuals already mentioned. We saw an opportunity to be able to devote ourselves full-time to CoinText and to Bitcoin Cash, which would give us the opportunity to scale faster and potentially reach a higher level of profitability than if we simply bootstrapped the project. We were, however, cautious and thoughtful about potential investors and partners. We turned down many offers.

Eventually, we found ourselves in conversation with David Johnston of Yeoman’s Capital. David is a highly respected “Crypto OG” who has a proven knack for being way out ahead of the crowd. He is the person who coined the term dApp (Decentralized Application) and can speak about the technical and economic aspects of cryptocurrency with an infectious charisma and positivity. David had a clear vision: give CoinText the capital to release in dozens of countries, supporting the native language and currency of every country. He believed the best path was to put down the global rails first and then bring on the passengers. Not only that, he (and a group of fellow investors that he put together) were willing to put their money where their mouth

was and support our team. We founders agreed to give this plan a shot.

Taking significant investment from many professional investors introduced risk from the state back into our project. If the agreement wasn't structured properly, we risked criminal prosecution under securities regulations. Again we reached out to Dave Berson, and he structured our business and the investment deal in a regulatorily compliant, industry standard manner. CoinText was now a project being run by SMS Software, Inc, a Delaware corporation.

At this point, there was nothing agorist about our endeavor. For the years to follow we would be paying taxes and fees, filing all kinds of paperwork, and tracking capital gains or losses of every fee we took for the service (even if a single fee itself was worth less than a penny). The tradeoff was that we founders were able to devote ourselves, full time to the project. For me, in particular, this meant being able to truly dig deep into Bitcoin. I will always be eternally grateful to Yeoman's capital for giving me that opportunity because the last three years have been absolutely transformative for me thanks to that exploration.

We built in earnest, and by the end of 2018, just six months after taking our seed round of investment, CoinText was live in nearly 40 countries in over 20 languages. We also had an agreement to be one of the first applications on WhatsApp Business. This would allow the use of CoinText by any of the over 1 billion users of WhatsApp. By spring we had tested this new service in such obscure locations as South Sudan. We finally would also be able to support India and Indonesia (which was impossible via SMS

due to regulations in those countries). David's vision was panning out.

Just one week before we were scheduled to launch to the world on WhatsApp, our partner in the endeavor, a company that also provided us the majority of our SMS gateway services, informed us that Facebook (the parent of WhatsApp) had, without any warning, decided not to allow financial applications (crypto or legacy) to participate in the WhatsApp Business platform. Our agreement had been voided and we would have our payments and deposits refunded. We now know that this decision was made because Facebook was going to release their Libra cryptocurrency in short order. At the time, it was a massive blow to our company and to our morale. We had been pinning not only our hopes for global rails, but our next funding round, on our WhatsApp launch.

After taking a few days to absorb the impact, we founders convened and came to a decision: we would stop taking salaries of any kind and try to find some way to pivot to profitability. While this meant we could no longer devote full-time effort to the project, it was mostly running on autopilot by that point. The platform performed smoothly and required minimum maintenance.

I began exploring payment protocols and found interesting ways to integrate SMS payments into wallets in a non-custodial manner. Simple Ledger Protocol tokens were also beginning to take off and I explored those. Both of these explorations contributed to where we are today. So where are we today?

Since you already know how this story ends, you know that we didn't find a pivot for the CoinText project. We still have the

capability to leverage SMS with our libraries and platform code should we ever need it. SMS Software, Inc is still around and kicking, and we still communicate regularly with our investors as we have new projects planned for this year.

Our trajectory would surely have been different had we taken the agorist route from the start. If I had it to do over again, I believe that is the route on which I would have remained. Capital is incredibly important, however. One of my major takeaways (and something I wrote into my Signal, Watch, and Pay Protocol) is that we need to find a manner, outside of state regulation, to be able to match capital with entrepreneurs. This is going to be absolutely crucial to the health and sustainability of the agora in the difficult times to come. I need to be able to invest in your agorist enterprise. And you need to be able to deliver me returns. We are seeing the green shoots of possible solutions to this conundrum in the space called Decentralized Finance (DeFi), but the killer app for actually capitalizing entrepreneurs is still not yet visible. The tools we are releasing will, I hope, help to facilitate some of this activity.

I feel blessed to have been able to devote my entire professional life to Bitcoin and cryptocurrency for the last three years. Being able to build the foundation for what is to come is an honor. I believe CoinText played a meaningful part in the history of Bitcoin and I sincerely thank everyone involved – my founding partners, our investors, our partners, and our users – for their support and belief in our vision.



## WEALTH

### *Launching a New Website*



**By Jeff Paul**

*“There’s no such thing as failure. There’s only feedback.” – Michael Hyatt.*

If you have been following our journey, you will know that entrepreneurship can be a bumpy road. Vin’s postmortem of

CoinText above is one example. Our digital media portfolio being blacklisted by search engines and social media is another. This year has been more challenging than most. Yet the struggle truly does make us stronger for the next project.

While agonizing for many months about new projects, we were getting weekly solicitations to publish sponsored articles on our old decommissioned cryptocurrency blog – [Coinivore.com](http://Coinivore.com). We mostly ignored them because the site had very little activity and traffic. But it intrigued us that these potential clients were still finding us through search engines, which was refreshing compared to our blacklisted sites.

The prospect of getting organic traffic again for a topic we're passionate about seemed too good to pass up. So we decided to do a complete relaunch of *Coinivore*, this time armed with significantly more skills, experience and knowledge. The site officially relaunched on December 1st.

In this article, I'll explain the exact steps we took and are taking to make this site successful. Use it as a template for your own content sites or just follow our progress to see if we can turn it around.

## **History**

We created *Coinivore.com* in 2013. Back then, very few people knew about Bitcoin and even fewer understood it. The original vision was a user-submitted news site with voting and comments like an attractive Reddit, or the DailyPaul site for those who

remember it. Quickly after launching with a community-enabled theme, moderating spam proved to be a disaster. So we switched it to a simple content blog.

Like our other news sites, we produced original content and carefully curated other content from around the web. Our first outside contributors were David Seaman and @CryptoParadyme. Both have gone a bit off the deep end since.

We abandoned the blog and restarted it a few times with new contributors, but ultimately we didn't dedicate enough time or resources to make it a success. If it doesn't succeed this time, it won't be due to a lack of effort.

## **New Mission**

We never had a clear mission for *Coinivore*. The crypto news space is much more crowded now, so differentiating ourselves seems to be important. Better, more thoughtful content is a great start, but even that must begin with a vision.

*Our mission is to completely demystify cryptocurrency to help readers use it to achieve more freedom.*

To achieve our mission, we are building *Coinivore* as a hub for industry news and educational content, and to provide tools and services for cryptocurrency users. It won't be a place that mostly circle jerks over the price or is cluttered with casino ads, which is what many other sites do. Though we acknowledge that price is

important, *Coinivore* will focus on empowering people to *use* cryptocurrency.

We added powerful new tools to the site design, fine tuned our content strategy, and are planning some agorist monetization methods. We are also implementing a roadmap for getting traffic that includes social media, search engine optimization (SEO), and email list building. All described in more detail below.

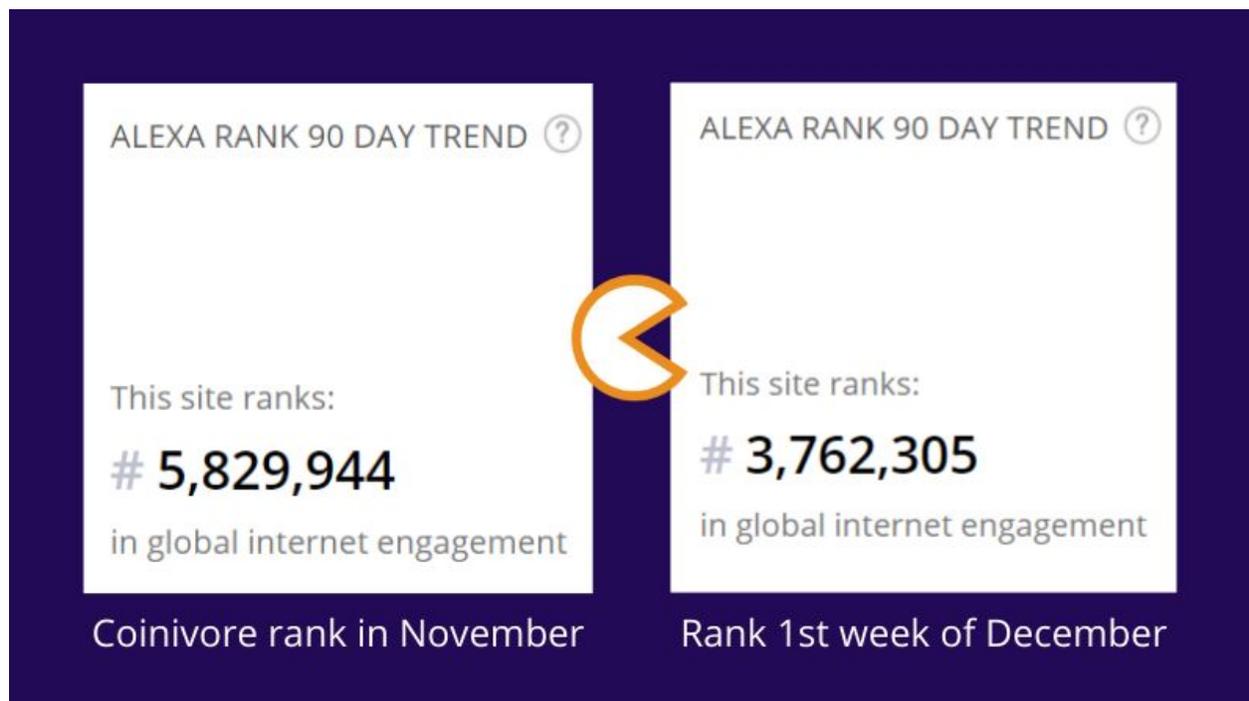
Our 6-month business goals are to grow our email list to 5000 subs, grow traffic to over 100,000 monthly visitors, and grow revenue to \$3,000+ per month. Starting from near zero, I'm not sure if this is too ambitious or not ambitious enough.

For reference, it has taken us 4 years to build an email list of nearly 7000 for *Counter Markets*. To be fair, agorism is a much more niche market than cryptocurrency.

Our broader strategy is to build a large audience to help launch new cryptocurrency products and services as we develop them.

## **Head Start**

We aren't exactly starting from zero, but darn close. *Coinivore's* [Alexa website traffic rank](#) was nearly 6M in November prior to relaunch. That basically means no traffic. After only one week of posting and sharing new content, our Alexa rank already jumped to 3.7M.



Our target is to break into the top 100K sites in the world on Alexa by the end of 2021, which will be approximately 200K-250K pageviews per month. Ad revenue alone from that level of traffic should be roughly \$5K-\$6K/month (not including sponsored press releases or other forms of monetization described later).

We are starting with a few advantages over launching a brand new site. *Coinivore.com* already has a [Domain Authority of 41](#) and a Page Authority of 37 with 7,870 backlinks.

Domain Authority is a measure of weight that search engines give to websites and the metric primarily used to price sponsored content. Usually, link buyers want to see a minimum Domain Authority of 40 before they will sponsor content at a website.

Another area where we have a head start is our email lists. *Coinivore* already had 800 email subs on [MailChimp](#), but we also have about 30,000 on our other lists to promote it to. After emailing those lists once last week, *Coinivore* gained over 240 new subs. As of now, the list stands at 1041 subscribers.

We also had many ad and affiliate accounts already set up. This is a very time-consuming task when so many other things must be done to launch a site.

Finally, we already have a large network of writers and crypto savages like you guys to contribute to its success.

## **Site Redesign**

When starting a new site you need a domain name, hosting, a content management system (CMS) and a theme. We use WordPress as a CMS because it is easy and dynamic. We use an enterprise-level hosting service because they offer expert support. However, [BlueHost](#) is sufficient for hosting new websites and they offer a free domain name with simple one-click WordPress and theme installation.

The old design theme for *Coinivore* was no longer suited for our plans. So we installed this [Grand News Theme](#) which offers many more features. We also installed the [Massive Crypto Widget](#) which allows us to display live crypto price data in a variety of formats like [market caps](#), individual pages for coins like [Bitcoin Cash](#) and [Ethereum](#), and an [aggregated newswire](#).

Next, we added this [Shop Page WP plugin](#) to be able to create a gallery-style [resources page](#) with our affiliates.

### BUY CRYPTOCURRENCY



**Buy \$100 Get \$10 FREE Bitcoin**

START NOW



**Buy Bitcoin with a Credit Card**

START NOW



**350 Ways to Buy & Sell Bitcoin**

START NOW

### EXCHANGES



**Largest Multicurrency Exchange**



**Full Service Exchange**



**Social Trading Network & Exchange**

Beyond that, we put a lot of work into creating new anchor pages (like individual coin pages) at the site that we can link to internally in countless articles going forward.

We are currently working on one more big design change that I'll explain in the Monetization section.

## Content Strategy

Consistent content is everything! Many other areas can be deficient but if you consistently provide valuable content, organic traffic will come. Our initial goal is to publish everyday with a near-term goal of 5 new pieces of content per day.

These posts will include original and syndicated articles, useful videos, tutorials, product reviews, studies, press releases and sponsored posts.

Our strategy for *Coinivore* is a bit different than a straight “news” site. We aim to build a library of SEO-targeted educational content that we can reference repeatedly in future articles.

Here are early examples of that library:

- [How To Buy Your First Bitcoin](#)
- [Hardware Wallets: Comparing Ledger vs Trezor vs Keepkey](#)
- [10 Best Cryptocurrency Wallet Apps](#)

When we gain rank in search engines for terms like those, traffic should flow like water.

Besides ourselves, we’re actively recruiting contributors to *Coinivore*. A couple of members of *Counter Markets* are already working on pieces for the site. One of the best crypto writers in the business, C. Edward Kelso, is also going to be a contributor.

Finally, another aspect of content creation is social media content. Graphics and text posts (meme makers) as separate content

rather than merely links to the website. We use [Canva Pro](#) for that but are looking for more designers to help.

Hit me on Telegram [@Coinivore](#) if you are interested in contributing content.

## **Traffic Strategy**

Our strategy to get traffic has three pillars: social media, SEO, and email list.

**Social Media:** Our social media strategy is simple: have an active presence on all of the major channels and focus extra attention on a few. There are new *Coinivore* profiles at [Twitter](#), [Facebook](#), [Instagram](#), [Pinterest](#), [Telegram](#), [YouTube](#) and [SoMee](#).

We are also considering Parler and MeWe. However, there is not nearly enough time to engage with all of them. Our primary focus will be on Twitter, Instagram and Pinterest. These seem to be the best for engagement and traffic. Facebook sucks, so we just set up an RSS auto feed along with a few others.

**Frequency:** All new posts at the site will be shared 3-4 times on each platform except for those that just have an RSS auto feed. In addition, we'll be reposting anchor pages at our site as well as memes and other content.

**SEO:** Search engine optimization is where we think we can excel. After experiencing the Silk Road many years ago, I wrote an article *How To Buy Weed Online in 3 Easy Steps*. It was number

1 on Google for years for all versions of “how to buy weed.” That article alone generated over 1000 pageviews per day! Even after we deleted it, re-posts of it on other sites continued to appear on the front page. It included a Coinbase affiliate link...

Despite what you may have heard, SEO is not complicated – target specific keywords with superior original content. Yes, there are many tricks of the trade after that, but good content is responsible for 80% of the results and the tricks are worth 20%.

For keyword research tips and keeping up with all of the latest SEO tricks, I recommend watching [this guy's videos](#).

**Email List:** We discovered how important our email lists were when our other sites were blacklisted. Many friends in the alternative media space had to close shop because they were too reliant on one channel for traffic – primarily Facebook. When Facebook killed their pages, it killed their business.

We own our email lists. It's our most loyal and responsive audience. Even if MailChimp shut us down, we can export our list to another service – which we recently did for *Counter Markets*. Because of that, we will focus heavily on growing that list.

**Lead Magnet:** A good lead magnet is essential for growing your list. At *Counter Markets*, we give away the latest issue for free. At *Coinivore*, we created [this mobile-friendly guide](#) to earning cryptocurrency. Not only will we attempt to funnel readers to sign up at the website and share it frequently on social media, we may test running ads to its landing page on Twitter and elsewhere.

## Monetization

Ads: As of now, we are running Google AdSense and affiliates at the site. Display ads are becoming less effective because lots of people are surfing with ad-blockers like the [Brave browser](#) these days. So this will not be our primary monetization strategy for very long.

In-content Affiliate Text Links: Remember AdWords used to underline words at websites? You'd click them and go to an advertiser's website. Well, one way around display-ad blockers is to link to affiliates in the text of the articles. These work great in product/service reviews or tutorials.

Sponsored Posts: Top competitors like *CoinTelegraph* charge \$1500 to feature a press release on their site, and Bitcoin.com charges around \$800. These will be part of the mix once we get some traction with traffic.

Sponsored Emails: Sponsored emails typically go for around \$300 per 10K subscribers, but you can also craft emails around specific affiliates and make commissions when subs take action.

Classifieds: We're establishing a self-serve classifieds platform that enables anyone to list products, services, real estate, jobs, or even dates exclusively for cryptocurrency. This will be an incredible resource for agorists to trade privately in the informal market.

Classifieds were a big part of revenue for newspapers back in the day. Today, Craigslist and Facebook Marketplace dominate the local classifieds space. As of now, there isn't a good crypto-only classifieds site for local or borderless listings. We will change that very soon.

Conclusion: This is the roadmap that we've followed for the last ten years to build successful content sites. Let me know if you have any suggestions. Follow our progress to see how well it works.



## BITCOIN & SILVER REPORTS



Bitcoin prices continued their surge last month, moving up from about \$13,500 at the start of November, all the way to \$19,600 by the end of the month. Prices have been hovering under the \$20K level for a little over a week here, and any dips to the \$18K range have been quickly bought up. Volatility is on the rise, with daily movements of 10-20% being the norm.

The ability to buy and sell cryptocurrencies with PayPal has introduced a ton of new users to Bitcoin. PayPal has created what is possibly the easiest way yet for the everyday user to buy and sell Bitcoin. Demand among their user base has been so strong, that PayPal alone is absorbing 70% of the daily supply of new Bitcoin being created. Square users are taking up 40% of the

daily supply, meaning that these 2 platforms alone are demanding 110% of the new daily Bitcoin supply. When the supply can't keep up with demand, the only result is higher prices, which we've seen plenty of lately.

Along with consumer demand, we're hearing lots of bullish news on the institutional finance side. Blackrock with \$7 trillion under management thinks Bitcoin is "here to stay" and could eventually take the place of gold. The Grayscale Bitcoin Trust (GBTC) saw over \$1 billion in capital inflows last month, with 80% of the demand coming from institutional investors. And in a recent SEC filing, Guggenheim Partners disclosed they'll be allowing for a 10% allocation to Bitcoin in its Macro Opportunities fund. We've also read that Fidelity Investments has suggested Bitcoin be held in retirement accounts with a 5% allocation.

So, demand is on the rise across the board here. Wall Street and institutional financial firms are finally embracing Bitcoin, and companies like PayPal and Square are cleaning up on the consumer side with their buying and selling fees. The amount of money being made is only increasing as demand grows, which should bring more participants to the party.

There is still plenty of risk in the marketplace, especially with the decentralized finance trend that's in place. The US government is seeing their power to regulate inflation and interest rates being eroded away, as users are opting to go with USD stablecoins and borrowing and earning interest at rates far more favorable than any bank can offer. We can expect some sort of attempted policy to put the power back in the hands of the government, which will

likely fail, but should introduce a fair amount of turbulence into the market.

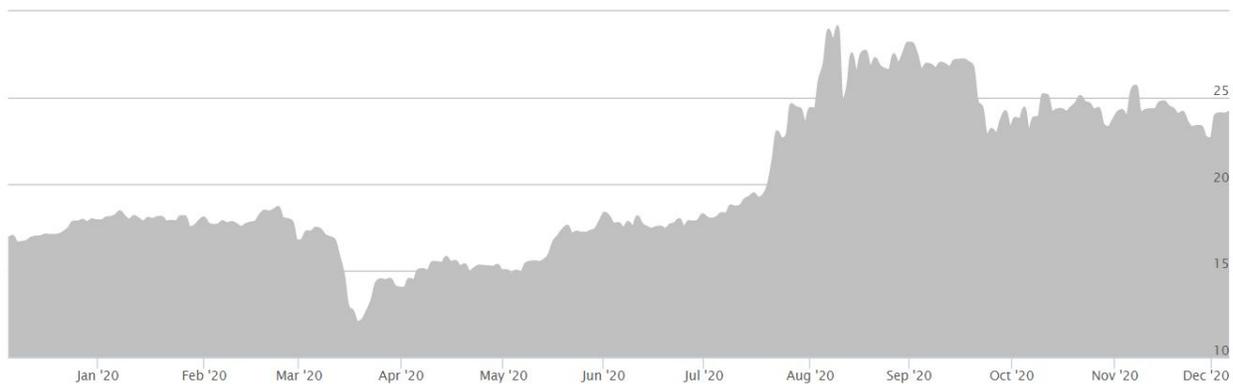
Going forward into 2021, we'll likely see demand for Bitcoin increase as more institutions began offering it to their clients. Combine that with the "FOMO" mentality as the hordes take notice and don't want to miss out, and we could see some serious movement higher in the next year. Bitcoin is up about 400% from the March lows, easily trouncing just about every other asset class. It's on the radar of mainstream finance now, easy for people to buy and sell, and supply can't keep up with demand. We've got all the pieces in place for a blue skies breakout here in the near future.

For anyone interested in earning 8.6% on a USD stablecoin, or 5% plus on Bitcoin, please visit this link and sign up.

<https://countermarkets.com/crypto>

For those of you who don't own any Bitcoin, we suggest using [BlockFi](#) to take your first position. They've recently added support for ACH transfers, and they offer a nice signup bonus and interest rate in Bitcoin. Be careful with your position sizing; don't invest more than you're comfortable losing. Also expect major volatility, with possible price swings of 50% or more in a matter of days.

## Silver Update



Silver prices started the month of November around \$24, and today sit around \$24. In between, we saw highs near \$25.50 and lows near \$22.50, which are rather large swings compared to silver's historical movements. The increased market volatility in US equities, talks of new rounds of economic stimulus, and gold sitting just beneath all-time highs are adding to the volatility.

Silver's 50% move up back in July has been digested with several months of consolidation, with gold following the same pattern. We're starting to see some larger price swings and volatility picking up, indicating that the next leg in this movement is coming soon. It's important to remember that precious metals markets tend to move slowly, so "soon" could mean several weeks.

As far as which way short-term prices break, it's anyone's guess really. After a run up like we saw in July, with a lengthy consolidation period, odds tend to favor the uptrend resuming. In addition to the price trend, we'll also have a US administration in place that's in favor of more spending, more stimulus, and more debt, which should add a nice tailwind to gold and silver since they're regarded as inflation hedges.

Gold and silver both sold off sharply on the recent covid vaccine news, as the assumption was this would swiftly move the country back to normal. Meaning no more free money, no more stimulus, no more 0% interest, and no more fears of inflation. And while a functional vaccine may accomplish some level return to the workforce, the Federal Reserve has stated repeatedly that it plans to aim for higher than 2% inflation, despite any vaccine news.

In addition, there have been talks of expanding the paycheck protection program, expanding the mainstreet lending facility, and expanding the monthly bond purchasing activity. There hasn't been talk of scaling back much of anything yet. So the economic tailwind is here to stay for now, and should provide some nice long-term support for both gold and silver. It could be an excellent few years for precious metals investors.

In the physical bullion market, premiums on silver coins held steady over the month. Last month they were about 20% on average, and this month they're still about 20% at most online retailers. These premiums are about double what you should pay. Anyone who wants to pick up some physical bullion would probably have better luck walking into a coin shop and talking to the owner. There have been many cases of people purchasing silver coins for 10% over spot when dealing with a local shop, so it's well worth going that route if you can.

For those of you who are unwilling to wait for premiums to drop, and want to buy physical silver today, junk silver premiums are in the \$2.20 to \$3.00 per ounce range (depending on the face value

you're purchasing), about half the premium you'd pay on a 1-ounce coin.

Looking at the gold/silver ratio – in our last issue it came in at 76, which was still on the high end, historically speaking, but well off the extremes of 90+ we saw a few months back. At this time, we're still at 76, so no change at all in this ratio over the month. So while conditions here aren't near a historical extreme, silver is still likely to outperform gold in terms of percentage moves, both up and down, as it tends to be the more volatile of the two metals.

If you don't have any physical bullion, but still want exposure to any price moves higher, look at PHYS or PSLV – both trade just as easily on any stock exchange.

Once silver premiums return to normal, we'd encourage you to shop from a trusted supplier at [Money Metals Exchange](#).



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