

## Transcript of Video Introduction to Acres of Diamonds in the Rough

<https://youtu.be/fYJC7UE9J2A>

Hello, my name is Charles Betterton. I'm a Community Economic Development specialist and I have been a student of success, motivation, achievement, and successful living since I was 16 years old. That was when my mother gave me *The Power of Positive Thinking* by Norman Vincent Peale. She was praying and hoping that something would get through to her wayward son.

That book did set me on a path of studying success classics, like *The Law of Success*, *Think and Grow Rich*, *The Secret of the Ages*, *Acres of Diamonds*, and many others. Partly as a result I have been inspired to cocreate and or cofound a few nonprofit organizations including most substantially, a **University for Successful Living** (<https://www.universityforsuccessfulliving.org>), **CENTER SPACE** (Center for Spiritual Personal and Community Empowerment and Enlightenment), and most recently **Planet Blessed** (<https://www.planetblessed.org>.)

I've also co-founded a number of affiliated cause-oriented companies. Most of those are now benefit corporations including **Collaborative Infopreneurship Network**. Over 30 US states have authorized this special vehicle for creating a company that's around a cause or a purpose, and I've attracted a number of other strategic alliance partners, some are individuals, some are non-profits, some are companies, a few are benefit corporations, and we have a shared vision, very similar to Bucky Fuller's vision of "betterment for 100% of humanity. "

We've invested most of the last decade acquiring training, hardware, software, and strategic alliances specifically in publishing and marketing, training, and event promotion and production. What I am here to introduce to you today and share with you is something that we're referring to as **Acres of Diamonds in the Rough**. This wall behind me represents part of that, and I'm going to come back to that.

Have you heard the story "Acres of Diamonds"? Russell Conwell told this story 7000 times and generated over \$7 million to establish Temple University. The story was about an African farmer who had heard about diamonds being found elsewhere on the continent. He sold his farm, and went looking for diamonds. He died many years later, poor and destitute. Back at the property that he had sold, a visitor one day picked up an item off of the mantel, took it over to the present, new owner and said, "Where did you find this?" And the new owner said, "They're all over the place. They're everywhere on the property."

The farmer had sold what became the world's richest diamond mine to go looking for diamonds somewhere else. He literally sold acres of diamonds, because he did not know to do the work to determine and discover what diamonds look like in their rough state.

That story has been told millions of times. I heard it first through an audio cassette tape program by Earl Nightingale, one of the co-founders of Nightingale-Conant, the world's largest producer and publisher of development training resources.

A major area of focus in our training has been on publishing. In the digital world of technology, with the revolutions in the publishing industry, we have been looking at the best way to publish our intellectual properties. For example, our 14 stand-alone titles for **Solving Life's Ultimate Success Puzzles**.

Some of our mentors are world-class experts like Jack Canfield and Mark Victor Hanson of the **Chicken Soup for the Soul** series. They love to say, "Yes, we sold six hundred million books, but our publishers fly in the \$40 million Gulf Stream jet, so we suggest you start your own publishing enterprise."

We've taken their training seriously. We have created a collaborative publishing and marketing company as a benefit corporation for Infopreneurship or information marketing. The website for that is <https://www.collaborativeinfopreneurship.org>. We believe this is the richest time in the history of the world to share information that makes a positive difference in the lives of others. We considered all the many publishing options asking ourselves questions like: Do we want to go with a traditional publisher? Do we want to self-publish? How do we want to bring this content to the world?"

We decided to start our own innovative publishing and marketing and invite other to help us complete our publications since many of them are works in progress. In fact the wall behind me includes 44 individual publications about personal professional growth and development, community and economic development, and empowerment and revitalization, spiritual growth and enlightenment and awakening.

It represents as well 7 companies, 7 affiliated non-profit organizations and 44 publications. Here's what we're doing. We're presenting this as Acres of Diamonds in the Rough based on the Acres of Diamonds story, and building a website at <https://acresofdiamondsintherough.com>.

The **Strategic Marketecture** of those organizations, companies, and especially our **Ultimate Destiny Hall of Fame Award** recipients that are 101 of the world's leading resource providers for development training programs is introduced at <https://www.strategicmarketecture.com>.

This is the first public introduction to all of these publications, programs, companies and non-profit organizations as Acres of Diamonds in the Rough. If you have any resonance with these concepts, with publishing, with marketing, with training, with coaching, with consulting, with speaking, with making a positive difference, with fostering personal planetary sustainability, with leaving a legacy, with what we refer to as Earth StewardHeirShip, please visit our websites or contact us at +1928-554-5940.

My name, again, is Charles Betterton. I am privileged to serve as the interim StewardHeir of several of these organizations. I'm looking forward to meeting you, to exploring together how we might co-create and collaborate programs, products, and services of substance and significance to bless the planet. Thank you for listening.