

# FOUNDER'S CARDS #386



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**RANDOM PICTURES #1: A MARKETING MOVE TO FLOOD THE INTERNET.** → All kinds of digital assets matter in The War for Attention. If you have a company, big or small, you naturally need digital assets (videos, text, images, audio) to keep selling your brand and bringing attention to your company. People want to know who they're doing business with every time, and this is why even your pictures matter. Yesterday I went to see Bailarina at the cinema because it's part of the John Wick Universe. The movie is great. I took some random pictures and today I cut my own hair again. You can see [how I look now by seeing RANDOM PICTURE #1. It's awesome.](#) The only thing I didn't like was using my Android smartphone to do it :/. I know I know.....you might be thinking: "WHAT?! Peterson aren't you supposed to be Anti-Big Tech?!". Well, I'm still in Brazil at the moment. Both Unplugged - The Privacy Phone - and [Purism](#) are in The USA. But in the near future I'll be taking random pictures with them, that's for sure. So use everything you got to get people's attention. Business is fun, enjoy it.

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