



Join The Free Riders
And Live to Tell About It

Free Rider Ranch

Even if it's free, uncopyrighted and you ride for the Pony Express, you'll likely get more than you expected.

OPEN RANGE

Paying the low one-time Cover Charge and entering the Go2Fun Boutique makes you a lifetime Free Rider. You're at liberty to roam freely without ever spending another penny. Open range. Free ride.

No restrictions, fences or sheriffs trying to put you in jail for copying or sharing content with others.

You may use the content any way you wish.

You acquire a sense of ownership no “book” on earth can equal. Lifetime access to all the Go2Fun Projects with an ever-increasing supply of stories and knowledge. **Nothing beats free and uncopyrighted.**

WHAT YOU'RE ABOUT TO DISCOVER

- Benefits of publishing on a website rather than following the lemming herd over a cliff.
- Why we have a “no advertising anywhere” policy other than our own Go2Fun Projects.
- A humorous short story about what economists call the “**Free Rider Problem**”.
- Briefly describe why we've decided to make everything free and uncopyrighted.
- How Free Riders are encouraged to “*Tell Your Personal Story*” as related to any Go2Fun Project.

And to join the Go2Fun Forum to talk about it.

Publishing

CONVENTIONAL WISDOM

The publishing world is awash with Complexity Pits of rules, regulations and mindless urges to shuffle bent-over and backward into the future.

It doesn't make any difference whether it's print or the usual eBooks on the vast prairies of Kindle Ranch.

The restrictions, constrictions and limited formats of old-world publishing are mortifying.

Why limit yourself to just print or the limited media of ordinary eBooks when you can do more, much more?

Johannes Gutenberg served us well. But just imagine what *he* would be thinking if we plopped him down in front of a current HD 1920 x 960 screen with the ability to dazzle the world with today's software.



Then bring in today's marketing infrastructure and army of Street Criers — needed if there's any hope of generating sufficient sales to earn a living — and you end up with the Mother of All Complexity Pits.

At the speed of light and before you know it, you're drop-kicked right into the stone wall of *The Singularity*. The rapidly increasing rate-of-change brought on by science and technology. The words *befuddlement* and *bewilderment* become your adopted Siamese twins.

TOMORROW'S WISDOM

The FutureBook Project concept bypasses and avoids all the mess just described.

We've moved *everything* to a **website**. And after receiving payment of a low one-time Cover Charge, made *everything* free and uncopyrighted.

COMPONENTS

- **TEXT**. Gutenberg said it's OK to still use his stuff.
- **GRAPHICS**. Old scribes won't mind us using images.
- **AUDIO-VIDEO**. Print can't handle it. Ebooks, barely manage with cranky formats.
- **LINKS**. *Hoo-boy*, this is where *the world* is literally on the screen before you. A *profound* event.
- **ANY File Format** or Extension. **No** other books on earth can come close to matching this capability.

- **SOCIAL MEDIA**. To the consternation of some *Ol' Fusses*, this is the world we live in *today*.
- **TIMELY UPDATES**. New stories and knowledge are added as they are finished. FutureBook Projects are always being changed with timely updates.
- **CO-AUTHORSHIP**. Free Riders are invited to submit their own *Tell Your Personal Story (TYPs)* and if accepted, published in the **Go2Fun Blog**.
- **COMMUNITY**. Free Riders get to discuss anything related to Go2Fun and FutureBook Projects in the **Go2Fun Forum**.
- **PERPETUAL**. FutureBook Projects end for you when one of us stops breathing. Please don't tempt fate by trying to hold your breath beyond passing out.

An extremely well-curated combination of the above comes together on any screen, anytime and anyplace the Internet exists. Indeed, the Internet is a magical carpet that delivers the **WORLD** to your doorstep.

It's [Inevitable](#). Kevin Kelly said so.

“WHAT ELSE DO YOU DO?”

ELIMINATE Trash. FutureBook Projects include the important *service* of curating vast quantities of information and knowledge. This especially applies to the FutureBook Projects *Handle It!* (handling CHAnGE), *RightSize Your Life*, and *Envy*.

In addition to the projects listed above, only **personal stories** created by ourselves and Free Riders are published. The result is all stories are **original**.

SIMPLIFY your life. We save you huge amounts of time, energy and effort by putting everything on one website. A system designed to be **convenient, user-friendly** and **time-appreciative**.

Everything created to facilitate three reading styles: ***Drive-by*** (merely curious), ***Studios*** (loves exciting expeditions) and ***Scholarly*** (those who revel in knowing more than anyone thinks they should.)

STANDARDIZE your reading experience. PDF's are used so all browsers and devices (all screens) can be employed without formatting hassles. We do simple.

Whenever possible, PDF's are structured to be read in small snippets of time. Under 10 minutes is our goal.

We try to let you know when the content is longer. For example TED Talks are limited to around 18 minutes.

AUTOMATE your convenience. After a one-time Cover Charge, lifetime access is gained to the FutureBook Projects using your email address and password.

You then become a known registered Free Rider.

This automatically grants you permission to participate in the **Go2Fun Blog** — by submitting a *Tell Your Personal Story (TYPs)* — and the **Go2Fun Forum** to chat about it.

No Copyrights In Nature



Just *OPPORTUNITIES*

*“Son, avoid **Control Freaks**. They’re always trying to put you in a cage. Keep looking for opportunities to live free and then die biting their ass.”*

NO COPYRIGHTS?

Why on earth would you want to do that? That’s fully answered in [No Copyrights](#) elsewhere in this PDF Gallery.

Free Riders may use the contents of Go2Fun Projects any way they want. Modify, improve or give it away to friends, associates and acquaintances; even relatives.

But there’s more. In pedantic economics it’s called the [Free Rider Problem](#).

It’s connected to the [Tragedy of The Commons](#).

Let’s have some fun with the **Free Rider Problem**.



FREE RIDER PROBLEM

ONCE UPON A TIME

50,000 years ago, *LionBait*, an agile *homo sapien* scurried around the Ngorongoro crater in East Africa like a frenzied baboon. Really *movin' on*.

He was looking for OPPORTUNITIES.

There's nothing like an opportunity to sidle sideways up to a pride of lions after they've eaten their fill. Grabbing dinner off a freshly killed wildebeest is cool.

As usual, *Lion Bait* had it all figured out.

“No sweat. Them big dumb-ass kitties is all gorged-up ready for a nappy. So, I'll just grab me a juicy chunk and scurry home and have Cave Woman cook it!”

“Sure beats the hell out of having to hunt and kill the sucker. C'mon man, that's a lotta WORK!”

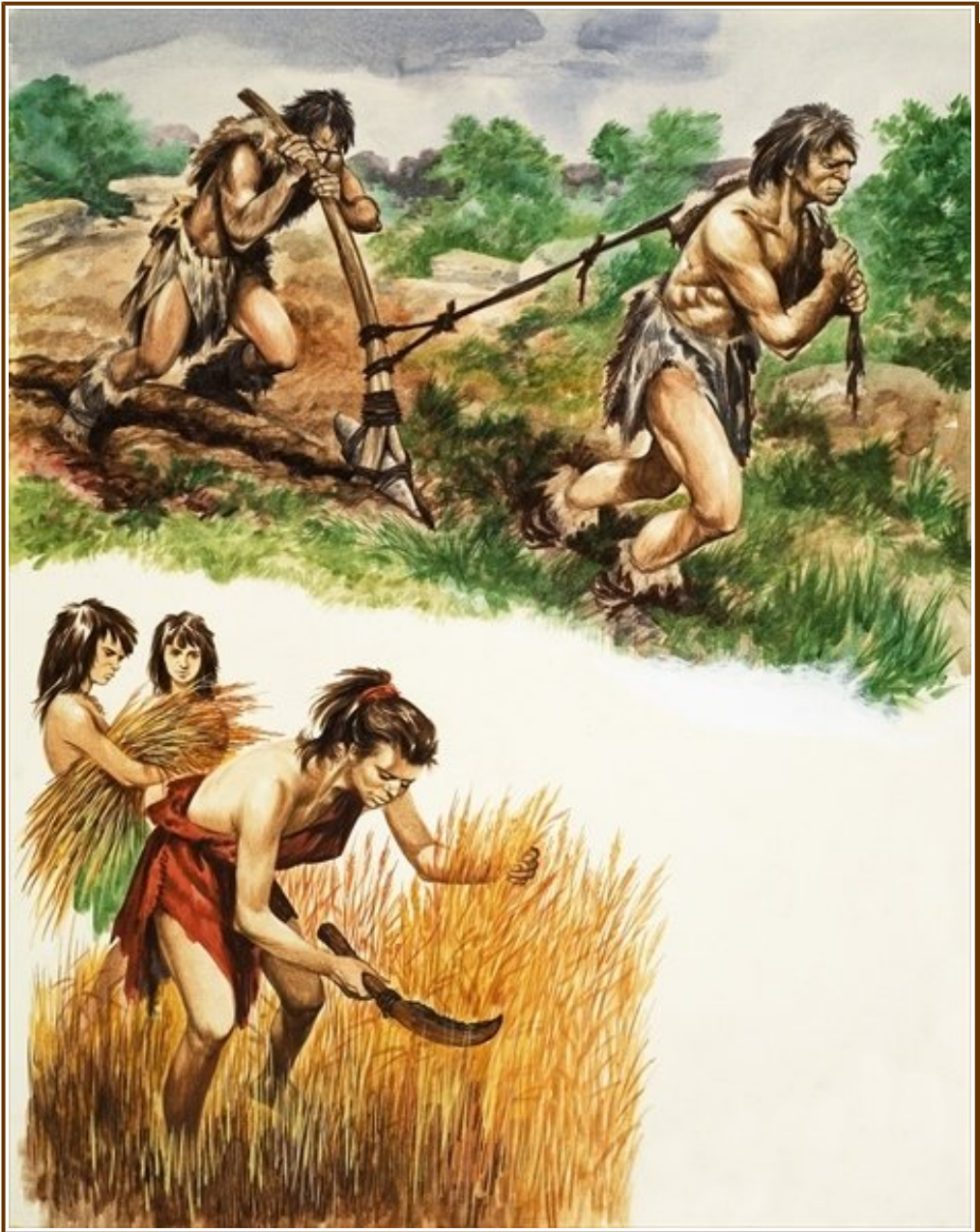


Known caveman, *LionBait*, checks the weather. He fears rain could come before CaveFrau, *Twisted Sticks*, gets a fire started.

He knows any delay would cause his little kinder cretins to launch one of their uncontrollable Bawl & Squall Fits. That would be way too upsetting for Manly Caveman.

(This is the known moment when the word “BRAT” was invented. Factotum certain. Cruise any Big Box Store and you can observe the genetic memory of *Lion Bait*’s spawn at work.)

BEHOLD, THE PLOW



From the beginning, homo sapiens have gone wild over unexpected opportunities coming their way. Seizing them is hardwired in us.

Recognizing and grabbing opportunities is tattooed into our genetic memory. “Brats” know this.

This helps adaptive survival-of-the-fittest humans to navigate the modern era even if some have the irretrievable urge to wear and wallow about in old raggedy clothes called *habits*.

With early man, the only known **property rights** were connected to big-ass rocks or monstrous CLUBS.

No Intellectual Property Rights existed back then.

Nature doesn't do copyrights either. Things began to CHAnGE and get complicated at the beginning of the Agricultural Age.

SERENDIPITY ARRIVES

One bright sunshiney day, one of our erudite ancestors invented the PLOW by simply grabbing a bent stick and dragging it around the ground everywhere he could. It seems he'd eaten too much of a special mushroom.

Crazy Dude, he was, he was. Mushrooms at night; early delight. Morning daze; afternoon craves.

To the surprise of all, next Spring brought forth a copious bounty of eating thingies right where his spirit-crazed stick-dragging had occurred.

After his exciting experience with The Visions, his tribe renamed him [Shaman](#). This powerful new identity led him to realize he had discovered something the rest of his tribe coveted and he had the power to control.

The power to babble the kind of Magical Thinking (nonsense) that filled them with devout mystical awe.



Thus began the age of the **Control Freak**.

The age of High Priests Of Translation & *Ersatz* Wisdom.

Having observed the crazy-legged dancing with a bent stick, his tribe quickly connected his silly gyrations to the piece of land where food was growing.

At the time, they had no idea of what the wonderful word [serendipity](#) meant.

“DON’T TOUCH ME UNLESS YOU MEAN IT!”

They vociferously let it be known they *needed* some of his Magical Bent Stick. (“*To everyone’s needs ... etc.*”)

He wouldn't even let them touch it.

Bent Stick was *His Property*. He was as attached to it as breathing air. “*Don't touch my stick!*”

Right away this caused the entire tribe to launch an unprecedented green-eyed Caterwauling Fit.

Their bellicose, snarky and smelly breath — accompanied by the [Evil Eye](#) — was fervently unleashed upon the all-powerful Shaman at every opportunity.

“How dare you keep us from touchin’ your beloved bent stick? You know it’s gotta be *shared* by all, right?”

Shaman replies, “NOPE!”.

“You didn’t build it; you just stumbled upon an opportunity and took advantage of it.”

And Shaman replied, “YEP!”

Instantaneously, they began to give their Shaman a frightful blast of *Mal Ojo*; to glare at him with the greenest of evil eyes. They delighted in it.

This new emotion was named “ENVY”. Over the eons it was to spread around the planet like no other meme in history. It’s still here. Tons of it. Everywhere.

Wanting to protect *His Property*, Shaman became highly agitated over the fact a Patent Office or Copyright Registrar was way too far into the future.

GREAT SPIRITS BEYOND

He needed a magical-thinking Great Mystical Spirit to help him solve his problem *right now*. Today, before those with an evil eye tore him apart.

Something to scare the crap out of those saturated with a case of leering and sneering *Mal Ojo*.

Until now he had simply beat the snot out of anyone who tried to touch his bent stick.

BRUTE FORCE had done the trick. But that wasn't going to work with the entire tribe on the brink of inventing cannibalism as they gave him the evil eye.

There was no doubt in his mind they would cook him well-done before sunset. He could smell the smoke.

So, he invented Mystic Mumble-Jumble Talk. (More magic mushrooms?) This allowed him to be the first High-Priest-Of-Translation able to divine the divine in all worldly things. The Pope of all that matters.

Now he was in control of TWO centers of power. Bent Stick and Mystic Mumble-Jumble Talk.

It was frightfully easy.



All he had to do was draw pictures of Big Beasties on cave walls while calling upon the Great Spirits to lay waste to anyone who didn't *believe* he was Shaman for all the gods. Grand Shaman for the rest of his life.

Naturally, no one could understand a word of his newly invented Mystic Mumble Jumble Talk. Today, descendants of early man still can't.



*Can anyone ignore the **Eyes of Envy** as they stare at the opportunities enjoyed by Free Riders?*

World's Biggest Copy Machine — Bar None

FREE STUFF

The World Wide Web (WWW). The Internet (Net).

No matter what it's called, it's the biggest copy device ever invented. Nothing else comes close.

It holds more FREE STUFF than any container in the world and the amount of free stuff is increasing exponentially minute by minute.

And it's all available to billions of *homo sapiens* in mere seconds — anywhere the Net is present.

FREE STUFF. Nothing sells better.

Free or not, *all* Internet content must first capture the attention of Hunters & Gathers (H&G). No matter what.

Creators want to grab attention and H&G folks want to take advantage of “opportunities” to the max.

All for free.

THE everlasting problem facing creators is *how* to be rewarded for their work when nearly *everything* is free on the Web. It's called **monetize or die**.

Here's how Go2Fun plans to round up the wild west stallions and mares roaming Freebie Prairie.

WHAT DOESN'T WORK

Well, just about everything. *We're not kidding.*

Look at the inundation of interruptive advertising **everywhere** you look. We mean *EVERYWHERE*.

Facebook, Google, Amazon, *et al* couldn't live without it. **Attention** (advertising) money runs the world now.

We know you're sick of being LAMBLASTED with intrusive messages coming at you from every quadrant. Nearly every legitimate and flim-flam marketing gimmick known to man has been tried. Over and over.

After 50 years + of selling experience, this *Ol' Fuss* knows a bit about what he's talking about.

Little, if any, works satisfactorily anymore.

In the not too distant future, the paid advertising world will experience a radical phase-change.

It's going to become something mysteriously different and unpredictable based on all the Inevitables of guru Kevin Kelly.

Super-saturation of advertising will be the catalyst. Don't doubt me.

At the moment, many media companies like the New York Times are trying to make recurring-payment **subscriptions** work — without much success.

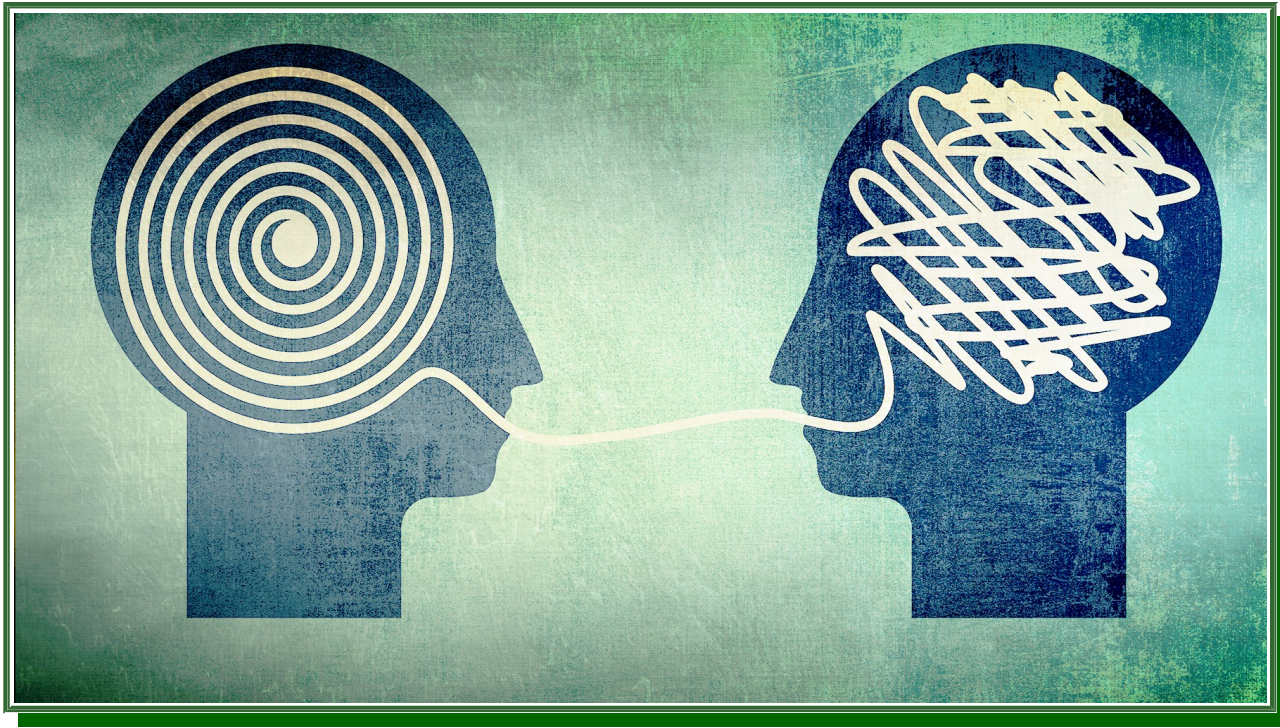
Subscriptions to Netflix, Amazon Prime, etc. work due to the huge amount of content they can offer for the money. Plus the inherent network effect. Even so, information overload reduces their effectiveness.

Note the psychological warmth generated when no future payments are required. Cheers for One & Done.

“Why don't you just give all your work away totally free?”

“You know, don't even suggest a Cover Charge or Donation.”

REDUCTIO AD ABSURDUM



What's the lowest possible price and number of payments can we get for our work?

A **one-time charge of \$0.00**. That is, one payment of zero dollars!

Less than that requires us to explain Schrodinger's Cat.

What did you just say?

Even with warm and fuzzy feelings existing everywhere, creators need to have a source of livelihood.

There are only **three ways** of doing that:

- 1) Be a *totally* self-sufficient adult HERMIT.
- 2) PRODUCE. Create something another human values. Then voluntarily make a value-for-value exchange of your service or product with others.
- 3) Be a PARASITE. Live off of what others produce.

(Yes, there are some who have no choice and must be cared for regardless of the reason. Society can voluntarily handle that without drama or real sacrifice.)

So, we've decided to dropkick ourselves directly into the end game. We're bypassing as much as we can and RightSizing everything in sight.

FIRST, WE'VE MADE *EVERYTHING* FREE!

Free Riders can seek free learning and entertainment opportunities without any strings attached.

That still leaves the necessity of our generating enough **monetary** income to live. The plight of every other creator on the planet.

[PAUSE] Here we sit before nice 1920 x 1220 computer screens. Staring. Wondering. Pondering.

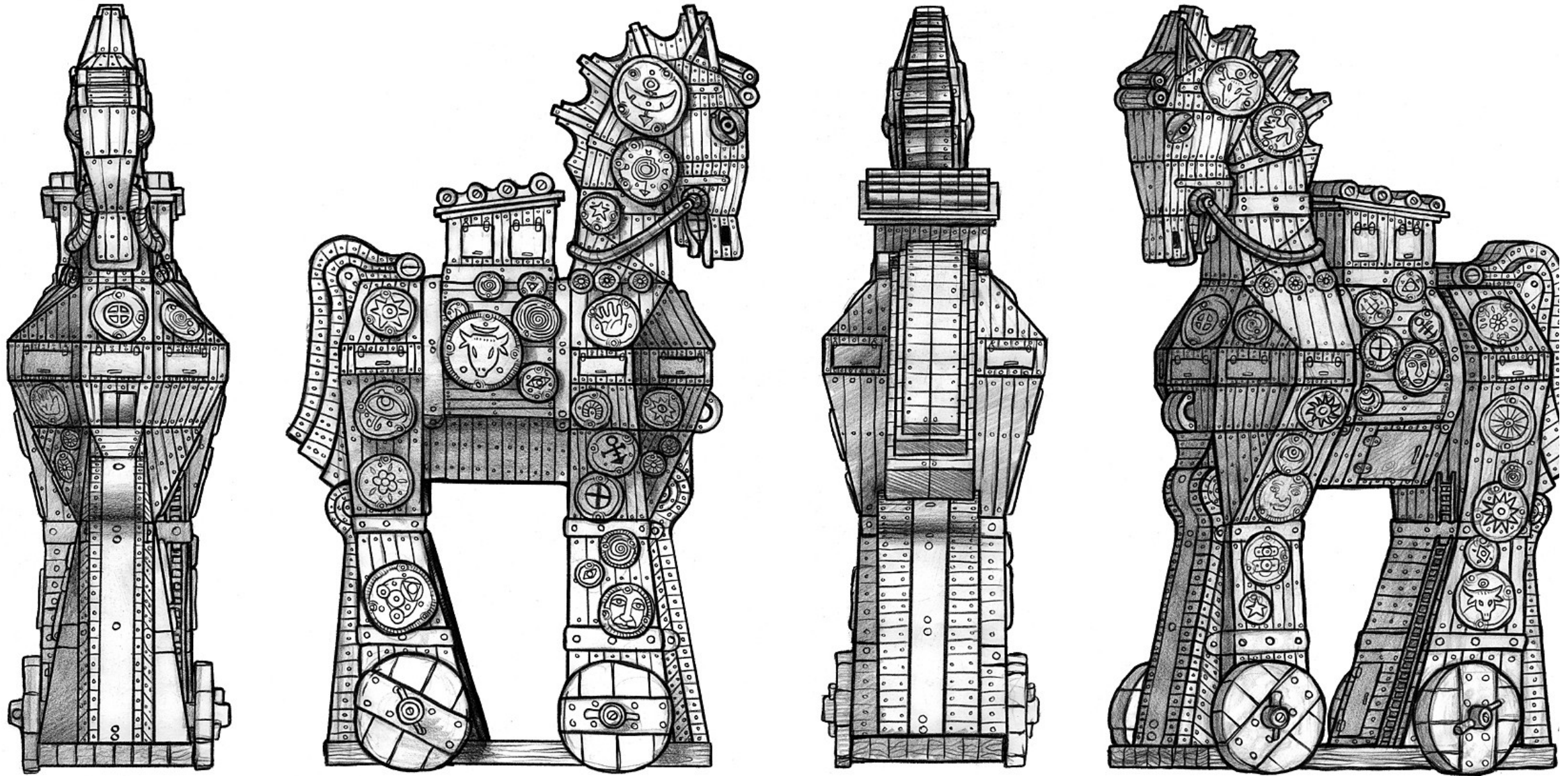
Inundated with wave after wave of unstoppable Internet tsunamis. Feeling like drowned rats instead of bounding gazelles on the Serengeti.

FREE STUFF coming at us from all quadrants.

And we're not alone. Every creator is being pancaked by the same reality.

That's why we've concluded it's futile to keep trying to herd free-ranging chickens. They want to be FREE!





Trojan Horse Marketing

What *is* a Trojan Horse, Anyway?



WIKI: The **Trojan Horse** is a tale from the **Trojan War** about the **subterfuge** that the Greeks used to enter the city of **Troy** and win the war.

In the **canonical** version, after a fruitless 10-year siege, the Greeks constructed a huge wooden horse and hid a select force of men inside.

The Greeks pretended to sail away, and the Trojans pulled the horse into their city as a victory trophy.

That night the Greek force crept out of the horse and opened the gates for the rest of the Greek army, which had sailed back under cover of night. The Greeks entered and destroyed the city of Troy, ending the war.

PHASE I of what we're doing:

- After a one-time low Cover Charge, we're making everything in the Go2Fun Boutique **free without copyrights**. Everything free with no individual pricing of contents. *What could more simple?*
- Coupling the One & Done Cover Charge with a voluntary **donation model**. This automatically grants maximum freedom-of-choice to our Free Riders.

Yes, WE KNOW there will always be those who **never** donate or pay the Cover Charge. They are pure Free Riders. They must wait for others to send them the free content. That's OK with us. It is what it **is**. "A" is "A".

ASKING FOR YOUR HELP

NETWORK EFFECT

Instead of our using a recurring-payment model, we ask you to **share our content** with those you think will find it interesting and beneficial. At some moment in the future, a tipping point will occur and positive feedback loops will initiate self-sustaining growth.

If we've created enough interesting content for Free Riders, there will be those who appreciate the value received and make voluntary donations.

WHAT YOU GET WHEN YOU PAY OR DONATE

- **Convenient and immediate** email/password access to the inner sanctum of Go2Fun Boutique. (Our Trojan Horse.)
- Permission to contribute to the **Go2Fun Blog** and **Go2Fun Forum**. You can *Tell Your Personal Story (TYPs)* and talk to other Free Riders about it.

PHASE II

The “Strategy” behind FutureBook Projects.

We have “many” original stories to tell in our main project, *My 65+ Years of Motoring*. Hundreds of stories.

They're organized around the times behind the wheel of nearly 100 cars owned. Road trips and travel experiences over many adventurous roads throughout America and Europe.

Our central theme, *Handle It!* exists in the background. It's about handling the CHAnGE affecting everything all the time, everywhere. It's a serious project.

We're developing **Mind Tools** to help you better cope with these CHAnGEs brought on by the Singularity. Our two other projects, *RightSizing Your Life* and *Envy* are connected as well. Visit [FutureBook Projects](#) for details.

QUANTUM LEAP IN MARKETING

While we’ve loved the Newtonian Marketing of the past, we understand the world must now live with Schrodinger’s Cat, Chaos Theory and the monstrous mystery of Quantum Entanglement.

When one adds in the 12 Forces of Kevin Kelly, NOBODY has a clue about how *shocking* the future will be.

EXECUTIVE SUMMARY — The book *The Inevitable*

Understanding The **12 Technological Forces** That Will Shape Our Future by Kevin Kelly.

Kelly gives us an insight into how the world of technology will change in the next three decades. It describes twelve technological forces that will drive this major change.

The forces are:

Becoming	Screening	Filtering	Tracking
Cognifying	Accessing	Remixing	Questioning
Flowing	Sharing	Interacting	Beginning

These forces have been driving the technology in the past three decades and will continue to do so for the next three decades, at least. The twelve forces are *interdependent* on each other; none of them can work in isolation.

The invention of internet, a network of network sounds like the greatest achievement of mankind. It indeed is. However, this is just the beginning of the process.

The internet of the future will be a lot different from the internet of today. Everything we have ever created is in the process of “becoming”. It is bound to be transformed, remixed to become something new.

Remixing involves rearranging and reusing existing stuff to invent new things. Animated GIFs, remixed movie videos, mashups, and fan fiction are all products of remixing.

Cognification will enable robots to take most of our jobs in the future. Consequently, we will invent new jobs for ourselves. We will invent more ways of sharing, filtering, and tracking content.

With **Virtual Reality**, new ways of interaction will emerge. Since internet is a stream of free-flowing copies, future businesses will make money by creating and offering qualities (like personalization) that cannot be copied. The shift from physically owning things to accessing them from a virtual library will become faster.

The future will see the existence of a universal library encompassing everything that has ever been produced on the planet. The entire library will be available on screens.

Finally, new inventions will give birth to new questions and problems that we will seek to explore.

FastReads. [Summary of The Inevitable](#): by Kevin Kelly | Includes Key Takeaways and Analysis (Kindle Locations 41-42). FastReads. Kindle Edition.

The full version of *The Inevitable* by Kevin Kelly is even more mesmerizing and important.

Our **Phase II** quantum leap bypasses *everything* related to Newtonian marketing and plops us right into the center of the Uncertainty Principle.

Let the Force 12 Coyotes HOWL!

While we'll never be really ready, at least we'll face into the wind and try to keep from walking bent-over and backward into the future.

You've noticed there's no advertising to be found anywhere other than Go2Fun Projects.

We intend to keep it that way.

That's why it's so important for Free Riders to **help us** by exciting the Network Effect. The more they pass on the free content to others, the faster we create and maintain a growing interactive community.

For creators who want to acquire BIG ranches, we even have an open-source marketing concept in the wings.

A Platform business model where tribes of creators work together for mutual benefit.

We'll make it available when the time is right.

Finally, here comes our



Call For Action

1) Exchange a little of your money for the immediate and convenient access to all the free and uncopyrighted content.

The entire Free Rider community benefits when you share everything with your world. Everyone gains from the Network Effect.

2) Some of you may actually drive Bugatti's or equivalents. Meaning you have “many” money and are open to supporting things exciting for your interests and passions.

Or, you're amenable to crowdfunding and willing to support our Go2Fun concept with a donation of more than the Cover Charge.

In either case, we hope it's because you're genuinely interested and passionate; not because of any variation of altruism.

We much prefer the straight-up exchange of value for value.

Glenn L. Flock, Chief Ol Fuss. June 21, 2017



*We know we're in for a helluva Roundup!
Join the Free Riders — enjoy this future way of doing business now.*