



Entrepreneur's Guide to Second Life: Making Money in the Metaverse

Daniel Terdiman

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Business is booming in *Second Life*, and many residents are earning big bucks in–world and so can you. This unique guide walks you through what it takes to launch and run a successful *Second Life* business. Packed with insider tips from some of the metaverse s best–known entrepreneurs, it delivers the lowdown on *SL* business basics and shows you step by step how to succeed in popular business niches, from real estate and construction to fashion, gadgets, toys, entertainment, music, blogging and more.

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Learn what makes a store great See how the experts market their businesses Understand the technical skills necessary to make compelling products About the Author

Daniel Terdiman is an award-winning CNET News.com reporter who has been covering *Second Life* since 2003. He spearheaded efforts that made CNET the first mainstream news organization with a permanent in-world presence. Widely recognized as a leading Second Life and virtual worlds expert, he has written for media outlets ranging from the *New York Times* to *Wired* magazine to *Time* magazine. Daniel is also a frequent speaker at such conferences as Game Developers Conference, the Austin Games Conference, South by Southwest, and Webzine.

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