



**WILLIAM LAURENT**

**2023**

# **MEDIA KIT**

**Writing the Future**

[www.williamlaurent.com](http://www.williamlaurent.com)



# Pioneering Tech Journalism



## Publishing with Media Giants Worldwide

- Thousands of articles published.
- Assistant Professor at New York University and Temple University
- Featured speaker at conferences across Asia and the Americas



# Branding & Community Building

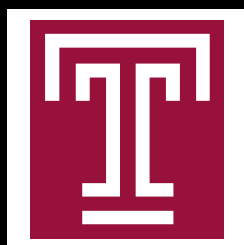
## Host of DFINITY's *Crypto is Community*



## Founder of FastBlocks News & Web3 in :53



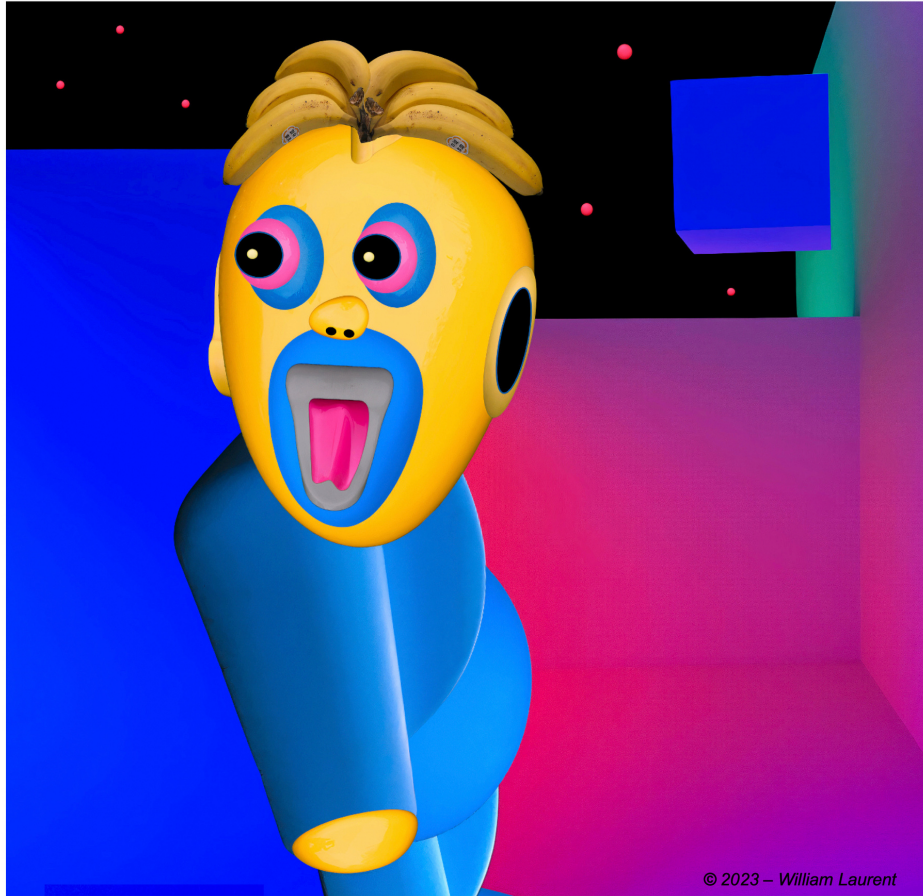
## Educator, Advisor, Community Builder



# We are Going to Make it!

**Capturing the prevailing spirit of a Web3 community holding onto its collective life preserver amidst a tsunami of crashing crypto prices**

## We Are Going To Make It



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## Observing a Crypto Winter

William Laurent - Editor in Chief - FastBlocks News



Positioned on lofty concrete perches scattered throughout the high-ten districts of Tokyo, sit the most conspicuous signals of Japan's crypto revolution. These monster billboards, with their bright colors, famous celebrities, and sleek designs, remind all who pass underneath of the spread of crypto available for purchase by Bitcoin.

Colluding to captivate and convince the rank and file below, the brutality of their pronouncements broadcast an urgent and inevitable message: the most expensive vertical real estate in Tokyo – and thus perhaps the world – belongs to BTC.

The most common of these advertisements employ stunning models holding gold coins – emblazoned with a large "B" – while they hangily stare at the surrounding masses. Their voluptuous lips and foxy eyes have been impeccably fashioned to impress and persuade: "Are you cool enough to do business with us? Well, with you start having the crypto lifestyle? Are you still HOLDING?" Their collective impact on the city's commuters and tourists packs a devastatingly subliminal punch to the meagerities that hang below their belts.

### Searching for Satoshi



In the Shibuya section of Tokyo sits a secluded and tumbledown neighborhood dubbed "The Zaka" by those who frequent her squallid charms. Known officially as Dogenzaka, this disreputable and crowded quarter of dark alleyways and dead-end passageways is home to a myriad of mom-and-pop eateries, karaoke bars, vintage clothing stores, and some hangars. Most notably though, the serpentine streets of The Zaka contain one of the largest concentrations of *guy hotels* in Japan. Lovers of every age, social status, and congenial standing sipping through its streets to secure a room (usually for two to three hours) for some sturdy "root down" before the last train shuttles them back to domestic mundanity.

Recently Dogenzaka has been undergoing tremendous changes, trying its best to hold onto its gritty past, while the outflows of gentrification close tighter around her. Sex shops and costume stores are quickly being dispossessed. Entire city blocks have recently been expropriated by city halls' renovations, wrecking last island office buildings, indistinguishable from one another, now hold position next to freshly constructed chain stores, Starbucks, Taco Bell, Uniqlo – the challenges of their exteriors is exceeded only by the banality of their names. The familiar and prosaic will soon rule where the lecherous and lurid once dominated.



"Let's make sure the crypto community gets the right info"  
Dominic Williams - Founder and Chief Scientist, DFINITY Foundation

**"Man, you can write!" - Scott Page, Think NFT and Pink Floyd**

**"Will is my favorite writer in the Web3 Space" - Brian Krassenstein**

**"William you write extremely well" - Ben Anderson, a.k.a Bitboy**

**"Will is a huge talent in Web3" - Alec Torelli, a.k.a Crypto Torelli**



# Innovation in Design

In 2020, in Tokyo, I invented a new art technique which I now call **Hakone Reduce**

No other artist in the entire world is working in this style



# Let's Work Together



**BEN ARMSTRONG**  
@bitboy\_crypto

**HOST**

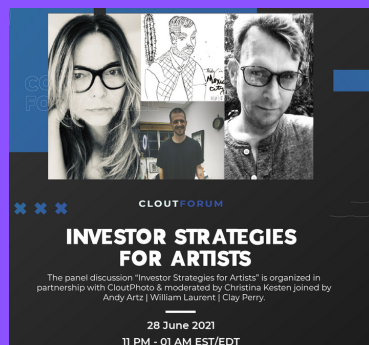


**WILLIAM LAURENT**  
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**2**

## *I Will Help You With...*

- Award Winning Journalism
- Content Factories and Collateral Audit
- Brand Evangelism
- Public Speaking and Media Hosting
- Copywriting, Editing, Ghostwriting
- Classes, Conferences, Workshops



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