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The Bonus Round: Q&A With Chris Guillebeau

Q How has your life changed since publishing *The \$100 Startup*?

A In some ways it's similar: I'm still very much focused on writing and connecting with people. Virtually all of my work is oriented around those two things in different ways. In other ways it's different: I'm no longer going to very country in the world, since I finished that about a year and a half ago. I'd say I have more time, but I never really stopped traveling - I just don't go to Somalia for the weekend anymore.

Q Which medium do you think will have the most growth in 2016?

A Hmm, great question. I don't know the answer in terms of medium, since those tend to rise and fall every so often. There's always a new social network, another means of creating and sharing, etc. But what I do see very clearly is that there is a ton of market saturation. Everyone has a book, a blog, a course, etc. - and that's great in many ways. But it also means that it's much harder to gain attention and traction.

In the end I think it will create better work and stronger voices. But I also think there's room for people who think differently and don't just say, oh, I'll create a blog and start a podcast because that's what everyone does. Keep in mind I say this as someone who loves blogs and podcasts. I just think that we need to be looking forward, not backwards.

Fortunately, as long as the guiding values remain true -- be helpful, be useful, do something that matters -- the medium and form of expression can adapt.

Q What are you working on next?

A New book! I'm very excited to publish it in April. It's all about finding the work you were meant to do. We're building a comprehensive online quiz and resources site to go with it, and naturally I'll be hitting the road to meet readers in 30 cities. I hope to see many of you there. :)

Q Is it OK to follow a trend, but still with a unique marketing strategy and business model?

A Is it working for you? Is it something you believe in? If the answers are "yes," then whether something is a trend or not doesn't really matter.

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