



Blogging for Billionaires—How I Earned \$10 Million

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By Curt Smothers

Originally published as an April Fool's Day blog in 2014. Any resemblance to actual billionaires, oil companies, or ethically challenged bloggers is entirely coincidental...or is it?

As I write this blog, I am looking out from the balcony of my oceanfront home in Malibu at the calm, blue Pacific. The sun is a large, watery pink ball, half sunk toward the horizon and well on its way to my beach home in Maui.

Yes, life is good, and I did it all by blogging.

It was so easy that I don't even plan to launch one of those "You Can Do It, Too!" campaigns or sell books after my wildly successful personal appearances. My experience can be replicated, and anyone can become a millionaire blogger. All you need is a billionaire oil company representative and the ability to write with absolutely no scruples.

Here is my story.

My first big break came after I had been freelancing for BlogMutt for about six months. No, BlogMutt will not earn writers millions of dollars, but it opened the door for me. One day I was researching a blog for an environmental cleanup website when I came across an ad that read:

"Qatar Oil Company Official Seeks Experienced PR Blogger."

Wow! I thought. Blogging for billionaires! I'm going to make tons of petrobucks!

I applied, submitted a writing sample, and was asked to prepare blogs on three subjects:

- How Oil Spills Are Good for the Environment
- Is Fracking the Solution to California's Earthquake Danger?
- Why Electric Automobiles Are a Danger to Our Elderly

Now here's the secret to writing a successful blog: you have to get inside the customer's head to the extent that, after reading your work, he asks himself, *"Hey...do I know you?"*

Then there's the small matter of setting aside whatever principles might interfere with the customer's wishes.

Writing on those three topics required surprisingly little insight into the minds of big oil. It doesn't take a rocket scientist to figure out what they wanted. Research, however, proved to be another matter. Facts can be terribly inconvenient, so I had to become...creative.

My reasoning went something like this:

1. Oil spills are good for the environment.

The cleanup effort often repairs more coastline than was damaged in the first place. Then there's the benefit of removing parasites from sea birds, which conveniently receive a complimentary scrubbing after every major spill.

I'll admit I had to pad that one a bit. British Petroleum's public relations efforts after that unfortunate incident in the Gulf didn't exactly strengthen my argument.

2. Fracking may solve California's earthquake problem.

Unfortunately, there is absolutely no evidence connecting hydraulic fracturing with relieving pressure along the San Andreas Fault.

So I simply shifted the discussion to Colorado and pointed out that there had never been a major earthquake where my examples occurred. The Qatar fellow apparently figured Colorado and California were practically neighbors. Besides, they're both out West.

3. Electric cars are dangerous to the elderly.

There are absolutely no statistics supporting that proposition, but I was willing to speculate.

Older folks, I suggested—emphasizing *might*—could forget to charge the battery before driving to an important doctor's appointment. Think of the consequences for preventive health care! Haven't seniors suffered enough inconveniences already without adding electric cars to the list?

Well, the rest is history.

I didn't believe a single word of what I wrote, but the Qatar oil executives loved every syllable. At \$10,000 per blog, my bank account grew rapidly. Soon my reputation spread throughout the Middle East, and I found myself turning away lucrative assignments because there simply weren't enough hours in the day.

Being fluent in Spanish also proved profitable. I landed several writing projects for Venezuelan oil companies, but that, as they say down there, *es totalmente distinto*.

I only hope my friends in Qatar never discover those blogs I wrote explaining how Middle Eastern crude oil was contaminated by airborne pathogens.

Despite all the lucrative pro-oil work, I still find time to write for the company that gave me my start. You don't have to be a billionaire to receive quality writing at a reasonable price, so feel free to contact us.

And, by the way, you've probably figured out this is my April Fools' blog.

Unless, of course, you're from the Qatar Oil Company. In that case...my rates have gone up.