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AI INCOME WORKSHOP

WORKBOOK #1

AI Income Workshop: Workbook 1

AN IMPORTANT LETTER FROM IMAN

I want to tell you about a pattern I've noticed across every industry I've studied.

The people making the most money are rarely the ones in the spotlight.

Scooter Braun makes millions every time Justin Bieber's song plays without ever performing. Rich Paul negotiated LeBron's \$154 million contract without playing a game. Christopher Little turned Harry Potter into a billion-dollar empire without writing a word.

They operate in the shadows. They partner with talent who have audiences. And they make more money than the talent without anyone knowing their names.

Here's what most people don't realise:

This isn't some secret reserved for Hollywood insiders or sports agents.

This exact model is now available to you right now in the digital creator economy.

There are millions of creators with 10,000 to 100,000 followers who have done 99% of the hard work. They've built engaged audiences. People who trust them. Follow them daily. Want to learn from them.

But these creators are making almost nothing from their audiences.

They've done the hardest part building the following.

They need someone to help them with the final 1% turning it into profit.

That's where you come in.

Not as the face. Not as the expert. Not as the influencer.

As the operator in the shadows.

You help them monetise. You keep 50% of everything. And you never have to show your face or build an audience from scratch.

One partnership could change everything for you.

\$10,000. \$20,000. Even \$50,000 from helping one creator finally make money from what they've already built.

And here's the truth that separates the people who win from those who don't:

It's not talent. It's not connections. It's not luck.

It's the willingness to operate differently than everyone else.

While everyone's trying to become the next big influencer, you're partnering with the ones who already have what you need.

While everyone's building from zero, you're starting at 99%.

That's what this workshop is about. Showing you how to become ungovernable by operating where nobody else is looking in the shadows, behind the scenes, making real money without the spotlight.

Because the smartest money has always understood one thing:

You don't need to be the star to win. You just need to know how to partner with one.

A handwritten signature in black ink that reads "Iman Gadzhi". The signature is written in a cursive, fluid style with a large initial 'I'.

Introduction

You're here because something inside you knows that the old rules don't work anymore.

The promise of "work hard, climb the corporate ladder, hope for the best" feels like a lie. The idea that you need to build an audience from scratch or become an expert to make money online feels like an impossible barrier.

You've probably tried things before. Maybe you've watched videos about starting a YouTube channel, read articles about building a personal brand, or bought courses that promised you'd make money if you just "put yourself out there."

But here you are, still looking for something that actually works.

This workbook isn't another collection of theories or generic advice. It's your action plan for the Shadow Operator revolution—a proven business model that's been making people wealthy in music, sports, and publishing for decades, now adapted for the digital creator economy.

Inside these pages, you'll:

- Lock in the key insights from today's training about the Shadow Operator opportunity
- Understand why partnering with existing creators is easier than building from scratch
- Calculate the exact profit potential of any creator partnership
- Map out your complete system for finding, approaching, and closing creator deals
- Build your roadmap to close your first partnership worth \$10,000, \$20,000, or more

By the end of this workbook, you won't just understand the opportunity—you'll have a complete action plan to execute it.

Because the people who win in this new economy aren't the ones in the spotlight. They're the ones operating in the shadows, making more money than the talent while never showing their face.

Let's make sure you're one of them.

Section 1: Key Takeaways

Fill in the blanks using what you remember. This locks in the core learning.
(Answers can be found at the end of the workbook.)

1. The entire workshop is built on the "Rule of _____" - doing ONE thing well instead of 10 things at once.
 2. A Shadow Operator partners with creators who have audiences but don't know how to _____ them.
 3. We target "_____ creators" with 10,000 to 100,000 followers who talk about specific topics.
 4. The creators have done 99% of the work (building an audience), but need help with the final _____%.
 5. The 4-Step Shadow Operator Method is: Find, Approach, _____, and Monetise.
 6. The Profit Potential Equation is: Price × _____ × Conversion Rate.
 7. You typically keep _____% of the revenue when you partner with a creator.
 8. To close your first deal, you should reach out to _____ creators to get one "yes."
 9. Tools like ChatGPT are called _____ AI, while tools built for specific tasks are called _____ AI.
 10. Your "_____ _____" is when your online income surpasses your main income and you become ungovernable.
-

SECTION 2: THE RULE OF ONE & YOUR TURNING POINT

Today, you learned that success comes from doing ONE thing well instead of trying 10 things at once.

This entire workshop has ONE goal: to help you close ONE partnership that can change your life.

The ONE Objective

In your own words, what is the ONE goal you're trying to achieve by the end of this workshop?

The ONE Strategy

What does a Shadow Operator do?

The ONE Partnership Reality

You only need ONE successful creator partnership to make this work.

For example: If you partnered with a creator and helped them generate \$20,000 in sales (keeping 50%), how would an extra \$10,000 change your current situation?

The Three Freedoms

When you become ungovernable, you gain three freedoms: Time, Location, and Financial.

Which of these three freedoms matters most to you right now, and why?

Your Turning Point

Your "Turning Point" is the moment when your online income surpasses your main income and covers all your living expenses.

What would becoming "ungovernable" mean for your life?

The Right vs Rich Decision

Most people would rather be "right" than "rich." They create excuses instead of results.

What's one excuse you've made in the past that kept you from taking action on an opportunity?

The 99% Reality

This strategy works even when 99% of a creator's audience ignores the offer.

Why does this make Shadow Operating lower risk than other online business models?

SECTION 3: SHADOW OPERATOR MINDSET & PATTERN RECOGNITION

You've learned that Shadow Operators have existed for decades across multiple industries. Now let's understand the pattern and develop the right mindset.

The people making the REAL money aren't always in the spotlight—they're operating in the shadows.

The Pattern Across Industries

From today's examples (music, sports, publishing), what do Scooter Braun, Rich Paul, and Christopher Little all have in common?

The Shadow Advantage

These Shadow Operators make massive money without ever having to be in the spotlight.

What are the benefits of operating in the shadows instead of being the face?

Why Creators Need You

Most niche creators (10,000-100,000 followers) are making little to no money despite having engaged audiences.

What are the main reasons they can't monetize without a Shadow Operator?

Market of One

When you partner with a creator to launch their product, you create a "Market of One."

What does this mean, and why does it give you such an unfair advantage?

The 99/1 Split

Creators have already done 99% of the hard work (building the audience). You help them with the final 1% (monetizing it).

Why does this make Shadow Operating so much easier than starting from scratch?

Right vs Rich

You need to decide if you want to be "right" or "rich."

What does choosing to be "rich" mean when it comes to reaching out to creators?

Your Opportunity Recognition

Think about creators you follow in niches you're interested in (fitness, parenting, business, etc.).

Do you see creators with engaged audiences who have "email for collabs" in their bio but no products to sell?

- ☐ Yes, I can think of several
- ☐ I need to look around more
- ☐ I'm not sure what to look for yet

List 2-3 niches where you've noticed creators leaving money on the table:

SECTION 4: THE PROFIT POTENTIAL CALCULATOR

Before you ever partner with a creator, you need to know exactly how much money you can make from their audience.

With a simple equation and a free tool, you can calculate your profit potential in minutes.

The Profit Potential Equation

The formula to calculate how much you can make with a creator partnership is:

Price × Followers × Conversion Rate = Total Revenue

Your Share = Total Revenue × 50%

Let's break down each part:

Price: What will the digital product cost? (Recommended: \$150-\$300)

Followers: How many followers does the creator have?

Conversion Rate: What percentage of their followers will actually buy?

Understanding Engagement Rate

Before we can calculate conversion rate, we need to know the creator's engagement rate.

Engagement Rate = (Average Likes per Post ÷ Total Followers) × 100

We use a free tool called **Social Blade** to check this automatically.

What is Social Blade used for?

Engagement to Conversion Rate Table

Once you know a creator's engagement rate, here's how to estimate their conversion rate:

Engagement Rate	Conversion Rate
Below 1% (Low)	0.5%
1-3% (Medium)	1%
3-5% (Strong)	1.5%
Above 5% (Exceptional)	2%

The 99% Reality

Notice something important: even with "exceptional" engagement, we only expect **2% to buy**.

That means we're counting on **98% of the audience to completely ignore the offer**.

Why does this make the strategy low-risk?

Practice Calculation

Let's calculate profit potential for a creator together:

Creator Details:

- Followers: 50,000
- Engagement Rate: 4% (Strong)
- Conversion Rate: ____%
- Product Price: \$250

Calculate:

Total Sales = _____ followers × **% conversion** × \$____ price

Total Sales = _____

Your 50% Share = _____

Your Profit Potential Calculator

To make this even easier, we've created a **Profit Potential Calculator** for you.

Access it here:

[<https://docs.google.com/spreadsheets/d/1IBw8UODOzSlxt7Z2Fe7KBsSKxhixJi37s1PVYeKAfiY/copy>]

This calculator does all the math for you. Just input:

1. Number of followers
2. Engagement rate
3. Product price

And it automatically calculates your profit potential!

Your First Target

Think of ONE creator you could potentially partner with.

Creator's Name/Handle: _____

Followers: _____

Estimated Engagement Rate: _____

Potential Profit (Your 50%): _____

Would this amount of money change your financial situation?

SECTION 5: FINDING YOUR FIRST 20 CREATORS

Now that you understand the profit potential, it's time to find the creators you'll partner with.

You only need ONE creator to say yes. But to get that one yes, you need to reach out to 100 creators.

NOTE: A comprehensive list of 200+ topics to search for creators can be found at the end of this workbook. Refer to it as you complete this section.

The Creator Criteria

Before you start searching, let's lock in what makes a good creator to partner with.

Based on today's training, list the 4 criteria for ideal creators:

1. _____
2. _____
3. _____
4. _____

The Instagram Search Method

The easiest way to find creators is through Instagram's search function.

Step 1: Choose Your Search Terms

You search for: **[Industry] + [Keyword]**

The keyword that works best is usually: _____

Step 2: Filter for the Right Size

You're looking for posts with _____ to _____ views (not millions of views).

Why? Because this indicates a creator with _____ to _____ followers.

The "Email for Collabs" Signal

What does it mean when a creator has "email for collabs" or "business inquiries" in their bio?

Why does this make them perfect prospects for Shadow Operating?

The "First Thread" Technique

Once you find ONE good creator, Instagram makes it easy to find dozens more.

What button do you click to find similar accounts? (Hint: It's next to the "Message" button)

Describe how this technique works:

Using the 200+ Topics List

At the end of this workbook, you'll find a comprehensive list of 200+ topics organized by category.

How to use the list:

- Pick any topic that interests you
- Search Instagram for: **[Topic] + "tips"**
- Example: "vegan cooking tips" or "dog training tips"

Your Niche Selection

Flip to the 200+ Topics List at the end of this workbook. Which 3 niches are you most interested in exploring?

1.

2.

3.

Your First 20 Creators

Use the Instagram search method to find 20 potential creators.

For each creator, document:

- Instagram handle
- Follower count
- Estimated engagement rate (high/medium/low)
- Do they have "email for collabs"? (Yes/No)

#	Instagram Handle	Followers	Engagement	Email for Collabs?
1	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
2	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
3	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
4	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
5	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
6	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
7	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
8	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
9	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
10	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
11	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
12	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
13	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
14	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
15	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
16	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
17	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
18	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
19	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
20	_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No

Your Top 5 Prospects

From your list of 20, which 5 creators have the highest profit potential?

Rank them in order and calculate their estimated profit potential using your calculator.

#1 Creator:

Handle: _____ Estimated Profit Potential: _____

#2 Creator:

Handle: _____ Estimated Profit Potential: _____

#3 Creator:

Handle: _____ Estimated Profit Potential: _____

#4 Creator:

Handle: _____ Estimated Profit Potential: _____

#5 Creator:

Handle: _____ Estimated Profit Potential: _____

SECTION 6: THE MONETISATION GAMEPLAN BLUEPRINT

You've found creators. Now you need to approach them in a way that makes them say "YES."

The Approach Strategy

Instead of pitching immediately, what should you send to creators first?

Why does this approach work better than a direct pitch?

The 6 Parts of the Monetisation Gameplan

The Monetisation Gameplan has 6 essential parts that make creators realise they're sitting on a goldmine.

List all 6 parts:

1.
2.
3.
4.
5.
6.

Part 1: The Audit

What information do you include in "The Audit" section of the gameplan?

What is the "Hidden Transformation" and why is it important?

Part 2: The Opportunity

In this section, you show the creator the THREE topics they cover that have the most monetisation potential.

For practice, think of a creator you identified in Section 5. What are their top 3 monetisation topics?

Creator Handle: _____

1. _____
2. _____
3. _____

Part 3: The Numbers (The Cash Machine)

This is where you show them EXACTLY how much money they're leaving on the table.

Using the Profit Potential Calculator, what numbers do you show them?

- Follower base: _____
- Engagement rate: _____
- Expected sales: _____
- Product price: _____
- **Potential profit:** _____

Why is showing them specific dollar amounts so powerful?

Part 4: Potential Product Suggestion

Based on the creator's content, you suggest 1-2 product ideas.

For the same creator you used above, what product would you suggest?

Primary Product Idea:

Alternative Product Idea:

Part 5: Launch Strategy Structure

What do you tell the creator about HOW you'll help them launch?

Why is it important to mention the "14-day launch strategy" here?

Part 6: Demand Testing Sequence

This is the GENIUS part that eliminates their risk.

What is the 3-story testing sequence, and why does it work?

What happens after the creator posts the testing sequence and their followers start replying with interest?

The 3-Slide Testing Carousel Template

This is what the creator will post as an Instagram carousel before building the full product:

Slide 1: The Problem

"Quick question for you...

Have you been struggling with [SPECIFIC PROBLEM]?

I've been thinking about creating something to help with this, but I want to make sure it's actually what you need.

Swipe to see what I'm thinking →"

Slide 2: The Solution

"Here's what I'm considering:

A complete [PRODUCT TYPE] that shows you exactly how to [DESIRED OUTCOME] in [TIMEFRAME].

Inside, you'd get:

- [Benefit 1]
- [Benefit 2]
- [Benefit 3]

But before I create this... I need to know if this is something you'd actually want.

Swipe for next step →"

Slide 3: The Test

"If this is something you'd be interested in...

Reply to this post with the word 'INTERESTED' or send me a DM.

If I get enough responses, I'll create this for you.

And everyone who responds gets first access when it launches.

Sound good? Let me know below 🙌"

Why This Works:

- Shows the creator exactly what to post (no guesswork)
- Tests demand before building anything
- Gets direct engagement from interested followers
- Eliminates risk for both you and the creator

When customising this for the creator, replace the bracketed sections with their specific niche, problem, and product idea.

The Psychological Trap

Review the 6 steps of the gameplan. How does this process lead the creator to naturally say "YES" to partnering with you?

The Template Customisation Process

There are 5 steps to customise the gameplan template for each creator.

List all 5 steps:

1.

2.

3.

4.

5.

How long does it take to customise a gameplan for one creator?

Your First Gameplan

Choose ONE creator from your Top 5 in Section 5.

Creator Handle:

Now, outline the 6 parts of their Monetisation Gameplan:

1. The Audit:

Follower count:

 Content niche:

Hidden Transformation:

2. The Opportunity (Top 3 Topics):

1.

2.

3.

3. The Numbers:

Expected sales:

 × Product price:

 = Profit:

4. Product Suggestion:

Primary idea: _____

5. Launch Strategy:

14-day Instagram Stories sequence using the proven 3-phase framework

6. Testing Sequence:

3 simple stories to gauge audience interest before building the full product

SECTION 7: YOUR 90-DAY ACTION PLAN & FIRST STEPS

You now have everything you need to become a Shadow Operator. This section gives you the exact roadmap for the next 90 days.

Your goal: Close your first creator partnership within 90 days.

The 4-Step Method Review

Let's quickly review the complete process you learned today:

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

Your Week 1 Action Plan (Days 1-7)

This week, your focus is on building your creator prospect list.

Day 1-2: Research & List Building

Goal: Find 30 potential creators using the Instagram search method

Topics you'll search: _____

Day 3-4: Engagement Analysis

Goal: Use Social Blade to check engagement rates and calculate profit potential for your top 10

Day 5-7: Create Your Dream 100 List

Goal: Compile a complete list of 100 creators you'll reach out to

Current number of creators on your list: _____

Creators still needed to reach 100: _____

Your Week 2-3 Action Plan (Days 8-21)

This week, your focus is on creating Monetisation Gameplans and reaching out.

Week 2 Goal: Create 10 Monetisation Gameplans

How many gameplans will you create per day? _____

Which creators will you prioritise first?

1. _____
2. _____
3. _____

Week 3 Goal: Send 20 outreach messages

Initial message to send: "Hey [name], I wanted to reach out to see if you're open to making some more money online? I don't want to jump straight into sharing everything without your permission first. So pop me a 'yes' if you are interested in hearing more, because I'd like to send a game plan I've personally created for you, breaking down the opportunity. Let me know."

How many creators will you reach out to per day? _____

Your Week 4-8 Action Plan (Days 22-56)

This period is about follow-ups, conversations, and closing your first partnership.

Expected Response Rate:

Out of 100 creators you reach out to, approximately ____ will respond with interest.

Out of those interested, you need to close ____ partnership.

Tracking Your Outreach:

Total creators reached out to: _____

Responses received: _____

Gameplans sent: _____

Positive responses to gameplan: _____

Partnership conversations started: _____

Your Week 9-12 Action Plan (Days 57-90)

Once you close your first partnership, this is your launch preparation period.

Product Development (Week 9-10):

What needs to be completed?

- Product outline: ☐ Not started ☐ In progress ☐ Complete
- Creator approval: ☐ Not started ☐ In progress ☐ Complete
- Launch date set: ☐ Not started ☐ In progress ☐ Complete

Launch Preparation (Week 11):

- 14-Day Story Sequence created: ☐ Yes ☐ No
- Creator briefed on process: ☐ Yes ☐ No
- Launch timeline confirmed: ☐ Yes ☐ No

Launch Week (Week 12):

Launch start date: _____

Expected sales based on profit potential calculation: _____

Your 50% share: _____

Your Daily Habits

To succeed as a Shadow Operator, these are the recommended daily actions:

Monday-Friday:

- Find 5 new potential creators (30 minutes)
- Create 1 Monetisation Gameplan OR send 3 outreach messages (45 minutes)
- Follow up with interested creators (15 minutes)

Recommended daily time: 90 minutes

How much time can you realistically dedicate per day? _____

Your Success Metrics

Track your progress weekly:

Week 1:

- Creators found: _____ / 100
- Profit potential calculated: Yes ☐ No ☐

Week 2:

- Gameplans created: _____ / 10
- Outreach messages sent: _____ / 20

Week 3:

- Total responses: _____
- Gameplans sent to interested creators: _____

Week 4:

- Partnership conversations: _____
- Partnerships closed: _____

Obstacle Planning

What obstacles might prevent you from following this plan?

1. _____
2. _____
3. _____

For each obstacle, what's your solution?

1. _____
2. _____
3. _____

SECTION 8: LIGHT BULB MOMENTS

Use this space for spontaneous insights, breakthrough realisations, or key takeaways from today's workshop.

Biggest "Aha!" moment from today:

Example or creator that convinced me this works:

First action I'm taking this week:

SECTION 9: NOTES

Use this space to write down anything you need—during the presentation or after.

Ideas, reminders, takeaways, or questions.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

YOUR COMMITMENT TO BECOMING UNGOVERNABLE

You've completed the AI Income Workshop - Episode 1. You now have everything you need to close your first Shadow Operator partnership.

But knowledge without action is worthless.

This is where you decide: Will you be "right" or will you be "rich"?

The Dream 100 Commitment

I commit to reaching out to 100 creators over the next ____ weeks to get my ONE partnership.

☐ Yes, I commit to the Dream 100

☐ No, I'm not ready yet

If you checked "No," what's holding you back?

The Daily Action Commitment

I commit to dedicating ____ minutes per day, ____ days per week to building my Shadow Operator business.

☐ Yes, I commit to daily action

☐ No, I can't commit to this right now

The Commitment Statement

Complete this sentence and sign it:

"I commit to becoming a Shadow Operator and closing my first creator partnership because _____"

and I will not let fear, perfectionism, or limiting beliefs stop me from achieving my Turning Point."

Signature: _____ **Date:** _____

What Happens If You Don't Take Action?

What will your life look like in 90 days?

What will it look like in 1 year?

What Happens If You DO Take Action?

What will your life look like in 90 days?

What will it look like in 1 year?

Your Next Step

What is the ONE action you will take in the next 24 hours?

When exactly will you do it?

Date: _____ **Time:** _____

You now have the knowledge. You have the tools. You have the plan.

The only thing left is ACTION.

Welcome to the Shadow Operator revolution.

SECTION 1: ANSWER SHEET

- | | |
|--------------|--------------------------|
| 1. One | 6. Followers |
| 2. Monetise | 7. 50% (or 50) |
| 3. Niche | 8. 100 |
| 4. 1% (or 1) | 9. Generic / Specialised |
| 5. Develop | 10. Turning Point |
-

APPENDIX: 200+ TOPICS FOR FINDING CREATORS

How to use this list:

- Pick any topic that interests you
 - Search Instagram for: **[Topic] + "tips"**
 - Example: "vegan cooking tips" or "dog training tips"
-

Theme: Travel & Lifestyle

Topics:

Solo travel, luxury travel, budget travel, van life, digital nomad, backpacking, adventure travel, sustainable travel, family travel, couples travel, food travel, photography travel, camping, hiking, road trips, travel hacks, beach destinations, mountain adventures, city guides, travel photography

Theme: Beauty & Personal Care

Topics:

Clean beauty, anti-aging, skincare, men's grooming, natural beauty, makeup tutorials, hair care, curly hair, beard care, nail art, Korean skincare, minimalist beauty, organic beauty, sensitive skin, acne treatment, beauty on a budget, mature skin, teen skincare

Theme: Fitness & Health

Topics:

Yoga, home workouts, weightlifting, calisthenics, running, marathon training, CrossFit, pilates, stretching, mobility, posture correction, core strength, bodyweight training, HIIT, strength training, flexibility, injury recovery, senior fitness, prenatal fitness, postpartum fitness

Theme: Wellness & Mental Health

Topics:

Wellness, mental health, mindfulness, meditation, stress relief, anxiety management, sleep improvement, breathwork, self-care, journaling, therapy, burnout prevention, emotional intelligence, habit building, productivity, time management, focus techniques, ADHD management, autism support

Theme: Food & Nutrition

Topics:

Vegan cooking, plant-based, keto, paleo, whole30, meal prep, home baking, sourdough, gluten-free, dairy-free, budget cooking, one-pot meals, air fryer recipes, slow cooker, instant pot, food photography, food styling, culinary skills, knife skills, fermentation

Theme: Home & Living

Topics:

Minimalist design, home décor, interior design, small space living, home organization, decluttering, feng shui, sustainable living, zero waste, eco-friendly home, smart home, DIY home, budget decorating, rental decorating, maximalist design, coastal décor, farmhouse style, modern design, vintage décor

Theme: Crafts & DIY

Topics:

Woodworking, furniture building, home improvement, carpentry, metalworking, pottery, ceramics, candle making, soap making, resin art, embroidery, cross-stitch, knitting, crochet, sewing, quilting, jewelry making, leather crafting, paper crafts, scrapbooking

Theme: Gardening & Outdoors

Topics:

Gardening, urban gardening, container gardening, indoor plants, succulents, orchids, vegetable garden, herb garden, permaculture, composting, hydroponics, foraging, landscaping, lawn care, drought-tolerant plants, native plants, pollinator garden, greenhouse growing

Theme: Pets & Animals

Topics:

Dog training, puppy training, cat care, exotic pets, aquarium keeping, bird care, reptile care, small animal care, pet nutrition, pet behavior, service dogs, emotional support animals, pet photography, pet grooming, senior pet care, rescue animals

Theme: Parenting & Family

Topics:

Parenting, gentle parenting, positive discipline, homeschooling, unschooling, Montessori, newborn care, baby sleep, breastfeeding, bottle feeding, toddler activities, preschool prep, school-age kids, teenage parenting, special needs parenting, single parenting, adoptive parenting, foster parenting, blended families

Theme: Relationships & Dating

Topics:

Relationship advice, marriage tips, dating advice, communication skills, conflict resolution, intimacy, long-distance relationships, divorce recovery, co-parenting, friendship, boundaries, attachment styles, love languages, dating after 40, dating apps, modern dating

Theme: Career & Professional

Topics:

Career development, job search, resume writing, interview skills, LinkedIn optimization, networking, public speaking, leadership, management, remote work, freelancing, consulting, career change, salary negotiation, workplace communication, professional development

Theme: Business & Entrepreneurship

Topics:

Small business, startup advice, business strategy, marketing, social media marketing, email marketing, content creation, copywriting, branding, sales, customer service, e-commerce, dropshipping, Amazon FBA, Etsy shop, online courses, coaching business, agency building

Theme: Finance & Investing

Topics:

Personal finance, budgeting, debt payoff, saving money, investing, stock market, real estate investing, dividend investing, index funds, retirement planning, FIRE movement, frugal living, side hustles, passive income, credit repair, tax optimization, wealth building

Theme: Education & Learning

Topics:

Study tips, exam preparation, note-taking, speed reading, memory techniques, language learning, Spanish learning, French learning, Mandarin learning, English grammar, math tutoring, science education, history education, test prep, SAT prep, college prep, adult learning

Theme: Technology & Digital

Topics:

Tech tips, smartphone photography, photo editing, video editing, productivity apps, note-taking apps, tech reviews, gaming, streaming, podcasting, YouTube growth, Instagram growth, TikTok strategy, SEO, web design, coding, app development, AI tools

Theme: Creative Arts

Topics:

Photography, portrait photography, landscape photography, street photography, film photography, drawing, sketching, watercolor, acrylic painting, oil painting, digital art, illustration, graphic design, calligraphy, hand lettering, creative writing, poetry, songwriting, music production

Theme: Fashion & Style

Topics:

Fashion, personal style, capsule wardrobe, sustainable fashion, thrift shopping, vintage fashion, men's fashion, plus-size fashion, petite fashion, tall fashion, modest fashion, professional style, casual style, street style, fashion on a budget, wardrobe essentials, color analysis, body types

Theme: Sports & Athletics

Topics:

Boxing, martial arts, MMA, Brazilian jiu-jitsu, kickboxing, tennis, golf, swimming, cycling, triathlon, basketball, soccer, football, baseball, volleyball, rock climbing, surfing, skiing, snowboarding, skateboarding

Theme: Hobbies & Interests

Topics:

Reading, book reviews, book clubs, chess, board games, card games, magic tricks, coin collecting, stamp collecting, model building, astronomy, bird watching, nature photography, travel writing, genealogy, vintage collecting, antiques, car restoration, motorcycle maintenance

Theme: Automotive

Topics:

Car maintenance, auto repair, car detailing, electric vehicles, classic cars, motorcycle riding, RV living, van conversion, car modification, driving tips, automotive photography

Theme: Real Estate & Property

Topics:

Real estate investing, house flipping, rental properties, Airbnb hosting, property management, real estate photography, home staging, mortgage advice, first-time homebuyer, downsizing, tiny homes

Theme: Spiritual & Personal Growth

Topics:

Spirituality, personal development, life coaching, manifestation, law of attraction, astrology, tarot, crystals, energy healing, chakras, numerology, dream interpretation, shadow work

Theme: Senior Living & Aging

Topics:

Aging gracefully, senior fitness, retirement living, Medicare, Social Security, estate planning, downsizing, senior travel, grandparenting, memory care, healthy aging

Theme: Specialised Niches

Topics:

ADHD, autism, dyslexia, chronic illness, disability advocacy, neurodiversity, hormone health, menopause, perimenopause, thyroid health, gut health, autoimmune conditions, sleep disorders, chronic pain, fibromyalgia