

# The Jason Stapleton Program - The New Fandom Formula, with Zoe Scaman

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This is another podcast from one of the many podcasts that I like to listen to. This one is from the Jason Stapleton Program, definitely worth a listen!

## The New Fandom Formula, with Zoe Scaman

"Zoe Scaman has brilliant insights on the future of social media and how the market is moving toward a new model for building communities.

She's the founder at Bodacious (bodacious.be) and the author of Musings of a Wandering Mind, found at zoescaman.substack.com. You can follow her on Twitter at <https://twitter.com/zoescaman>.

Last year, she wrote a piece entitled "The Future of Fandoms", where she posited that "fandom would soon become the dominant currency, both culturally and commercially, within the realms of music, sports, movies, TV, and more." When she wrote it

In this interview, she broke down for us what she's calling The Fandom Formula, which is "community x autonomy x equity." If you want to understand our economy is headed, you must understand the social dynamics, especially as they're mitigated by social technologies.

Don't miss out on Zoe's insights on this matter. She's got her finger on the pulse of the future.

As we continue to build and grow the Nomad Network, we'll be incorporating the principles Zoe outlines. You can join the Network using the link below.

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Jason's website: <https://jasonstapleton.com>

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