

Announcing Yet Another Value Blog Premium

I am excited to share that I am launching a premium (read: paid) version of Yet Another Value Blog. If you're interested, you can check it out [here](#).

Why launch a premium offering?

I've always loved writing. Formalizing ideas on paper is already a big part of my internal research process. I am a manic researcher and I feel like I'm overflowing with ideas right now. Obviously, the near term for the economy is going to be a disaster, but there are plenty of huge dislocations out there, and every day I find myself excited to research fifteen different new ideas. Preferred stocks, baby bonds, real estate companies hammered by the sell-off.... there are no shortage of opportunities out there.

Unfortunately, in the concentrated portfolio I run, there is only so much room to put new ideas to work. So, after some encouraging words from some of our readers I decided to move forward with this Premium Offering to fully leverage our research.

How will the premium offering differ from the public blog? It's tough to say exactly. My current vision is to do two exclusive posts for the premium offering each month. The first post will be a smaller post focused on updating previous ideas (by far the most frequent request on this blog) and any quirky things that have caught my eye. The second post will be a dedicated write up on a fully fleshed out idea (I've already got the first one posted). The hope is to have one of these a month, but it will likely vary based on what I'm seeing in the market it. Right now, I feel like I could easily find six really interesting opportunities to do a full write up on, but

some months I'm sure there won't be anything. Still, the hope is that I can average it out to one post a month.

So that's the current vision... but the reason I say it's tough to say how premium will differ from the public blog is that it will be a work in process, and I'm always willing to iterate on it. For example, if it turns out premium subs favor industry guides like my media guide more than specific posts, I'm happy to pivot and focus more on doing deeper industry dives (though that feels kind of unlikely).

Anyway, that's the pitch. For the first week of the site, I'm going to offer a founder's discount offering 20% off the annual price for life. If you're interested, I'd encourage you to sign up now, as the offer only lasts a week and I don't plan on doing any other discount offers in the future (my focus is on research, not marketing, so after this post the plan is to just let the premium offering grow mainly through word of mouth and a brief mention in the monthly links posts without any extra marketing / discount offerings).

And I'm sure many of you are wondering: what will happen to the public facing blog if you don't want to subscribe?

Well, I'll be honest... it hurts a little that you don't want to subscribe. Again, I'm a pretty manic researcher, and I don't think I've ever been accused of trying to skate by on anything. My goal is to make the subscription worth far more than it costs, and my hope is that the past ~4 years of the blog have shown the type of research that will be up on the premium site, and that access to it is worth at least wanting to subscribe!

That said, I'm not shutting down the blog. I still plan to write publicly. In fact, it's entirely possible I end up posting a little more than normal, since I find writing begets writing. But access to "Best Ideas" will be limited to the premium subscribers.

Bottom line: you'll still be hearing from me frequently whether you subscribe to the premium site or not (but I hope you do subscribe!).

PS- as mentioned, the premium site is very much a work in progress. So please feel free to send me over any feedback, whether it's as small as "your sign up process sucks" or as large as "here are specific things I'd be interested in."