The "4762 = 4762" Manifesto

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I. INTRODUCTION

What do you want your legacy to be?

Why NFTs? The Era of Digital Identity

An individual's Digital Identity has real value in this post-industrial, creativity-based Culture, and it can be argued that Digital Identity is the currency of Web3. But how to best express that Digital Identity?

The latest evolution of the essentials of change - technology plus organization that facilitate specialization and coordination - is best expressed by the NFT, which yields authority, influence, sovereignty, and community.

Through NFTs as Digital Identity, we should begin to see new kinds of stores, new habits of time, new work processes, new forms of communication, new kinds of commerce, new ideologies, new forms of play and leisure, new communities, and more. Groups of people will be brought together in production processes, leading to the rise of new types of commerce and infrastructure previously hard to imagine.

What society should look like is for us to build.

Why 4762? Beyond the PFP

"Why 4762? What's the significance?" I get this question frequently, to which I typically respond, "'cause 4762 = 4762!" But of course, there is a reason why 4762 is my favorite number…

When I picked my Punk, I selected Punk 4762. But, 4762 = 4762 didn't start there. Soon after, I learned of V1 Punk provenance and sought to match my V1 & V2 Punk pairs, which required getting the V1 Punk to be transferable (wrapped as an NFT token), growing my personal network, and expanding my NFT knowledgebase. Still, 4762 was not yet born.

I next noticed that the ENS domain 4762.eth was listed for sale on Opensea. I recognized the value of a collection of both V1+V2 Punk pairs with the matching domain name, so I put 4762.eth in my NFT vault. Punk 4762 was now my Digital Identity, but still I was not 4762.

I believe I next picked up Genuine Undead 4762. I was interested in the project, saw 4762 available for purchase on Opensea, and liked the art of Genuine Undead 4762 in particular… he had a joint to match my Punk. Here I decided to collect the 4762's of other NFT collections.

More than that, though, here is when I made the decision to become 4762 … not a name, not an image, but a number.

I'm not a pfp ... I'm 4762.

Why "4762 = 4762"? The Community of Communities

In reviewing NFT collections and considering other 4762's to acquire, I realized several challenges. First, I could not wait around for 4762's to find their way to "Buy Now" on Opensea - I needed to take the initiative to incentivize the trade and motivate the owner to release his valued treasure. Next, finding the owner of a specific 4762, especially in the case of anonymous accounts, required creativity, connectivity, and the leveraging of my community for assistance - in almost every case.

I wasn't building the 4762 collection… my exceptionally entrepreneurial community was. Rather, I was building "4762 = 4762", a community of communities that encourages and motivates its members, a community of crypto-forward creatives with the initiative to connect, builders with a vision for the future.

What are the goals of the "4762 = 4762" Community of Communities?

- Motivate
- Connect
- Leverage

II. PLAN OF ACTION

Our plan is to establish our legacies, the building of which will be encouraged by the persistence of the "4762 = 4762" Community's motivation, expedited by the scale of the "4762 = 4762" Community's connections, and facilitated by the leveraging of the "4762 = 4762" Community's resources.

What is the Culture of the "4762 = 4762" Community of Communities?

The "4762 = 4762" Community of Communities motivates, connects and leverages with a focus on entrepreneurship, creativity and initiative.

"4762 = 4762" Community Members are willing to promote themselves and their value, believe, "I create my Life", and are committed to building up rather than tearing down. We are leaders: generous, independent, sincere, and brave.

Being rich isn't the goal, it's the result. Let's build ourselves, and each other.

What are the Goals of the "4762 = 4762" Community of Communities?

The goals of the "4762 = 4762" Community of Communities are to Motivate, Connect and Leverage.

Motivate

"4762 = 4762" is a community motivated by the growth that comes from change. We were born in an era of change, and desire change for ourselves, our people, our countries, and even our World. To achieve this change, we build ourselves and each other.

- We motivate and inspire one another to new levels of success.
- We are persistent, resilient and adaptive, and we share those qualities with each other.
- We never stop learning, and seek specific knowledge over general education.
- We build, and are genuinely interested in what other Members are building.
- We set realistic goals, and strive to achieve them.

Connect

"4762 = 4762" is a community that empowers Members to connect and communicate with one another easily. We share ideas, knowledge, and memes freely in order to find commonalities for developing and maintaining rapport, known in crypto as "vibe". To achieve this network harmony, we build ourselves and each other.

- We seek to add value, not extract it.
- We understand that giving help does not always need to be quid-pro-quo.
- We are consistent, reliable and authentic.
- We celebrate and appreciate the myriad communities engaged in "4762 = 4762".
- We understand that making new connections and sustaining existing ones is fundamental to the success of "4762 = 4762".

Leverage

"4762 = 4762" is a diverse network of high-quality relationships, a "Community of Communities" leveraged for the new perspectives that spur entrepreneurship, creativity, and initiative, while at the same time supporting individual Member growth. As a community, "4762 = 4762" shares resources and helps Members understand where they fit strategically in the crypto business environment. To achieve this long-term success, we build ourselves and each other.

- We ask the Community for help, before it's too late.
- We seek feedback outside of our echo chamber.
- We target continuous growth.
- We expand our Community reach, resources, leverage, and network effects by gaining new members and communities.

- We never stop building "4762 = 4762".

III. CONCLUSION

"4762 = 4762" is a Community of Communities focused on crypto-forward entrepreneurs. Our plan is to establish our legacies, the building of which will be encouraged by the persistence of the "4762 = 4762" Community's motivation, expedited by the scale of the "4762 = 4762" Community's connections, and facilitated by the leveraging of the "4762 = 4762" Community's resources.

"4762 = 4762" Members believe, "I create my Life". We seek to grow our brands, businesses, connections, value output, and net worth. To that end, the "4762 = 4762" Community will provide Members with tools for tighter communications, the sharing of ideas, knowledge, and resources, and the promotion of entrepreneurial endeavors.

What are the next steps for the "4762 = 4762" Community of Communities?

A work in progress and open to feedback, as always, but 4762 believes next steps should include:

In progress:
- Build the "4762=4762" Community of Communities -
  - 4762's under consideration - total cost to acquire approx = 59eth
    - Azuki 4762 - expected costs approx = 23eth
    - Chimpers 4762 - expected cost approx = 6eth
    - Invisible Friends 4762 - expected cost approx = 5eth
    - Moonbird 4762 - expected cost approx = 7eth
    - Squiggles 4762 (Artblocks) - expected cost approx = 18eth
  - 4762'd Communities -
    - Acrocalypse 4762 ✔
    - Adam Bomb Squad 4762 ✔
    - Azuki Bean 4762 ✔
    - Cool Cat 4762 ✔
    - Creepz 4762 ✔
    - CrypToadz 4762 ✔
    - CryptoDickbutt 4762 ✔
    - CryptoPunk 4762 ✔
    - Cyber Bandit 4762 ✔
    - Friendship Bracelet 4762 ✔
    - Fuck.fiat 4762 ✔
    - GEMMA 4762 ✔
    - God Hates NFTees 4762 ✔

- - - Genuine Undead 4762 ✔
    - Invisible Friends 3D 4762 ✔
    - Kami 4762 ✔
    - Kanpai Panda 4762 ✔
    - Larva Lad 4762 ✔
    - Lil Hottie 4762 ✔
    - Lil Pudgy 4762 ✔
    - MAX PAIN 4762 ✔
    - Memeland Potatoz 4762 ✔
    - Opepen Edition 4762 ✔
    - PAYC 4762 ✔
    - Pablos 4762 ✔
    - PIXELpablos 4762 ✔
    - Pudgy Penguin 4762 ✔
    - Rektguy 4762 ✔
    - RENGA 4762 ✔
    - Sappy Seal 4762 ✔
    - Scape 4762 ✔
    - Space Rider 4762 ✔
    - TOONZ 4762 ✔
    - V1 Punk 4762 ✔
    - 4762.eth ✔
    - 4762.ape ✔
    - 4762.og ✔
- Punk all the continents of the World -
    - Punk Africa.
    - Punk Antarctica.
    - Punk Asia.
    - Punk Australia.
    - Punk Europe ✔
    - Punk North America - the USA. ✔
    - Punk South America.
- Punk every country in Europe -
    - Croatia ✔
    - Italy ✔
    - Spain ✔
    - 41 countries to go!
- Punk every state in the USA -
    - Arizona ✔
    - Colorado ✔
    - Maryland ✔
    - Nevada ✔
    - New York ✔
    - Texas ✔

- ○ ==44 states to go!==

Still to-do:
- A weekly Twitter spaces that reviews the weekly blog news round-up and asks for feedback on other related project and community news.
- <mark>A "4762 = 4762" Twitter chat group.</mark>
- Feature a "4762" of the day on twitter as recruitment tool
    - Tag project and founders
    - Direct traffic to Manifesto
    - CTA to Twitter group
- Referral competition
    - Profit sharing
    - Prizes?
    - For example - a 20% campaign commission could be split as:
        - 10% to Quotidian Marketing
        - 5% to the referrer
        - 5% to prize pool
- Thoughts for down the road? …
    - 4762 NFT badges

Done:
- A website for "4762 = 4762" Community articles as a place for Members to publish and host their crypto, NFT, and Web3 thoughts. ✔
    - https://cryptopunk4762.com/
- A Twitter List for tracking tweets of 4762=4762 Communities and Founders. ✔
    - https://twitter.com/i/lists/1603436394860335104
- A weekly Community update blog: ✔
    - Serves as a news round-up for each of the Communities engaged in "4762 = 4762."
    - Tracks "4762 = 4762" Community growth publicly.
    - Features Community feedback, commentary, and recommendations.
    - Promotes the entrepreneurial endeavors of "4762 = 4762" Members.
    - Welcomes new Communities recently connected to the "4762 = 4762" Community.

Being rich isn't the goal, it's the result. Let's build ourselves, and each other.

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