

THE ENRICHMENT PROJECT

Badge Program

larajla.com

TODAY'S LEADING MEN

Steps

1. **Seth Godin** — sethgodin.com / sethgodin.typepad.com

Seth is a writer, speaker, entrepreneur and more! He has been called “America’s Greatest Marketer”, pioneering permission marketing. He worked at Yahoo! when his first Internet company, Yoyodyne, was purchased by them. He pushed against the traditional publishing model with his “Domino Project” and his site, Squidoo.com, is ranked as one of the top US web sites.

2. **Brian Clark** — copyblogger.com

Brian is founder of Copyblogger and CEO of Copyblogger Media. He is an entrepreneur and formerly an attorney. Copyblogger is frequently listed as one of the top marketing blogs and Brian is frequently listed as one of the top online marketers.

NOTE: Brian has recently started Entreproucer (entreproucer.com) to help entrepreneurs in digital media.

3. **Sean Platt** — seanmplatt.com

Sean has been a writer and entrepreneur since the age of 10. He, along with David Wright, started a trend of serial stories at Amazon and they wrote the first two officially sponsored by Amazon. He has also writes with Johnny B. Truant (see Step 10) at realmandsands.com. His writing includes everything from children’s books to horror novels. He has also published on some of the largest blogs on the Web.

4. **Richard Branson** — www.virgin.com/richard-branson

Richard founded Virgin as a mail order record retailer in 1970. Today, there are around 200 companies in the Virgin Group. He is also very active in service including Virgin Unite, a not-for-profit entrepreneurial foundation.

5. **Guy Kawasaki** — www.guykawasaki.com

Guy’s blog is “How to Change the World.” He is a best-selling author, co-founder of alltop.com and has thousands of followers on Facebook. His experience has come from previously being the chief evangelist at Apple.

6. **Mitch Joel** — www.twistimage.com/blog

Mitch is a publicist and journalist. He has been called the “Rock Star of Digital Marketing.” He is the president of Twist Image, which has been named one of the top ten agencies in Canada.

7. **Jon Stewart** — www.thedailyshow.com

Jon Stewart uses comedy to poke fun at politics on his “Daily Show” on Comedy Central. He is always up-to-date on the political world.



Today’s Leading Men

History is filled with many male figures. This badge program features men who are making a difference today — who are changing our world.

Each step features one of these men. Explore his world, listen to his voice and learn about his life. Find one or more of these men you can identify with or explore the Web to find one.



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8. **Pete Cashmore** — plus.google.com/112844561713780016118/posts

At the age of 19, Pete founded Mashable, a site focused on social media news. He writes a weekly column on technology and social media at CNN. He is also one of Twitter's most-followed members. He has numerous awards and recognitions in relation with the change he has initiated.

9. **Jimmy Wales** — jimmywales.com

Jimmy is the founder of Wikipedia. He is a technology visionary. "Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge. That's what we're doing."

10. **Johnny B. Truant** — johnnybtruant.com / realmandsands.com

Johnny is connected with many people in the marketing and writing realms. Not only can you find his fictional writing with Sean Platt (Step 3), but he hosts "Everyday Legendary" supporting those people who want to become legendary by working at it every day. Check out even more about him by listening to any of the podcasts he helps create:

- Better Off Undead
- Bigger Better Stronger Faster (no longer adding content)
- Self Publishing Podcast

11. **Jon Morrow** — boostblogtraffic.com

If you're looking for inspiration, Jon is it. He is a powerhouse in the blogosphere. Read about his life's journey to find out what you can overcome if you try. You can also check out his post on ProBlogger, *How to Quit Your Job, Move to Paradise and Get Paid to Change the World*.

12. **James Wedmore** — jameswedmore.com

Interested in YouTube and videos? Look no further. James sense of humor and easy going personality draws you into his videos. Stop at his video channel and watch a few for fun.

13. **TED** — www.ted.com

"Ideas worth spreading" is TED's tagline. If you didn't find someone to inspire you from the list above, visit TED and find a man who sees the world as you do, challenges your perceptions or even speaks to your soul.

14. Share your strong male role model.

The above list is a small sample of men I find inspiring or were recommended by others for this badge program. Share the men you follow so others can enjoy these living role models.

Sites to Explore

All sites for this badge program are listed in the steps above.

Check out [larajla's Enrichment Project](http://larajla.com) to start your own adventure.