

Want To Grow In Web3? It Starts By Investing in Yourself

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April is financial literacy and wellness month and myBFF is committed to helping you make sound financial decisions. Investments like bonds, stocks, 401Ks, coins, and NFTs typically come to mind when we think of investing. However, one vital aspect that is often overlooked is the concept of investing in oneself. As women, we often prioritize others, but it's crucial to remember that investing in our skills and development is one of the most valuable assets we can possess. Unlike other investments that are at the whims of the market or other counterparty risks, investing in ourselves allows us to take control of our future and drive our own potential for success.

There are several reasons why it is beneficial to start investing in yourself in Web3. Web3 is a rapidly growing field that encompasses a wide range of technologies, including blockchain, decentralized applications, NFTs, and cryptocurrencies. Because this space is in its early stages there is high potential for growth. As the Web3 industry expands there will be more career and financial opportunities. By developing skills and knowledge in this space you will be able to position yourself to take advantage of these opportunities as they rise.

Where to Start

One of the biggest challenges in investing in Web3 is the sheer breadth and multitude of areas to explore. Because Web3 is a burgeoning field, it can be difficult to determine where to begin. The initial step is to establish clear goals for yourself. Goals are specific, measurable, achievable, relevant, and time bound outcomes of what you want to achieve. This can look quite different for everyone. For some the desired outcome is to increase long term earning potential. For others the objective is to be well-informed, gain visibility, and/or have high impact conversations. Ultimately it is up to you to decide what goals make sense for you and your aspirations.

Here are some ideas on how you can invest in yourself in Web3.

1. Take a class

Investing in education is always a wise choice. Learning a new skill and increasing your knowledge can make you more competitive in any job market. It can open up new opportunities for roles and growth in Web3 projects. There is a surge in the number of coding academies, some of which offer online courses such as Alchemy that teach technical languages like Solidity and Java, and full-stack web 3 applications, which are currently in high demand. These courses are self paced and offer a certificate of completion you can tack on your Web3 resume. Additionally if you are looking for an in person class, there is a four-week program called Polkadot Blockchain Academy scheduled to take place in Berkeley, California during July and August this

year.

2. Build out LinkedIn and online Web3 community profiles

Many women struggle with networking because of cultural programming that networking is insincere or inauthentic. However finding the right network is beneficial in developing relationships that can help you and others succeed. By building out your profile, you can showcase your skills and connect with other professionals working in the Web3 space. Building out your LinkedIn or online community profiles can help you expand your network, find opportunities for cross collaboration, and increase your visibility and credibility.

3. Learn within a community

Consider joining a decentralized autonomous organization (DAO). Find a DAO community that aligns with your interests, passions, and values. You can research and explore various DAOs on social media platforms. Once you find a community that resonates with you, join their Discord or Telegram group and start engaging with the members. Participate in community discussions, ask questions and share your thoughts and ideas. Look for opportunities to contribute your skills and expertise to DAO projects. Many DAO projects will compensate you for your work.

4. Attend a conference, meet up, or seminar

Debra Nipp, a Web3 entrepreneur and co-founder of ThreeSpaces, believes that the most influential experiences occur when she can connect with people in person. Therefore, she prioritizes attending conferences and speaking at events whenever possible. By actively seeking out authentic thought leaders and communities with a forward thinking mindset, Deb said she is able to stay up-to-date with the rapid pace of Web3. This approach has played a vital role in the growth of ThreeSpaces, her Web3 startup.

5. Read Books, Articles, and Listen in on Web3 Content Creators

Web3 runs at an incessant speed. It is important to stay up to date with the latest trends. Whether you prefer reading or listening to podcasts, there are numerous resources available to keep you up-to-date on the meta. Pick a favorite influencer to follow, subscribe to a newsletter, download a podcast to listen to in the car. You will be surprised how much there is to learn.

Remember life's too short not to play big. Make a habit of investing and betting on yourself. It doesn't need to be costly or time-consuming. Small investments add up over time and do impact your future. So sign up for a free (or low fee) online class, join a DAO, organize a book club with some of your Web3 friends. By taking the time to invest in yourself, you can position yourself for success in the years to come.

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