Better Person Tomorrow
An international blog series brought to you from Latin America

Objectives:
• Heighten awareness of lifestyle choices in the United States and their global consequences
• Increase knowledge of international issues
• Share lessons learned from the Peruvian lifestyle

Methods:
1. Created a blog proposal: purpose, audience, voice, promotions plan, suggested outline
2. Set up website using WordPress: www.betterpersontomorrow.wordpress.com
3. Researched topic details and facts online for each excerpt
   - Included original photography and anecdotes about personal experiences
   - Included tips on how to change mentioned habits
   - Published a blog every ten days to two weeks
4. Promoted the website’s blogs via my internship and different social media sites

Conserving the Earth
one recyclable at a time
A blog about reducing one’s personal waste

PSA for Fido
A blog about population control of animals around the world

In one day, out the other
A blog about the detrimental effects of e-waste

Lend a hand
A blog about the importance of helping others

Results:
• Judgment of prevalence of international issues is clouded.
• Stagnation of efforts to correct mentioned topics can be attributed to many factors.
• These issues are everyone’s business, and every little bit changed leads to a better world for all.

Conclusions: