

'Ugh fields', or why you can't even bear to think about that task | Medium

↗ Aulas	
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☰ Tags	
🔗 URL	https://medium.com/@robertwiblin/ugh-fields-or-why-you-can-t-even-bear-to-think-about-that-task-5941837dac62

- ✓ Get back to Russ
- ✓ Put together the shelves for the shed
- ☰ ✓ Task that if I think about for even a moment causes me intense shame
- ✓ 2020 metrics review first draft
- ✓ Append Form 2101 to tax return and mail back in
- ✓ Clean out office drawers
- ✓ Notify the landlord about the damage to the wall

We've all been there.

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-

'Ugh Fields' are a really useful concept. The [existing explanation](#) is written for a niche audience, so I'll have a go at explaining them myself:

The problem

Have you ever had a long-overdue task to do, a task which isn't so bad in itself, but which you can barely bring yourself to think about without feeling awful?

Most people experience this from time to time. Here's how things get to such a strange and dire state.

The first day the task is on your to-do list, you don't end up starting, because the short-term reward isn't large enough to overcome the psychological cost of doing so.

Maybe you feel low-energy. Maybe you have more urgent priorities. Maybe you're insecure about whether you can do a good job. Maybe the task involves a bit of social awkwardness. Whatever the reason — you delay.

Unfortunately, this task is one that only gets more unpleasant over time.

Maybe now you're going to have to rush and do a bad job, and you fear everyone will judge you negatively.

Or now that it's late, you feel you have to do an especially great job to make up for it. Or whenever you do send it out, the late delivery is going to embarrass you regardless. Or perhaps you're simply ashamed and annoyed with yourself that you haven't finished it already.

Either way, as time goes on, the task becomes even less appealing to work on. Even less appealing than it was the first day, when it was already bad enough that you didn't do it!

So it's now inevitable that — unless you're rescued by a day when you feel especially energetic, or a deadline that makes the costs of further delay intolerable — this is a task that you're destined to put off until you shuffle off this mortal coil.

Alright, almost everyone has experienced this horror-show of a situation.

But there's another very important thing that happens in the meantime.

Each time you think about the task, you a) don't start it, and b) feel a pang of guilt/shame/fear about your ever-more-procrastinated task. Those bad feelings usually only get worse over time, as your situation makes you feel more and more ridiculous and ashamed.

You feel so terrible, but even that's not enough to get you to start — what an embarrassment of a person you are!

As a result — and this is the interesting bit — you're constantly being negatively reinforced for even *thinking* about the topic.

Gradually the thing you mentally associate with this task stops being what's required to complete it. Or the reward of doing so. Or the reason you took it on in the first place.

Rather your only association becomes *the flinching pain you feel whenever you accidentally remember it.*

From this, your brain gradually learns that thinking about this task is the mental version of stubbing your toe. Just as your brain learns to avoid whacking your foot into things, it learns to find creative ways to prevent the task you're avoiding rising into your conscious awareness.

For instance, you'll avoid looking at your inbox, where the dreaded email awaits, or make sure your eyes never slow down long enough to read its loathsome subject line.

You'll think as little as possible about people who might remind you of the task. And whenever you do remember it you'll immediately try to focus on some other distraction instead.

After all, you won't do the task, so why suffer the pain of thinking about it, and your perpetual failure not to do it?

It's serious

While on one level this behaviour is quite funny, as a psychological phenomenon it's no joke. Most of us have had days or weeks ruined by an ugh task hanging over our head, pushed out of mind but always haunting our stream of consciousness, sitting just out of view.

In severe cases, it drives people into depressive episodes that rob them of months or years of their life.

At a social level, the ugh problem is probably getting worse due to the rise of *emails and text messaging* (anyone can add an unwanted to-do to your list), *knowledge work* (it's less clear when you've finished something or whether you've done a good job), and *remote work* (at no point in the week do you get to relax knowing there's no way you could be doing your ugh task right now).

And pity poor PhD students whose entire programs seem designed to make their life one enormous Ugh Field.

Limiting the damage

I don't have a perfect way to escape this mental flytrap, but these things might help:

1. It's worth trying to see the humour in this absurd design flaw in the human brain. Ugh Fields happen to everyone, even very conscientious people.

There's no more reason to feel ashamed about them than there is to feel ashamed that you enjoy eating food. It's just how people are built, and sadly there are no brain engineers around to roll out a patch to the human race. We just have to find practical workarounds instead.

2. Simply recognising and labelling the Ugh Field phenomenon can make it less harmful because it provides an accurate systemic explanation for what's going on, rather than a misleading personal one like, "I'm hopeless and never get things done."

3. Because you've been avoiding thinking about the problem, if you do think about it for a bit while keeping an open mind, you might quickly strike on a way to get out of the task entirely, or if not, do a shorter version of it.

For example, you could email back something like: "Thanks for your patience on this. Unfortunately, I don't see how I'm going to be able to fit it into my schedule just now, is there anyone else who can take it on?"

4. If you think about it calmly, you may well find that the task actually isn't as important as it has come to feel. The person you imagine is disgusted by your failure may only be 2/10 annoyed, or perhaps not even have noticed.

Remember, like you, they've got plenty of their own stuff going on.

5. Usually, by the time something is deep in an Ugh Field, it's no longer the most productive thing you could be doing anyway. Especially relative to the willpower it will now require. So consider deliberately dropping it in favour of something more motivating.

Actively cross it off your to-do list. Throw away those New Yorkers you've been planning to read for months but never get to, or whatever else will be a nagging reminder of the task.

You have more valuable things to do; the task is gone.

6. Hire/ask someone else to do it.

For example, if you're procrastinating on your taxes, maybe it's time to accept it's worth paying a professional.

Or if you have to write an unpleasant and overdue email, get a friend or family member to draft it for you. It will likely be much less unpleasant for them because it won't be emotionally charged and marinated in shame.

7. Ugh Fields occur more in people with depression, anxiety, ADD, and other mental health and energy issues. If they're a constant issue for you, it might be best to try tackling those underlying health and well-being issues first and foremost.

8. There's the usual large literature on overcoming procrastination. I won't repeat it all here.

9. Over time, learn to recognise tasks that are likely to end up in your 'Ugh Field.'

The worst offenders are things that are kind-of unpleasant to do, get more unpleasant as you delay, and have no clear deadline or expiry date.

Before taking on any optional responsibilities, reflect on whether they're likely to get 'Ugh Fielded.' If they will, do everything you can to steer clear of them before you even start.

10. If you're a line manager, talk periodically with the people you're managing about whether anything at work has gotten 'Ugh Fielded.'

If something has, don't be judgemental, simply find a way to give it to someone else.

There are many reasons to do this: i) it probably won't get done by the original person now, ii) if it is it will be either late or bad, iii) regardless it will make them miserable in the meantime, iv) which means it's going to cost you a lot of other work they could be doing — work you'd probably value more, and v) someone else can likely do it way easier now anyhow.

Hope this helps!

If you enjoyed the above, you might also like my article [A simple checklist for overcoming life and career setbacks](#), my [podcast](#), or my [other research](#) for 80,000 Hours.

[Hero] A day in the life

📅 Data de Publicação	@18/05/2023
⌚ Status	Ideia
≡ Plataforma	
⌚ Pirâmide de Conteúdo	
⌚ Tipo do Conteúdo	
≡ Intenção do Conteúdo	
≡ Formato de Gravação	
≡ Emoção	
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# Curtidas	
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# Duração do Vídeo	
Σ Taxa de Retenção	0
# Taxa de Abertura / CTR	
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# Assistiu Tudo	
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🔗 URL



[Hero] Setup

📅 Data de Publicação	@27/04/2023
⌚ Status	Em roteiro
☰ Plataforma	
⌚ Pirâmide de Conteúdo	
⌚ Tipo do Conteúdo	
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Legenda

Parte 1: Você está curioso sobre como pode melhorar seu setup de programação?

Parte 2: 😯 Sabia que uma boa organização do seu ambiente de trabalho pode aumentar sua produtividade e melhorar a qualidade do seu trabalho? 💻💻

Parte 3: Quando seu espaço de trabalho não está organizado, você pode ficar sobrecarregado e distraído, o que pode afetar negativamente seu desempenho. Por isso, recomendo que você invista em um espaço de trabalho bem organizado, com tudo o que você precisa ao alcance das mãos. 💪💻

Parte 4: Além de manter seu espaço organizado, uma dica extra é investir em uma boa iluminação e em uma cadeira ergonômica. Isso ajudará a reduzir a fadiga visual e a dor nas costas, melhorando sua postura e sua saúde em geral. 😎🪑

Parte 5: E aí, pronto para melhorar seu setup de programação? Compartilhe suas dicas de organização nos comentários abaixo! 🤗👉

Parte 6: #programador #programação #desenvolvedor #tecnologia #setupdeprogramação #organização #cadeiraergonômica #iluminação #produtividade #saúde #ergonomia



Roteiro



Pauta



Ideias de Título

1.

2.

3.

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Tags / Hashtags

▼ Como utilizar Hashtags

→ # do seu nicho, do que que você fala

→ # específicas do seu nicho

(#marketingdigitalempreende

→ # do conteúdo da postagem, # que fazem relação com o conteúdo da publicação. Uma dica é você ir na barra de buscar tags e colocar uma palavra que deseja ter como # e na própria barra de busca irá te mostrar as # que estão sendo mais usadas que contêm a palavra mencionada

→ # de patrocinador ou de marca, no conteúdo da sua postagem se abordada tal marca ou patrocinador, você pode colocar uma # deles > mas antes verifique se essa # é usada, porque de nada adianta usar uma # que ninguém olha

→ # de localização, procura alguma coisa que remeta o

que você faz + a sua localização, pra quem tem um negócio físico > muito recomendado usar em todas as postagens (#dentistabh)

OBS: O algoritmo do Instagram é muito inteligente, ele sempre se baseia no conteúdo da postagem, na postagem e na legenda da postagem, para que a # faça sentido

-
- #teste #teste2 # teste3

🎵 Música

Transições

Descreva as transições do seu vídeo (ex: 2 mudanças de roupa bater a mão na câmera)

-

O que você vai precisar para gravar:

Adicione aqui os itens necessários para o seu vídeo

Ideias de imagens/vídeos a serem usados



Imagem da Capa

Obs para a Edição

- cortar a parte que eu gaguejo
- colocar uma imagem da logo da Shein, quando eu falar o nome dela

Local de filmagem

[Meme] Como eu queria responder emails no trabalho

📅 Data de Publicação	@05/05/2023
🕒 Status	Ideia
☰ Plataforma	
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🔗 URL	

[Meme] Como lidar com débito técnico?

📅 Data de Publicação	@19/05/2023
⌚ Status	Ideia
☰ Plataforma	
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🕒 Tipo do Conteúdo	
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☰ Formato de Gravação	
☰ Emoção	
☰ Lembretes	https://www.instagram.com/p/CqDgJnMDcE/
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☰ Conteúdo (Destrinche a sua
Pirâmide em Tópicos)

Novos Seguidores

🔗 URL



[Meme] Como um Dev testa algo vs. como um QA testa (Sofa)

📅 Data de Publicação	@28/04/2023
🕒 Status	Em roteiro
☰ Plataforma	
🕒 Pirâmide de Conteúdo	
🕒 Tipo do Conteúdo	
☰ Intenção do Conteúdo	
☰ Formato de Gravação	
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- ☰ Dia da Semana
- ☰ Análises e Ensimanetos
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- ☰ Conteúdo (Destrinche a sua Pirâmide em Tópicos)
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- 🔗 URL



Legenda

Parte 1: Você já se perguntou como o seu código pode ser testado de forma mais eficiente?

Parte 2: 😅💻🔍 Se sim, temos um meme hilário para você! Confira essa imagem que mostra como um Dev testa algo versus como um QA testa a mesma coisa.

Parte 3: 🎨👀😊 Enquanto o Dev pode testar apenas a funcionalidade básica, o QA tem um olhar mais crítico e minucioso para garantir que o software esteja livre de erros e atenda a todos os requisitos.

Parte 4:💡👀👨‍💻 Uma dica extra para os desenvolvedores: trabalhar em estreita colaboração com o QA pode ajudar a identificar problemas antes mesmo de chegar ao usuário final, economizando tempo e dinheiro no longo prazo.

Parte 5: ➡📱🤝👥 Compartilhe este meme engraçado com seus colegas desenvolvedores e QA. E não esqueça de nos contar como você testa seu código nos comentários!

Parte 6: #programador #teste #QA
#desenvolvimento #software #meme #humor
#tecnologia #programação #dev
#testedeusabilidade #desenvolvedor #código
#inovação #programadorweb #programacaoweb



Pauta



Música



O que você vai precisar para gravar:

- Adicione aqui os itens necessários para o seu vídeo



Imagen da Capa



Obs para a Edição

-



Local de filmagem

#tecnologiadainformacao #tecnologiasdigitais
#crescimentoprofissional #VidaDeProgramador
#ProblemasDeTI.



Roteiro



[Meme] Compartilhar a tela

⌚ Data de Publicação	@21/04/2023
🕒 Status	Publicado
☰ Plataforma	
🕒 Pirâmide de Conteúdo	
🕒 Tipo do Conteúdo	
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☰ Formato de Gravação	
☰ Emoção	
☰ Lembretes	https://www.instagram.com/p/CodKHZ_LHae/
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# Novos Seguidores	



Roteiro



Legenda

Quem mais tem que fechar 392486 abas de vagas quando vai compartilhar a tela? 🤣🤣
🤣

#desenvolvedor #desenvolvedordesoftware
#linkedin #homeoffice #humorcorporativo

Claaro, vou compartilhar a tela aqui...

Só um segundo...

Deixa eu só achar o botão de compartilhar...

Perdão pela demora, todo mundo consegue ver minha tela?



Pauta



Ideias de Título

1.

2.

3.



Legenda

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Tags / Hashtags

▼ Como utilizar Hashtags

→ # do seu nicho, do que que você fala
→ # específicas do seu nicho
(#marketingdigitalempreende

→ # do conteúdo da postagem, # que fazem relação com o conteúdo da publicação. Uma dica é você ir na barra de buscar tags e colocar uma palavra que deseja ter como # e na própria barra de busca irá te mostrar as # que estão sendo mais usadas que contêm a palavra mencionada

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adianta usar uma # que
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alguma coisa que remeta o
que você faz + a sua
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OBS: O algoritmo do
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que a # faça sentido

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🎵 Música

🔄 Transições

Descreva as transições
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bater a mão na
câmera)

-

🔧 O que você vai precisar para gravar:

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🖼 Ideias de imagens/vídeos a serem usados

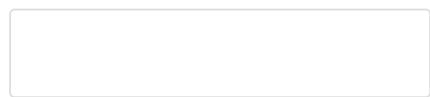


Imagem da Capa

Obs para a Edição

- cortar a parte que eu gaguejo
- colocar uma imagem da logo da Shein, quando eu falar o nome dela

Local de filmagem

[Meme] Entrevista “Colaboração”

📅 Data de Publicação	@12/05/2023
⌚ Status	Ideia
☰ Plataforma	
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🕒 Tipo do Conteúdo	
☰ Intenção do Conteúdo	
☰ Formato de Gravação	
☰ Emoção	
☰ Lembretes	https://www.instagram.com/p/CqYTnmeLMf2/
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Pirâmide em Tópicos)

Novos Seguidores

🔗 URL

[Meme] Reunião vs. Programar

📅 Data de Publicação	@26/05/2023
⌚ Status	Ideia
≡ Plataforma	
⌚ Pirâmide de Conteúdo	
⌚ Tipo do Conteúdo	
≡ Intenção do Conteúdo	
≡ Formato de Gravação	
≡ Emoção	
≡ Lembretes	https://www.instagram.com/p/CpEf-RyD6ul/
≡ Playlist do Conteúdo	
📎 Link do Post	
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3 Code Metrics Every Developer Should Know | by Miloš Živković | Level Up Coding

↗ Aulas	
⌚ Created	@May 28, 2023 5:03 PM
≡ Tags	
🔗 URL	https://levelup.gitconnected.com/3-code-metrics-every-great-developer-must-measure-499b0b2b31ad

Photo by [ThisIsEngineering](#) from [Pexels](#)

We need code metrics, to pinpoint smelly code. We all know bad code when we see one. Even so, sometimes it slips through.

Bad code resides in big codebases where developers come and go.

The leaving developer doesn't care, does a bad job, and leaves. You join the team and encounter a code mess.

You need valuable code metrics to combat bad code.

Even when you see team members writing bad code, you need to point it out. It will, sooner or later, end up on your plate.

1. What is code churning?

Churn is a measure of how often a file changes. Files that change more have higher churn. — Sandi Metz

<https://sandimetz.com/blog/2017/9/13/breaking-up-the-behemoth>

Complex code with most changes lives in the top right corner. This is your **Util** class. This is your **Manager** class. This is where your core logic resides, so no one wants to touch it.

Either way, you make changes, causing bugs and tech debt along the way.

Michael Feathers talks about this code metric. He even developed software to find these churned files. These are the best candidates for refactoring.

When can we use this metric? Use it in your technical grooming sessions. Pinpoint which most churned class, evaluate tech debt, and start refactoring.

Most software quality measuring is static. Sonarqube, lines of code, and other code quality metrics. Code churn metric adds another dimension with version control.

Code churning is done in big classes. We get pulled into it, as Sandi says, it has its own gravitational force.

Why add a small helper class, when you add logic in a 500 line class? We are all guilty of this behavior. The need to iterate faster leads to more code churn.

More on code churning implementation in the article below.

2. What is the ABC metric?

The first mention of this metric was in an article by Jerry Fitzpatrick. This is an extension of cyclomatic complexity.

Not only **Conditions** make up this metric, but also **Assignments** and **Branches**. Hence the name **Assignments, Branches, Conditions** metric.

ABC is a measure of complexity. — Sandi Metz

ABC metric tells more about the code complexity. If the score is high, your code is complex.

For the sake of this article, I'll post the formula. For those math nerds, reading this here is the formula. There are few tools that calculate this metric, and you can find them in the wilderness.

```
|ABC| = sqrt((A*A)+(B*B)+(C*C)) - calculating ABC score
```

I am a Java developer. How can I count the As, Bs, and Cs in Java?

<https://www.win.tue.nl/~wstomv/edu/2ip30/references/ABCmetric.pdf> — Pg. 8 in PDF

Why should we care about this metric? What are the benefits of it?

Humans make mistakes, metrics don't. *You can't manage what you can't measure.* Use metrics to improve. Metrics won't lie.

3. What is cyclomatic complexity

An algorithm that counts the number of unique execution paths through a body of source code. — Thomas J. McCabe

You've seen code with a lot of if-else blocks. Example of bad cyclomatic complexity, or high score of cyclomatic complexity.

Writing OO programs leads to reduced cyclomatic complexity. Extract conditional logic into separate classes. Then inject it into your class.

I wrote more on how to reduce this metric [here](#). Adhering to OO principles vastly reduces this metric.

When you face code with a cyclomatic complexity score of 10, you should refactor.

McCabe states developers who knew structured programming, wrote optimal code. Even before he invented the metric. I wrote about developing structured programs [here](#).

Code with high cyclomatic complexity is hard to test. By definition, tests should cover all execution paths. Think of code with a cyclomatic complexity of 50, you'd need 50 test cases.

Sandi Metz points the reverse way of using this metric. Use it to know if you've written enough tests. For example, you have a code with a complexity score of 40 but only 20 tests. You need more tests to cover all paths.

Conclusion

Code metrics are used to navigate us through the project. They tell us where the stinky code part is living. Where we need to clean up.

No one says you need them. For your hobby project, local gym, or MVP they might not be of benefit.

Things get interesting if the project succeeds. Codebase grows bigger, and then they are essential for the life of your project.

I use metrics, at least the cyclomatic complexity, to break up my code. This leads to testable code and reasonable code chunks.

You should take away at least one metric, and implement it today.

Easter egg: Cobra effect

Don't create work out of code metrics. Don't provide perverse incentives to do so.

This goes well with *the Cobra effect*. People breed cobras, kill them, and collect rewards from English colonialists. The goal of killed cobras was to reduce the cobra's population. People saw the reward only, not the problem behind it.

What can this story teach? Don't use metrics to produce more work. Use them proactively to do better work. Using metrics reactively leads to the "Cobra effect". Produces work that is not needed for the business, but can increase your time on the project.

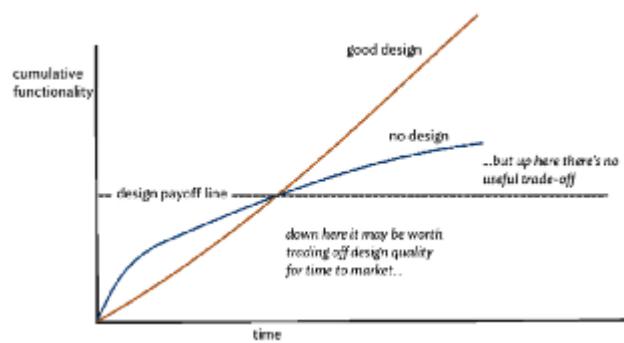
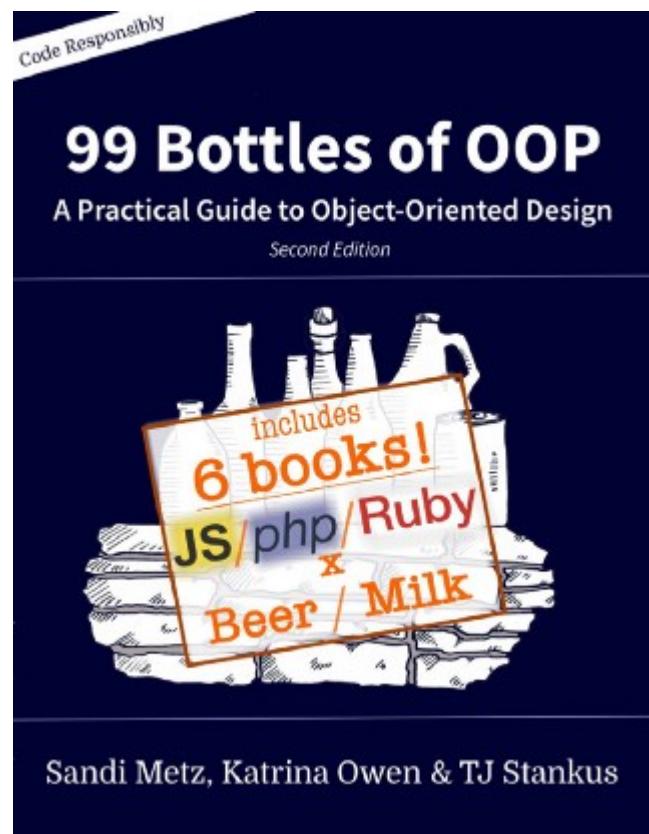
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Why should you subscribe? First to ditch the incognito Chrome mode. Second, you'll get exposed to a lot of great stories. You can read around 100 books from Pragmatic Programmer's bookshelf. You can see the obstacles, extremely useful tips, and great advice from the Pinterest team. You can read about Google Cloud's latest developments.

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Resources







3 Copywriting Exercises That You Can Start Doing “Write” Now | Copywriting For Beginners

<https://youtu.be/DLv3FSeA0ng>



3 Copywriting Exercises That You Can Start Doing “Write” Now | Copywriting For Beginners

<https://youtu.be/DLv3FSeA0ng>

3 dicas básicas de liderança

⌚ Status	In Progress
🔗 Link	
🕒 Type	Video
📎 Media	
📅 Deadline	
📅 Publication Date	
🕒 Content Area	Soft Skills
☰ Description	3 Dicas básicas para desenvolvedores que aspiram cargos de liderança! Comece a aplicar essas dicas agora mesmo. #programadorbr #programador #soudev #desenvolvimentodesoftware #souprogramador
↗ Modulos	
↗ Trilhas	

Research

-

Goals

-

Shot list

- 1.

Script

3 Dicas básicas para desenvolvedores que aspiram cargos de liderança!

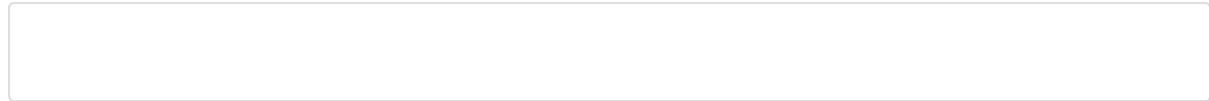
Em primeiro lugar, seja um profissional bastante organizado. Documente tudo que você faz de forma clara e fácil de encontrar. Para ser líder, você vai ter que trabalhar com indicadores, metas, todas coisas que envolvem muita organização e planejamento.

Em segundo lugar, seja uma pessoa comunicativa, prestativa e esteja sempre preparado para responder o que lhe for perguntado, principalmente quando for dos seus superiores.

Por último, mas não menos importante, valorize os feedbacks. Os feedbacks não são meras sugestões ou encheção de saco, são dicas construtivas para se tornar um profissional melhor. E se os seus líderes virem que você está aplicando o que eles te falaram, isso é um ótimo sinal pra você.

Gostou? Então siga o perfil para mais dicas como essas!

Footage



3 formas de aprender melhor

📅 Data de Publicação	@24/05/2023
⌚ Status	Ideia
≡ Plataforma	
⌚ Pirâmide de Conteúdo	
⌚ Tipo do Conteúdo	
≡ Intenção do Conteúdo	
≡ Formato de Gravação	
≡ Emoção	
≡ Lembretes	Learn to learn better: four ways to improve your retention by Aytekin Tank The Startup Medium
≡ Playlist do Conteúdo	
📎 Link do Post	
# Visualizações	
# Compartilhamentos	
# Curtidas	
# Comentários	
# Salvamentos	
# Tempo Médio Assistido	
# Duração do Vídeo	
Σ Taxa de Retenção	0
# Taxa de Abertura / CTR	
≡ Dia da Semana	
≡ Análises e Ensimanetos	
# Assistiu Tudo	
≡ Conteúdo (Destrinche a sua Pirâmide em Tópicos)	

# Novos Seguidores	
🔗 URL	



3 motivos que levam Devs ao burnout

🕒 Data de Publicação	@25/04/2023
🕒 Status	Editando
☰ Plataforma	
🕒 Pirâmide de Conteúdo	
🕒 Tipo do Conteúdo	
☰ Intenção do Conteúdo	
☰ Formato de Gravação	
☰ Emoção	
☰ Lembretes	7 Reasons why programmers burn out by Ari Joury, PhD Towards Data Science
☰ Playlist do Conteúdo	
🔗 Link do Post	
# Visualizações	
# Compartilhamentos	
# Curtidas	
# Comentários	
# Salvamentos	
# Tempo Médio Assistido	
# Duração do Vídeo	
Σ Taxa de Retenção	0
# Taxa de Abertura / CTR	
☰ Dia da Semana	
☰ Análises e Ensimanetos	
# Assistiu Tudo	
☰ Conteúdo (Destrinche a sua	

Pirâmide em Tópicos)

Novos Seguidores

🔗 URL

Legenda

Roteiro

Atenção Dev!

Hoje, eu quero compartilhar com vocês os top 3 motivos pelos quais os desenvolvedores podem acabar sofrendo com o burnout.

Se você não sabe o que é burnout, é basicamente um estado de esgotamento físico e emocional que pode afetar qualquer pessoa, mas que é especialmente comum entre programadores.

Motivo 1: falta de reconhecimento pelo seu trabalho. Muitas vezes, a gente trabalha horas e horas em um projeto e não recebemos o devido crédito por isso seja por parte da empresa ou dos nossos colegas.

Motivo 2: a pressão constante por prazos apertados. O que acaba prejudicando a sua saúde mental e física. Sem contar, que normalmente esses prazos são arbitrários e criados por pessoas que não entendem a complexidade do trabalho envolvido.

Motivo 3: falta de autonomia no trabalho e a falta de variedade nas tarefas. Quando um dev não tem a chance de tomar decisões importantes sobre o projeto ou se sente preso em uma rotina entediante, isso pode afetar a sua motivação no trabalho.

Enfim, esses são apenas alguns dos motivos pelos quais nós desenvolvedores podemos acabar sofrendo com o burnout. E é importante que tanto os profissionais quanto as empresas estejam atentos a esses sinais para evitar que isso aconteça.

Então, compartilhe esse vídeo com os seus colegas de trabalho ou se tiver se sentido corajoso envie ele pro seu chefe. Até a próxima

Pauta

Ideias de Título

1.

2.

3.

Legenda

•

Tags / Hashtags

▼ Como utilizar Hashtags

→ # do seu nicho, do que que você fala
→ # específicas do seu nicho
(#marketingdigitalempreende
→ # do conteúdo da postagem, # que fazem relação com o conteúdo da publicação. Uma dica é você ir na barra de buscar tags e colocar uma palavra que deseja ter como # e na própria barra de busca irá te mostrar as # que estão sendo mais usadas que contêm a palavra mencionada

→ # de patrocinador ou de marca, no conteúdo da sua postagem se abordada tal marca ou patrocinador, você

Já sentiu o peso do burnout como desenvolvedor? 😞

👉 Hoje, eu vim compartilhar com vocês os 3 principais motivos que podem levar a esse esgotamento físico e emocional.

👉 O primeiro motivo é a falta de reconhecimento pelo trabalho duro que a gente faz. 😞 Às vezes, passamos horas e horas em um projeto e não recebemos o crédito que merecemos. Isso pode desmotivar qualquer um, né?

👉 O segundo motivo é a pressão constante por prazos apertados. 📅 Muitas vezes, esses prazos são arbitrários e criados por pessoas que não entendem a complexidade do nosso trabalho, o que pode prejudicar nossa saúde mental e física.

👉 O terceiro motivo é a falta de autonomia e variedade nas tarefas. Quando não temos a chance de tomar decisões importantes sobre o projeto ou ficamos presos em uma rotina entediante, isso pode afetar nossa motivação e criatividade.

✨ Então, é importante que tanto os desenvolvedores quanto as empresas estejam atentos a esses sinais para evitar o burnout. 👏 Compartilhe esse vídeo com seus colegas de trabalho ou, se estiver se sentindo corajoso, envie para o seu chefe.

👉 Vamos cuidar da nossa saúde mental e continuar fazendo um trabalho incrível! 💻 Até a próxima, galera!

pode colocar uma # deles > mas antes verifique se essa # é usada, porque de nada adianta usar uma # que ninguém olha

→ # de localização, procura alguma coisa que remeta o que você faz + a sua localização, pra quem tem um negócio físico > muito recomendado usar em todas as postagens (#dentistabh)

OBS: O algoritmo do Instagram é muito inteligente, ele sempre se baseia no conteúdo da postagem, na legenda da postagem, para que a # faça sentido

- #teste #teste2 # teste3

🎵 Música

🔄 Transições

Descreva as transições do seu vídeo (ex: 2 mudanças de roupa bater a mão na câmera)

-

🔧 O que você vai precisar para gravar:

- Adicione aqui os itens necessários para o seu vídeo



Ideias de imagens/vídeos a serem usados

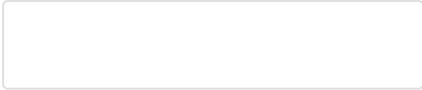


Imagen da Capa



Obs para a Edição

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Local de filmagem

#burnout #desenvolvedores #saúde #bemestar #carreira

3 Powerful Habits for Effective Developers | Level Up Coding

↗ Aulas	
🕒 Created	@May 28, 2023 5:03 PM
☰ Tags	
🔗 URL	https://levelup.gitconnected.com/3-habits-that-will-help-you-become-a-top-developer-7f310fa2c3b0

It will help you reduce rework and enhance your overall career

Photo by [Matt Ragland](#) on [Unsplash](#)

Who/what, according to you, is a programmer's best friend?

Some say *coffee*, others say *keyboard shortcuts* but I think it is *Stack Overflow*.

Always there to help, through thick and thin. Doesn't matter if the problems are small or big, it is always there.

But sometimes the answers you seek aren't there and you have to just grind it out until it works. I guarantee that you have been in that place many times. Sometimes that grind can be hours, and all the motivation flies out the window.

There are a few things that I have learned working on several projects apart from the new technology/language/framework is the need for documentation and the ability to see the holistic view of the system.

This may sound very simple and obvious but not very common amongst the developers. I have seen several times that the problems that pop up during development are quite similar. And even if you have solved them in the past, you tend to google and find the exact solution.

This approach works every time but there is a lot of searching and scrolling, as not all solutions are simple. You have to scroll through various posts and various answers on Stack Overflow just to reach the one that solves your problem. It can be frustrating at times.

These three habits will help you reduce the turnaround time for a problem and will enhance your understanding overall.

1. Document The Problems

A lot of times during development, we stumble upon a lot of issues with the libraries and frameworks that we use. It is more apparent while using new technologies like Spring Boot with Kotlin instead of Java.

We generally have all the context and understanding of the problem at hand when we are developing the feature. And naturally, that becomes the best time to document the problem.

Recently I was working with Hibernate with Kotlin and I bumped into a problem where it was not possible to use data classes to create entities. I struggled for sometime before actually finding a nice article that explains the problem and the possible solution. I saved that link.

And instead of jumping quickly to the solution and implementing it to my problem, I started digging deeper. I observed that there are a lot of libraries that have similar problems because of the compatibility issues with Kotlin. Next time when I see something like that I can quickly go through that article to refresh my memory and be done with the solution.

Don't try to quickly finish the task that you have on your plate, instead try to learn and document as much as you can!

2. Create Architecture Diagrams

This one is very important for all the developers out there. No matter what level you are. You should be good at looking at the bigger picture of any software system.

When you start creating the architecture diagrams, you start realizing how much you do not know about the system. This gives you an opportunity to dig deeper and understand the system well.

I generally try to understand the complete picture of a software system. I start by looking at the backend server, understanding how the infrastructure is configured, and third-party dependencies. Getting a quick view of the complete system helps me understand what are the moving components in the system, regardless of whether I would be working on that directly.

The next thing I do is to draw a rough diagram of my understanding. I miss a lot of important information during the first version but I get better by iterating and asking questions to relevant people. A diagram much like a picture is worth a thousand words. Refer to this [link](#) to understand various types of architecture diagrams.

3. Maintain a Daily Log

Very simple and very effective. Maintain a daily log of the work that you do. Try to highlight the most important things that you do on a particular day. It will not take more than 5 minutes.

Writing about the problem you stumbled on a particular day would be the first thing to document. Try to be detailed and mention relevant information. Also, make sure to note the things that are pending on you or the things that you need from other team members. It could be either new designs from the design team or the scope of a particular feature from the product owners.

This will help you make sure that you are not forgetting anything. You will be proactive in approaching people and able to finish things quickly. This is one of the things which can differentiate you from the rest of the crowd.

A developer's day can be very busy sometimes, with all the meetings and delivery pressure. And when you forget something to implement or change, no matter how tiny it is, it can lead to huge problems.

Conclusion

These are a few things that have worked well for me. It made a lot of difference while I was doing my daily work. It had positive impacts on my visibility in the team and made me a reliable developer. I hope this helps you become a better version of yourself.

“I’m not a great programmer; I’m just a good programmer with great habits.” — Kent Beck

If you have suggestions apart from these, feel free to leave a response.

Also here is one of my blogs that might interest you!



All illustrations are free and available at [manypixels](#).

3 Ways to Network When You Work Remotely | Forge

↗ Aulas	
🕒 Created	@May 28, 2023 5:03 PM
☰ Tags	
🔗 URL	https://forge.medium.com/remote-networking-is-not-as-painful-as-it-sounds-ce3bfde16638



Illustration: [Jackson Joyce](#)



A few months into this unexpected workplace experiment, it turns out: We're kind of into it.

One June [survey](#) of people forced to work from home by Covid-19 found that 82% wanted to continue doing so at least two days per week, and 35% wanted to continue full time.

The problem is: We like being around each other, too. And, professionally, we need it. Many of our best new opportunities come from encounters with other people. When you sit somewhere new in the office cafeteria you could learn about an opening in another department. In pre-meeting chitchat, a client might give you a lead on a new opportunity.

We're all experimenting with how to work without the accidental but potentially deep connection that face-to-face conversations facilitate — even when it's just two colleagues greeting each other in a hallway.

Digital networking is possible, but it's rarely effortless. Here's how to do it well.

Say “Thank you”

Expressing [gratitude](#) renews ties with someone you haven't talked with for a while, and it's always welcome. One [study](#) found that people actually underestimate how happy recipients will be when they receive thank-you letters. Your manager from three jobs ago would love to hear how you used the presentation skills that she helped you develop. “Thank You” is also an excellent [subject line for cold emails](#) to people you admire — even if it's just to thank them for the work they put out into the world.

While this habit's immediate payoff is feeling good about the world, the secondary benefit is connection: learning what past connections are up to, or creating an opening for a friendly chat. Your old manager might know somebody who would be perfect for that role you're trying to fill, or that product designer you admire might be willing to meet for a coffee.

Sending thank-you notes can be quick, simple — and productive for future work. Emily Monaco [notes](#) in *The Muse* that every time she files a story, she makes a list of the people who helped, and drafts thank-you emails, which she then sends once the link goes live. Sometimes she gets no response, but often she does. “One PR rep I wrote to thank for help locating a source followed up with a list of other clients she was working with, which ultimately led me to find the perfect source for an upcoming story.”

Make introductions

You can build a vast network by developing the discipline to reach out to a few people each week.

Introductions not only help other people make friends and connections, they can make both parties feel more connected to you. To do these well, writes networking expert Kelly Hoey in her book *Build Your Dream Network*, don't just send a "you two should know each other" email. "I refer to these sorts of emails as 'dump and drive,'" she writes. "Dropped in someone's email inbox without context (or permission), this sort of message typically leaves recipients cold to the introduction because they are left to figure out why the introduction was even made."

Instead, make double opt-in introductions. Email or call both people separately and ask if they would like to be introduced. Since both know you, they are likely to say yes, but you want to make sure people are willing, and have the capacity to follow up. This also allows you to check that you have both parties' correct information (useful if someone just left a job or moved).

Do favors

The human drive toward reciprocity is so strong that research has found that we feel the need to reciprocate for kindnesses; to "pay it forward" (do nice things for others when someone does something for us); and even to reward others in our network that we see doing good deeds.

You can generate a lot of activity by putting something positive into the universe — and you can do that from your kitchen table as easily as from a regular office.



5 Reasons Freelance Copywriting is NOT For You

<https://youtu.be/DnFt3Khs0j8>



5 Reasons Freelance Copywriting is NOT For You

<https://youtu.be/DnFt3Khs0j8>

5 Things Better than a Computer Science Degree | by Elye | Better Programming

↗ Aulas	
⌚ Created	@May 28, 2023 5:03 PM
≡ Tags	
🔗 URL	https://betterprogramming.pub/5-things-better-than-computer-science-degree-f8acb8061c09

A tertiary education is important but some things look even better on a resume

Don't get me wrong — a tertiary education is important, especially if you attend a school that is closely linked with the industry. It usually provides good pointers and sound fundamentals of what computer science is.

However, in the internet-driven world we live in, if you want to start your career as a software developer, your Computer Science degree should not be the most important point in your resume.

So what are the 5 things better than a computer science degree? They are listed below, ordered from easiest to hardest.

Technical Social Media

Who doesn't like social media? If you're not into some of these platforms, you might have studied the wrong course.

For the sake of your career, join some technical forums. There are many in Twitter, LinkedIn, Reddit, and Slack.

Separate your personal and technical account

Preferably don't mix that account with your personal account. This is to ensure you are linking with a focused group of people, who are interested in the same topic.

In your resume don't link your private Social Media account, as that is not adding much value, instead add your technical account, where your followers are not your dad, mom, casual friends, but people of technical interest.

Technical account? Is this going to be boring?

Not really. People don't only share technical blogs, questions and answer. Often there are interesting stories, cartoon, or relevant jokes:

Be active...

Of course, don't just share jokes or be a silent participant.— you won't gain any followers that way. Share your findings, thoughts and comments on relevant posts.

You'll be amazed by the different thoughts and ideas that other people come up with. Some idea that you think is perfect might be viewed as totally flawed by other parties, with seemingly solid reasoning. That's how you learn.

It's a complimentary tool

I personally won't have this as my only "other than Degree Certificate" profile to post on my resume. I treat it as a complimentary feature to other aspects that I have.

What I mean by other aspects are the remaining 4 things that I'll share with you below...

Scoring on Stackoverflow

We are fortunate these days to have [stackoverflow](#), with so many answers to our programming inquiries. It's a huge community — search a programming query online and you'll usually see some StackOverflow links.

When we look at StackOverflow questions and answers, we automatically hold users with high scores in high regard.

So in other words, if you had that score, it would look good on your resume. These scores are not merely approved by a single institution, but by a whole community acknowledging the quality of their questions and answers.

A little by little

Everything starts with a single step. Probably your first step on Stackoverflow will be asking a question to which you have not found any answers.

It is very important that your question is clear and easily understood. If it needs a diagram to illustrate, draw it; if it you need to show code, share the git repo.

Most importantly, narrow down the problem to the specific area of confusion you have. Don't dump your whole project code up there and expect the reader to understand it. You might be surprised to find that while narrowing down the issue, you have found the solution (e.g. a silly mistake somewhere).

A clear and succinct question will usually get a response, especially in a field where there is lots of interest. Even if no one responds to it, that's fine — don't give up. Do your own research and you might find the answer. If you do, answer your own question — some day someone out there will benefit from it.

In other words, don't hesitate to post your question, even while you're searching elsewhere for the answer. Even if you find a solution somewhere else, you might be given a better answer on Stackoverflow.

Be generous in your voting

If someone answers your questions well, do vote for them.

Try to find one best answer to uptick, instead of leaving it in a limbo, where no one knows what's your preference answer. Besides, you'll get 2 points for uptick an answer.

Of course if there's no best answer to your question despite multiple one out there, then don't just uptick for the sake of getting the 2 points. Be truthful to yourselves. The 2 points is not worth trading with your integrity.

Similarly, up vote good questions. Help build a good community that appreciates others contributions and you will get your fair share.

It builds overtime

The scoring in StackOverflow is cumulatively incremental — the earlier you contribute, the quicker you'll get scored. You'll be surprised at some of your unexpected asked questions and answers that get popular. You'll continue to gain points without doing much.

It is also a good place to document hard problems you found and their solutions. Many times I have gone to a StackOverflow post I made in order to extract the solution of an issue I have forgotten.

It is not hard...

This is actually a simple platform on which to get recognition from the community — you just need discipline. Even if your question is not written in the best way, people will take the effort to improve it.

It is still relatively easy and yet rewarding. Check out the below post for more



Blogging on technical topics

Learning and recording what we learned is a good habit to get into, especially when we discover things that we didn't find documented anywhere else. Sometimes we learn something from a tutorial and development document, but it took a while to digest them, so we add some highlights and side notes to make it more understandable.

Why not share these learning experience with others? Make other people's learning experiences easier. Blog for the good of everyone!

About 3 years ago, I joined a consultant firm, and was encouraged to blog. From then on I started blogging — it has become part of me now.



What's in it for me?

If it sounds like Blogging is only benefiting others, you'll be surprised how much I gain from it, other than something to add to my resume:

1. I notice learning gaps in the topics I blog about, so I go and learn them.

2. Many times I forgot what I have learned. Sometimes I go back to what I blogged and remember it again.
3. Sometimes I received feedback on my blogs on a misunderstanding I have on a topic, or some missing information. I learn from my readers!
4. I often received thanks and appreciation that my blog has helped readers. This is very fulfilling!
5. A few of my blogs have been translated to other languages. To see people refer to them made me feel my time spent writing and contributing to the community was worthwhile.

What to blog

Well, I have written a blog about it sometime back, when I only have 20k views a month and 40k a month.



I still use the same approach today, where I'm grateful to have about 140k viewers a month. Many thanks to my viewers, as that encourages me to contribute!

This is the most feasible thing to do..

To me this is the most feasible thing to do as ...

1. Each blog took on average a few hours of effort
2. After it is written, its maintenance is almost zero, unless someone comments for correction

This is where my limit is. I did try the next two suggestions, but only in a limited way.

If you think you could do better than me, read on!

Create an open source library

Coding as an intellectual property is now history. The new trends these days are around open source. Collaboration and work across different geographical location is the way moving forward.

Why not jump on the bandwagon and be part of the open source community? Start by contributing to some other peoples open source. One day you'll notice something you need (and possibly other people need) that is not readily available out there. Then create your own open source and share it to all.

A product at a smaller scale

An open source library is mini product, but unlike actual products, its audience is developers. So there are less concerns around marketing, user design and so on. You only need to focus on the coding side of it, so it has a far lower cost.

Compared to building actual products, open source cost is relatively smaller. If your open source becomes popular, you'll get other contributors wanting to add in features to it, they will make a Pull Request. Your job is to review the Pull Request (PR) and decide whether to approve it.

I have an open source which I created 3 years ago. Since then I haven't updated it much. Yet it still gets updated, even to the latest Android X version, without me doing anything. I just need to review, test it, and re-upload.

Focus on technical learning

As it's named open source, provide all your source code to others. So if any bugs (hopefully not stupid ones) are found, other contributors will notify you and even make a PR to fix it. From there you get free testing, as well as fixes — nice!

All these are technical inputs and discussion. The focus is on the technical side. You will get less input on marketing, product and usability concern.

If there's some usability lacking in your open source, contributors will add it themselves — you don't even need to worry about it.

Some real cases

Can open source make a person's career?

Among Android developers, everyone knows Jake Wharton. He started off with open source and now his work is known by almost all serious Android developers. He now works for Google.



It's not that simple

Although writing open source is not too hard to maintain (as others would help to maintain), has less initial cost (don't need design, market planning etc), and is focused on technical, it still has its own challenges.

The likelihood of creating an open source that will be adopted by many is not high. To create each open source takes time, effort, thought, and coding architecture considerations. To review PR, test and upload take time as well.

I don't think just anyone could create a lot of popular open source. There aren't many people as talented as Jake Wharton!

If this doesn't challenge you, and you think you could stretch even further, and want to do something more real life and related to everyone, check out the next possibility.

Build a real software product

In the 70s, engineering was the hot course many wanted to study. However, these fields could hardly teach you produce something useful on your own. Even if you could produce it, you would then have to market it to everyone or no one would know your product.

Fast forward to today. Creating a Webpage or an App on your own is so much simpler. Marketing it to the whole wide world on your own might not be easy, but to have it reach 10,000 users is not an impossible feat anymore.

So having an actual product (not just a school or uni assignment), publicly available with good user feedback, on your resume has a great deal of value.

A holistic experience of learning

Having an actual product gives you the complete experience in building an App — from the ground up to publishing it for the public to use. Every technical aspect needed in building your product will be learned during the process.

Besides technical learning, you'll also gain valuable insights into marketing your product. Suddenly you realize that every single nuance of design is important and that your work flow can make or break your design. It's not just the technical aspects of it — to make it better, you have to know your user behavior, and which features work and which don't. Analytics is another topic you'll get into. You will gain such valuable experiences!

Then you realize you can no longer do a great job as just a single person. Nevertheless, you've done at least one to know what it is to put a product out there.

A real case

I know of a Korean friend, who did not speak good English, looking for a designer job in an English speaking country. Despite her language issues, by having her profile ready on the web she could easily show the interviewer her work. She got the job without even speaking much English! (Now her English has improved tremendously.)

As everyone knows, the founders of Google, Microsoft, Facebook and others started building their products while pursuing their degree and they have not looked back since.

It's difficult... but

While having a successful product will give lots of weight to your profile — in fact could be a career and business in itself — it is a very difficult job to maintain it, let alone grow it.

More time and investment will be needed over time. As technology changes, you'll need to update your product. If you've already ended up with a full time job, perhaps have got married and had children, maintaining your personal product on a regular basis would be a challenge.

Well, that's my excuse! Look at Bill Gates, Steve Jobs, Mark Zuckerberg, Larry Page, Sergey Brin — if they can do it, why not you? You might be the next one!

Recap

Just to recap, the 5 things you should do to color up your Resume:

1. Technical Social Media
2. Scoring on StackOverflow
3. Blogging on technical topics
4. Create an open source library
5. Build a real software product

In term of the effort and impact (if effort done properly), I present this chart:

These things, if done right, could weight more than your Computer Science Degree.
So don't wait till you finish your education!

Life learning is a journey, it's reflects you better than just your degree.

5g

≡ CPC	R\$1.12
≡ Paid Difficulty	0.89
≡ SEO Difficulty	0.85
≡ Volume	33.1

5w2h

≡ CPC	R\$1.54
≡ Paid Difficulty	0.13
≡ SEO Difficulty	0.57
≡ Volume	74

6 Career Boosters for Programmers | by Henrique Mota | Full-Stack tips | Medium

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🔗 URL	https://medium.com/full-stack-tips/6-career-boosters-for-programmers-71035a8acedc



I have almost a decade of experience as a software engineer, and during this time I already been in many situations that made me grow as a professional.

In this article I want to share some tips, that you can start applying today, in order to grow fast as a software developer.



Looking Correctly To Your Colleagues

Have you ever felt a little bit jealous about a colleague? He has done something amazing and you wished it was you. Chill out that's ok, it's from our human nature and from the messages that society passes to us.

If you think about it, this doesn't bring you any advantage, indeed this is very bad for your career, you should understand that working with people that make amazing things, will make you close to do something similar.

After you understand that this is something that you can work, start by chatting with your colleagues, share some ideas, ask some advices, offer your help. If you are in a healthy company this will be a very natural process.

On another hand if you don't have this environment in your company, work your mind and you will attract this company into your life.

Another good thing of seeing your colleagues as allies instead of enemies is building a network of people that enjoy to work with you. This can be valuable in the future.

Programming Languages as a Tool

This is a very controversial topic. I see so many programmers worship a single programming language and ignore the rest and in my opinion this is so bad.

Let me tell you why...

When you worship something you became slave of that thing. Isn't suppose to be the inverse? You should use a language as your slave and not be the slave of a language.

How to overcome this?

Well, first you must realise that a programming language is more than a tool to materialise ideas, it is also a tool to shape the way you think.

Make an exercise, let's suppose that we have the array [1, 2, 3], now I ask you how to double every number in the array. I bet you will think in the solution with the languages that make part of your life.

So learn more languages, learn algorithms, learn concepts and be free from this slavery.

I can recommend you two books to help you achieve this. The first one is to learn algorithms in a fun way. The second is to learn 7 different languages.

You can see them:

- [Grokking Algorithms: An illustrated guide for programmers and other curious people](#)
- [Seven Languages in Seven Weeks: A Pragmatic Guide to Learning Programming Languages \(Pragmatic Programmers\)](#)

Evaluate Correctly the Work You Do

It's very common in software development suffer from the impostor syndrome and this has a little bit to do with the first topic.

That feeling that you don't deserve the salary you earn at the end of the month and that you are an impostor.

First you have to realise that you passed an interview and as long as you give everything of you to learn with humility and responsibility, you have nothing to fear about.

Learn to value your evolution as a programmer and understand that you have your own pace. Be tolerant with yourself, be open minded.

Your Values as a Professional

Become a good software engineer, by doing your work so well, that if you leave your company it will be easy to replace you as a programmer.

Maybe they will miss your professionalism, your inspiration but be missed because your code is so bad that you are the only one that can change it, is not very grateful.

Learn to choose good variable names and functions, to divide your code into modules, to develop tests. Do the best to ensure that your colleagues understand your code and that it works after you change anything. Do this and you will be respected by your colleagues.

To help you, I recommend you the book [Clean Code by Uncle Bob](#).

Soft Skills

Technical skills are the pearls that makes you a programmer, but in a world full of opportunities you must work your soft-skills.

I was born shy and introvert, two characteristics that made me suffer even in my career. In this situation I learned to have cold blood and focus on the escape.

Don't get me wrong I'm still shy, but I learned to control my shyness. But forcing myself to overcome this situations compensates me for the journey and for the returns.

Be proactive, tackle your weakness, leave your comfort zone and in the end you will be recompensed by this attitude.

I can recommend you two books that made the difference to me:

- [Gorilla Mindset](#)
- [Soft Skills: The software developer's life manual](#)

Looking Forward

Another underestimated exercise, is to think what you want to achieve with your career. If you don't visualise where do you want to be in the next 5 year, how the hell are you going to walk the path that will make you happy?

Sit down in your chair or sofa and do a little research, see the market trends, explore every option and see where you want to go.

Kind Regards,

Mick Bolt

More where this came from

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6 Productivity Tools that all Developers Should Try | by Galaxy Weblinks | Level Up Coding

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🔗 URL	https://levelup.gitconnected.com/6-productivity-tools-that-all-developers-should-try-252191e523e4

Developers build enterprise solutions to address complex business problems and customer-facing apps to make life easier for the end-users. The development process can be quite challenging and requires numerous tools that can assist the solution architects and developers.

There are numerous software tools available to assist and streamline the development team and decrease their cognitive load. These tools help you as a developer to concentrate more on creating robust solutions and meeting deadlines.

So here is a list of fairly uncommon but very effective tools that will assist you in improving your deliveries and turnarounds.

Typora

Typora is a minimal WYSIWYM Markdown editor. It boasts of simple yet aesthetic formatting options. There are five standard themes available and dark mode being one of them (and also my favorite).

You can add headers, lists, code fences, inline styles, mathematics, images, etc in Typora. You get a distraction-free environment with the help of focus mode and typewriter mode. In the former, only the current line that you are working is in focus, rest are blurred and in the latter, the currently active line is placed in the center of the screen.

You can integrate it with Github, Adobe Illustrator, Google docs, and Markdown. It supports word count, code blocks, and syntax highlighting. The seamless live preview comes in handy for assessment and to make changes accordingly.

You can get it for all operating systems, albeit the Mac OS is in beta right now.

Tuple

Take your cursor to the left, more left, no no shift a little towards right....okay, this is not working out.

Before you go back to such conversations, I suggest you try your hand at Tuple.

Why?

Because Tuple has a focus ring to pinpoint the location, making life easier for you. However, this is just not it! You also get to control your peer's computer system seamlessly with mouse and keyboard control. It is given to both the collaborators facilitated by a single click pairing mechanism.

The audio quality is great and there is almost no lag. Furthermore, there is the drawing option that lets you utilize your whole screen as a whiteboard. But as of now, Tuple is limited to remote pairing on macOS only but it is worthy of a try for sure.

Also, with many of us now working from home, collaboration is essential. Tuple is quite useful here!

Codernotes

Codernotes combines the functions of a note-taking app, code editor, and runs the same code without having to switch to other environments.

It lets you store code snippets, markdown notes, links, solutions for errors, and any other concept that you wish to jot down. And don't worry about losing notes because you can't remember the name of your notes, it's 'Google-like search system' helps you in finding the note within a short duration.

Codernotes has a heavy focus on community-based learning and makes sharing knowledge in the developers' world easy. It is cloud-based storage, has syntax highlighting options and unlimited public notes feature. It is the ultimate collaboration/learning platform for your team and getting access to developers across the globe.

The Silver Searcher

The Silver Searcher is a code searching tool. It tops the most efficient productivity tools for developers because of its speed. It's similar to Ack but delivers results way

faster, some claim almost 34 times, but the jury is still out on that.

So the amount of time you spend searching code in thousands of code lines can now be utilized for better things.

You have the editor integrations for Sublime Text, Vim, and Emacs. And you get to install it on Mac, Linux, Windows, and BSD.

AutoHotKey

AutoHotKey is an open-source scripting language for developers to create your very own hotkeys, letting you streamline any repetitive actions in Windows.

As a developer, you have complete freedom to your files, windows, and folders as per your needs. Your macros and automation mechanism are in your hands. Apart from hotkeys for mouse and keyboard, you can create shortcuts for joysticks too.

This free scripting language has the potential to save a lot of time and effort that would otherwise be wasted on doing recurring tasks. You get to prototype faster and use your experience to make it easier for newer developers to learn and adapt quickly.

Mindly

Mindly is the only one in this list that is not limited to developers. None-the-less it still has developer applications.

It gives you a place to collect, iterate, and organize all your crazy ideas. Its planetary layout lets you collect complex ideas and piece them all together for better comprehension for you and your team.

You can attach images, URLs, play with different color themes, take notes, export in different formats (varies by OS and plans), and get a visual clipboard.

This is the ideal software for brainstorming with your team for projects and gives an opportunity for mind mapping. You should give it a try to see how it works out for you and your team.

Closing Note

The listed tools are focused on keeping your developers' productivity levels at peak while keeping the frustrations at bay. As it is, a developer's life is filled with many unknown errors and glitches waiting to pop up at the most inconvenient times.

Hopefully, these tools will help in automating the redundant tasks and keeps your developers a tad bit motivated and happier.

About Galaxy Weblinks

We specialize in human-centric design and development services to our clients across the globe. Our innovative ideas, industry best practices, and processes help us improve user satisfaction and solve complex problems for our clients. [Contact us](#) for a free consultation!

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6 Things Every Software Engineer Should Know to Standout | by Jr. Dev | codeburst

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Photo by [Jessica Ruscello](#) on [Unsplash](#)

Introduction

This article outlines the 6 *things* every software engineer should know in order to stand out from the rest of the crowd.

Each section details the motivation for why that particular topic is useful, followed by some highly-reviewed resources to study.

1. Data Structures & Algorithms

Why?

Data structures and algorithms form the backbone of computer science. An algorithm refers to the logical computational steps it takes to solve a problem. A data structure is a way to organize and store data effectively.

Learning the common algorithms and data structures will help you solve problems more efficiently in your applications.

Resources

Books:

Courses:

2. Computer Networking

Why?

Networking refers to the communication of data between networks. Understanding the basic concepts of computer networking will help you as a developer understand the magic behind how computers send and receive data.

Resources

Books:

Courses:

3. Operating Systems

Why?

Studying operating systems will give you an understanding of how computers work under the hood. You will learn how processes and memory are managed, and how

applications are able to run concurrently with other processes, among many other things.

Resources

Books:

Courses:

4. Database Management

Why?

A database is an organized collection of data, allowing storage and retrieval of data. As a developer you will be working with a lot of data; knowing how to effectively store and retrieve this data will go a long way.

Resources

Books:

Courses:

5. Design Patterns

Why?

Design patterns are reusable solutions to commonly occurring problems in software development. Learning design patterns will help you conquer problems you are faced with as a developer more effectively. Having good knowledge of design patterns will allow you to weigh up the pros & cons of potential solutions, allowing you to pick the best tool for the job.

Resources

Books:

Courses:

6. Compiler Design

Why?

Compilation refers to the translation of high-level code down to machine code so that your CPU is able to understand it. By understanding the compilation process, you will understand how programming languages are made, which will allow you to make

better use of a language; such as being able to optimize code better, as well as improve debugging skills, and more.

Resources

Books:

Courses:

Conclusion

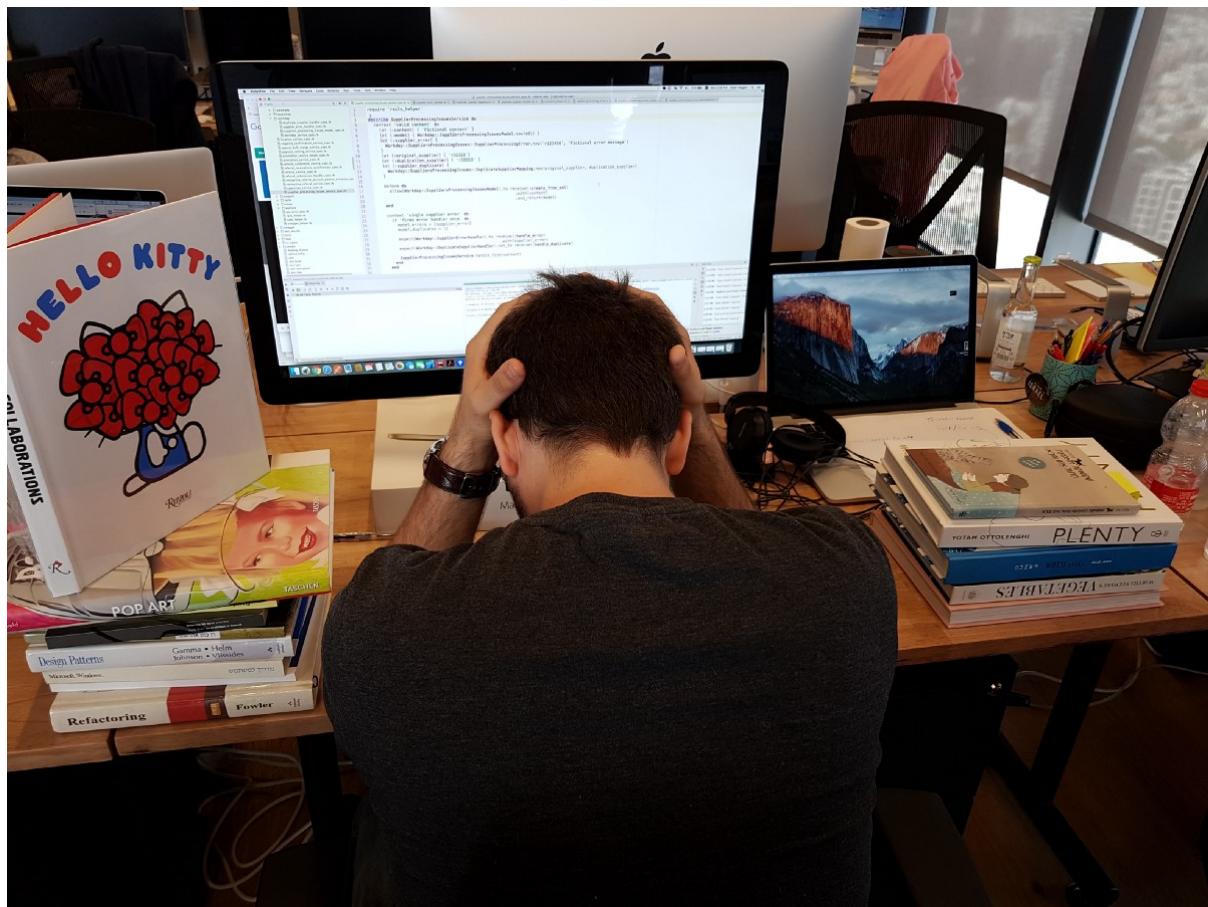
So there you have it, the 6 *things* every software engineer should know to standout!

1. Data Structures & Algorithms
2. Computer Networking
3. Operating Systems
4. Database Management
5. Design Patterns
6. Compiler Design

You do not need to be a master in each of these topics, but having a little understanding in each area will go a long way.

6 ways to screw up when on-boarding software engineers | by Oded Magger | WeWork Technology

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🔗 URL	https://engineering.wework.com/6-ways-to-screw-up-when-on-boarding-software-engineers-c128d78b2bc1



Did you ever join a new company, all pumped up and motivated, just to be disappointed when you realize no one has any idea what to do with you?

Did you ever question your decision to join a company, or even doubt yourself, when a few weeks after starting the new gig you realize you didn't make much progress since that first day?

You're not alone.

Software Organizations invest so much on optimizing talent sourcing and work processes, it's amazing how the link connecting the two — engineer onboarding — is often neglected.

As such, I've witnessed many software teams defer to a few common [Anti-Patterns](#). An Anti-Pattern is a common solution to a recurring problem or challenge, which is ineffective at best and often harmful.

For those of us who are engineers — this is the equivalent of putting all of your code in one giant class ([AppManager](#), anyone?) or [using the same nifty software paradigm to solve every challenge you encounter](#).

In this post, I'll point out common malpractices in Software Engineer onboarding, mixing **comedy** and **tragedy**. If you've been around the block, I'm sure you've experienced some of these first-hand. I sure did.

"Hmmm... let's start with the first 300 pages."

Learning Strategy Anti-Patterns

1. "The Bookworm"

On the first day on my student internship, I was handed a book on ARM development.

- Expert: Here, read this.
 - Me: What should I read?
 - Expert: Hmmm... let's start with the first 300 pages.

Being, well, a student, I spent the first couple of weeks reading the book meticulously.

By the time I reached the 100th page, I forgot what the 50th. page was about.

When I reached page 250, I was finally given my first task. Needless to say, I didn't have a clue on how to approach it, and here is why:

- **Most of the book was irrelevant.** In the year I spent at that position, I may have used perhaps 10% of the reading material. Tops.
- **I had no way to tell what's important and what's not** because, well, I never developed for ARM processors, nor did I do any low-level programming for that matter. So, I didn't even have an intuition on where should I focus. And hey, the expert said I should read all of it!
- **I didn't practice what I learned.** The book was built to provide knowledge, not to help assimilate that knowledge. And since I didn't practice, the knowledge just slipped my fingers.
- **It was BORING**
- **...and overwhelming.** Without focus and practice, I soon felt saturated and lost, and my pace slowed dramatically.

Now, and this is super-important for later on:

Some folks thrive when they get the chance to **read theory** before diving into code. It boosts their confidence and makes them feel like they have solid foundations.

Then again, I doubt they'd survive 300 pages of ARM development theory.

2. “Trial by Fire”

The exact opposite of “The Bookworm”. As soon as you sit by your new shiny laptop, your team lead assigns you to a task.

- Me: How should I approach it? What should I know beforehand? What's the context?

 - **Team Lead:** Just read the code, you'll figure it out. It's just code.

Now, some developers would proclaim that this makes perfect sense, as '*the best documentation is the code itself*', right?

Also, this technique supposedly allows the manager to **gauge the newcomer** in a ‘sink or swim’ fashion. If they're good enough, they'll stay afloat and succeed. If not, well, it's better to fail fast and send them on their way, right?

I cannot stress enough **how harmful this approach is**.

First, this is **super stressful** to the newcomer, in a **counter-productive** way. They know they're being tossed into the water. They know they're being tested. And some people — good people, great programmers — become **terrified** and **petrified** by that notion.

Even if they do pass the trial, they'll spend their first several weeks frustrated, stressed and afraid, rather than motivated and happy.

Furthermore, if the newcomers approach a task without guidance (or are afraid to ask, as they're being tested and don't want to appear weak or needy), they'll **learn very little** from the experience. Fear inhibits one's ability to learn, rather than boosting it. So, **when the time comes for that second task, they won't be more prepared**.

And hey — if, as a manager, you feel you need to test new engineers after they're hired — why not improve the interviewing process instead?

3. “The Spoonfeeder”

The previous two Anti-Patterns emphasized **lack of guidance** as an underlying issue. But there is such a thing as **too much guidance**.

My first professional development job was in the army. I underwent two weeks of ‘The Bookworm’, but then was assigned to a mentor. She was great. She showed me everything I need to know, and narrated every task she worked on while I was watching.

Luckily, she was so focused on narrating, she did not notice I literally **fell asleep** several times while we were “pair-programming”.

When we approached a problem, she offered a solution right away. She also coded it, providing some commentary on how and why she did things. For me, it was like a live version of ‘the bookworm’, as I didn't do anything myself and was merely bombarded with content. None of it stuck, not until I started coding independently.

Organizational Anti Patterns

4. “The Stunned Scramble”

You walk into the room, and five heads turn towards you, shock and surprise in their eyes. The person ushering you in — say, the group manager — presents you. “*This*

is Kimberly, she's the new programmer on the team, good luck!".

Awkward silence descends on the room. It is apparent **nobody has any idea what to do with you**. As if this is the first time ever in the history of everything a new programmer joined a team.

What a shock!

This typically leads to someone — your team lead, a hastily-picked mentor , or the friendliest person on the team— scrambling desperately and eventually going with ‘The Bookworm’ or ‘Trial by Fire’ as a way to occupy you.

Everybody sighs in relief as they believe they found a solution for that developer-shaped comet dropped at them from the heavens, at least until the next time someone stuns them with another newcomer.

5. “The Orphan Programmer”

The more depressing sibling of The Stunned Scramble.

You see, you joined on a really bad time. There’s a version coming up. Oh, and a critical bug. And also there’s a national holiday coming up, right?

Anyway, the team was doing fine before you joined it, so there’s no harm in you taking longer until you become effective. It’s not like your salary comes out of your direct manager’s pocket.

Unlike you, the existing developers **are** already effective, and for now they should focus on the current crisis. They’ll get back to you later to help you ramp up. When there aren’t any crises, deadlines or holidays, that is.

In the meantime, why won’t you grab that book and read the first 300 pages?

Dear managers, if you want **new hires to feel like they made a grave mistake signing with your company**, that **they’re not needed** and **not cared for**- this anti-pattern is perfect for you.

6. “The Avalanche”

Welcome to the company! No, don’t sit down. My name is Harry, and we will spend today helping you get your bearings. We will start with a two-hour review of our amazing company’s history,

followed by a presentation of all of the company's departments worldwide. Then, my colleague will show you how to submit reimbursement requests and ask for a day off. Someone from finance will then brief you on your pension plan and help you fill some legal forms. And speaking of legal, we'll cap that off by mandatory anti-harassment, integrity and information security training."

"What do you mean, that sounds a little too much? We don't want you to spend today verbally abusing a co-worker while stealing data from their hard-drive. And even if you do, how would you know how to take a day off so you could sell it to our competitors?"

Don't get me wrong. Your pension fund is important, and so are the company's history and values and knowing how to get reimbursed.

But joining a new company could be an overwhelming experience, so wouldn't you say some of that stuff could wait a little, while the newcomer eases in?

A solution to Anti-Patterns

Reading through these Anti-Patterns might make you think I'm contradicting myself. So reading theory is bad, but going directly to real-life practice is bad? No guidance is bad, but having guidance is also bad? What the heck?

The truth is, these anti-patterns are extremities, and **onboarding engineers the right way lies in balancing theory and practice, guidance and independence.**

Moreover, as I said before, **people are different and have different learning habits.** So, some engineers might actually be perfectly happy with some of the anti-patterns I outlined. The secret is to **tailor the onboarding experience to the person being onboarded.**

In my [next post](#), I will outline how we onboard new engineers at WeWork Technology, while maintaining balance and tailoring the onboarding experience to the newcomer.

Spoiler: it mostly takes caring and common sense. Also, cupcakes.

Interested in joining our team? WeWork is hiring software engineers in Tel-Aviv, New York and San Francisco. Fun Onboarding guaranteed! [View openings](#).

7 conversation starters to move your role from execution partner to strategic consultant | by Wil Reynolds | Medium

↗ Aulas	
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🔗 URL	https://wilreynolds.medium.com/7-conversation-starters-to-move-your-role-from-execution-partner-to-strategic-consultant-aface004ef75

I've had several conversations with people at Seer now that I run strategy where they ask me how to become more strategic, I took that advice and put it together here.

First question to ask yourself is:

Does my client / manager see me as a consultative strategist, or an execution partner?

Note: Execution partners are key to driving results, never get too far from that while seeking to improve your consulting skills, your UBER X driver is an execution partner...they help you get from location A to B, and if that is a job interview or a big pitch, it's critical to be there on time, it may not be strategic but it's critical.

Anyone can talk, not everyone can back it up, always seek to be strong on execution!

Anyway with that caveat said...if you are wondering if your client / manager sees you as a thought partner do they ask you questions like these?

Here are sample “sights and sounds” I’ve seen when clients saw someone as a thought partner:

- What am I not seeing coming down the pike that could impact the results we have?
- How do our numbers stack up against competitors?
- What am I not asking of you to do for us that I should be?
- Should I consider solving this problem with another team?
- Can I have a strategy session with you? I'd like to discuss more than the day to day. I have a BIG idea/challenge I want your optics on.
- What else does your agency do that could help us?
- Even if you don't have skill xyz in house, I'd like you to manage the other consults we hire.
- Note: if you are being managed by a consultant, you are the execution partner.
- I have XYZ left in my budget, how might you recommend we spend it?
- I heard about trend ABC, how would that impact me, how do I hedge against that, do you think its a risk for me?
- If I took all my budget and gave it to you instead of other partners, what do you think you could do for me?
- How big of a risk is this? Should I prioritize this in Q1, Q2, etc? Is this a 2017, 18, or 19 problem?
- Can you help to connect these day to day tasks with our larger vision?

If you have read these questions and are thinking, I haven't been asked these and I want to be more consultative & seen as more of a consultant. Here is the secret about getting questions like these:

The secret is that it was never executing what I was asked to do that made my clients think of me as a strategic thought partner, I had to show them something real that challenged their daily reality that made them think of me as more than the guy they hired for whatever task they thought they needed me to do.

The three ingredients you need to level up in that strategic consultant / thought partner level are:

1 — Opinions You have to be ok taking data making an opinion and saying to your client / manager, I might be wrong, but I believe (stress the word believe) that (blah blah blah).

2 — Never lose sight of the goal Understanding your clients true goal, be careful of confusing the outputs (tasks) you are doing with the outcome (why you are performing those tasks).

3 — Downside — Protect their downside on your big ideas, always find a cheap way to test, get data, refine, then go big.

With those three things, you can start asking questions like the ones below to start your client *thinking* of you more and more as a thought partner and an execution partner. Remember even if they say no, they will *think* of you differently.

Find a trend in their space and prepare a high level 5 steps to prepare for said trend:

We haven't talked (trend) yet I'm seeing in your data, that (percentage) of your (task goal) could be impacted by (trend), which could long term have a (percentage) impact on (revenue goal). As such I've prepared an (duration) road map on how we can tackle this growing trend. If it remains at (percentage growth YoY), I believe (duration) works. However, if (percentage growth YoY) goes to (stretch number) then we should (accelerate/decelerate) our time investment in (trend) by x (months/quarters/years). Can I spend 5–10% of my time investigating this for you?

IRL message I'd send (given I'm in search marketing):

Hi Rich, we haven't talked about answer boxes in search results yet, but I've put together an analysis that shows the impact to your traffic looks to be about 20%, which could ultimately impact your revenue via this channel by 10%, meaning you'd miss your annual goals. Here is a 12 month road map, that shows how with 2–3 hours a month we can start to understand the problem, monitor it, and take some small steps to address them. If for some reason this percentage jumps to 30% or more (which we will be monitoring) we might want to accelerate this schedule to 9 months to take advantage of these moves early. I'm recommending to all clients to take me up on 2–3 hours of work to take a look this month.

Find another channel that if invested in could accelerate revenue:

I know you've hired us for (service), but I'm looking at the entire landscape of ways to hit your (goal) and believe that an investment in (other channel) could get you to (goal) (x percent) faster. If it were me, I'd double down on (other service) cutting back (my service) by (percentage) for (months/quarters), may I spend 3 hours this month with one of my colleagues in (other service) to see if my gut is right?

IRL message I'd send (given I'm in search marketing):

Hi Jenn, I know you've hired us for SEO, but I'm looking at recent changes with Google and realizing we've lost more organic real estate. That has to have an impact on organic's ability to hit your goal this year, to be honest I think us taking a look at your paid search opportunities could help us hit your overall goal by October this year instead of eeking it out in December. I'd invest more of my time in finding ways for SEO to help PPC, which means I'm going to have to cut back a few hours/month on SEO tasks, to help bolster my PPC teams efforts. I think if I can do this for the next 2 quarters, we'll be in a position to pick back up on SEO 100%, instead of my suggested 50% for the next 6 months. Can I spend 3 hours with my PPC team to see if the opportunity is as big as I think?

Looking forward / needing more investment:

What would you need to see from me in (duration) that would make you double down on your investment in us? What data points would be an early indicator to make you reconsider in 6 months?

IRL message I'd send (given I'm in search marketing):

Hi Bart, before we get started on this project, I'd love to see in your opinion what would you need to see in month 6 to make you want to double your investment with us? Also what would make you cut it at month 6? I want to build an early warning system so that if we are not on pace to hit the goal you and I both know it and can have the conversation early, and build a plan B.

Explain an execution risk:

In my opinion, based on my experience and the experiences of (my team/manager) who have seen (number) of projects just like this one, even on our best day if you and I are committed to moving heaven and earth for (project x) we have a (percentage) chance of failure if we don't get (department/person) on board. How could you and I work together to make them part of the solution at the onset, so we can realize (x impact) in (y time).

If we get to (duration) and we don't have (percentage) impact, I'm going to be looking to pivot (project) into areas (a,b,c) where you and I have a greater sphere of influence, which would likely result in an impact of (x) instead of our initial project of Y).

IRL message I'd send (given I'm in search marketing):

Hi Crystal, I have gotten with 3 colleagues (including my director) who have seen 50 projects just like ours to ask them what makes projects like these successful and what makes them fail, given what I know about your goals and your business climate internally. I know you and I are extremely committed to the success of this project, you and I also know that we need others to care as much as we do to be successful. If we don't get everyone on board in the design and UX departments, this project is highly likely to stall, even with our full efforts and the best of intentions, how might we get them involved? My manager and colleagues have given me these 5 recommendations that they have seen work in the past, let me know which one or ones you think would work for us, and I'll get on crafting the documents, trainings, and presentations.

While we are best intentioned, I want to put on my calendar a "line in the sand" on execution risk. I believe that if at 5 months we have not hit the following 3 milestones, that we would have gone from an 80% likelihood to a 30% likelihood of hitting your goals of 3 million in revenue by Q3. As such, if we don't, my plan B is to at that time do the following 4 things, which are less impactful, but more within our sphere of influence, so while I need everything to work out right to get that 3 Million, I think if we run into execution roadblocks we can get to 2.3 Million of that 3 with these other tactics you can I have more control over.

Realizing “full universe”:

Based on my experience & research, if we keep growing at (x), we're likely to start hitting peak market share attainment, I have confirmed with (number) colleagues (or read x paper) who confirm that in the (x) industry, that is a reasonable expectation. Given current trends we are projected to realize that ceiling in the next

(months/quarters/years). I recommend I spend (x) percent of my time, sniffing out new opportunities as the marginal value of (current thing I am doing) should start to dry up and not get the lift it once did, and I want to make sure we still are on pace to attain (goal x) set by the executive team. I can get started on this in 6 weeks if we approve this week. I'll give you more details, just getting a temp check on this concept.

IRL message I'd send (given I'm in search marketing):

Hi Sara, I have done some digging and if we keep growing at 120% we're probably going to start running into fewer and fewer opportunities at the current ROI we're driving. I've done my digging across the web, and spoken with a few execs here at Seer who have come across this issue before. When I ran my projections by them they agreed that there is a chance we could start topping out our impact in the next 18–24 months. I'd love to spend 10 hours this month finding new opportunities, we've already hit goal for the year of 2 Million in revenue, and its 3 months to go till your fiscal year. The marginal value of getting 10 links a month just doesn't seem to be paying the dividends they did when we started 3 years ago, I want to make sure we start planning for the changes to come next fiscal year, so we can have a game plan to hit goal for that year. Can I deploy that 10 hours and return to you what I found & my recommendations?

Show them a new reality that destroys current reality

I know you asked me to do (task) and to hit (tactical goal), I've attained that (x) (months/quarters/years) in a row. However in that time I haven't had time to research (trend), and did you know that while I've been hitting your (tactical goal) I've been ignoring (bigger trend). Who is watching your back on the rise of (consultative opp)? May I work with them (or run it myself), to spend x% of my time this (month/quarter) to build a plan to help us take advantage of (new reality). I believe that even if I get (x) more of (tactical goal) the marginal value of that is smaller than the (wide open field) that (competitor 1,2,3) are not even seeing. I feel that we'll have (months) to take advantage before all the others wise up.

IRL message I'd send (given I'm in search marketing):

Hi James, I know you asked me to work on improving quality scores in our biggest spending categories, as a way of helping us to hit goals for the year. I'm glad to report that for 4 months in a row within our top 5 campaigns, all keywords have

quality scores over 7!! I could continue to do that work, and I know it would be fruitful, however we haven't discussed the impact that app packs are having on our mobile traffic at all in the last 4 months, and I believe that with 4 months in a row of refinement on campaign quality score improvements, the time has come to spend some REAL time on some risks I see for the business. We've been ignoring this trend, and to be honest I think the lift we've gotten in QS isn't as great as the lift we could be getting if I invested that same time in optimizing your app rankings on mobile.

Is anyone watching this at your company or is this report new to you?

I'm prepared to make the case and run the analysis to show the impact if you are game for me pivoting this months time. Our top search competitors do not seem to be noticing this trend yet either (that on mobile 32% of all results are showing app packs), now is the time to strike, our competition won't be asleep at the wheel forever. We have 6–12 months before I think they'll start playing with this too, lets get a jump on them before they even know what hits them, let them keep obsessing over the wrong metrics, we'll be working on where things are going. I may have to bring in a consultant or two to help us execute, but for now I just want to pull the data and rate the risk and build a gameplan to make sure this pivot is worth the risk. The data I pulled shows that if this continues to happen, 75% of the traffic that drives conversions today will be unattainable by 2019. Rendering this channel ineffective. I felt I owed it to you to let you know that if I keep doing what I'm asked, I think we're facing a MAJOR risk.

Show them you are studying outside of your day to day:

I'm really into (tangential skill that impacts project). Today I got certified in XYZ. I know it isn't part of our project, but I'm willing to put in some extra hours (on me) to see if with my new skills in (x) I can find (y) ways to help you hit goals for the year and drive a wedge between you and your competitors for next year (they won't even see this change coming), look at the attached examples of them (and us missing this opportunity). I believe that (current project) drives more value when (tangential skill) + (new skill) are brought together. I have already found these 3 ways that you can get more value from (current project) by integrating the two. We're currently on pace to hit goal by (x date) I think if we can execute on these we can speed that up by (timeframe).

IRL message I'd send (given I'm in search marketing):

Kim, howdy! I've been really into the issue of how users go from the search engine to our client sites. I recently became certified in UX by the [Nielsen Norman Group](#) to better be able to bridge expectations of users with what we deliver. I truly believe this is a big miss by our industry, and with Google understanding better and better how users interact with search results, I think it is more important than ever for us to ensure that our top rankings are reliable for you to make forecasts on for years to come, or we could lose those rankings, not due to lack of content or links, but due to lack of understanding of what truly solves the users problem when they search for Hospice in California. I don't want to stall our current project one bit, so I'm going to be going full bore with our plans, but wanted to know if on nights and weekends when I get some extra time to see my my new human factors skills can help you both with SEO but also to help ensure we are satisfying users.

Like I said before, I believe in the long term, Google will only get stronger (not weaker) at understanding if a top ranking truly solves a problem and that is why I got this certification. I've chatted with my managers and they're behind me 100%, I'm asking my clients if we can start to put some time to future proofing their projects. Here are 3 examples of issues I found when I spoke to users looking to schedule an appointment with someone, I think if we fixed those, not only could we get more revenue from the traffic we're already driving, but we're also protecting those rankings for the future. This will not distract us from our goal of 70 leads per month, if anything it can help us get more, I project 77–82 leads per month as a result of this work, helping us to BLOW out the goal and to maybe hit your stretch goal for the year. While focusing on an area your competitors aren't, setting us up for next year, which again Google will only be stronger at than they are this year.

Hope I got you thinking, here are 3 more fill in the blanks that I was going to delete but they just might help someone so I'm gonna leave em. :)

I want to get to know your customer better

I'm a better advocate for you and your customer if I understand them better. My tools (x,y,z) are great at telling me (thing), but they don't give me the qualitative answers that would help me have more understanding of the bigger issue. May I spend x% of my time this (month/quarter) on (sales calls, UX rebuilds, customer support calls)?

Explain a cross functional opportunity:

I was reviewing your data and think there might be a larger opportunity for you to get more from the investment you are already making with us. Do you mind telling me if (channel x) is performing for you as well as it appears in the data?

Make a 3 year projection:

Over the next 3 years, I expect the investment you are making our work should have y dividends. I've built a chart that shows what we need to hit each month in (data point) to get to the 3 year goal your (executive) is seeking.

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7 Reasons why programmers burn out | by Ari Joury, PhD | Towards Data Science

↗ Aulas	
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7 Reasons why programmers burn out

And 7 ways to fix it

Burnout is extremely common among programmers. Photo by [Jacqueline Day](#) on [Unsplash](#)



When Jerry started their job as a junior developer, they couldn't wait to get to work each morning. And each evening, even after their 10-hour workdays, they'd still feel energized. Now, two years later, Jerry looks like the shadow of what they used to be. Getting out of bed is hard these days, getting to work even harder. By the end of the day, they feel exhausted and drained. And they're already dreading the thought of going back tomorrow and wasting yet another day of their lives.

Sounds familiar? Personally, I have yet to meet a programmer who hasn't been through at least one episode of burnout.

It sounds paradox: The same person who fell in love with code in their teens or twenties, who have taken part in at least five hackathons over the past three years, and who contributes to open-source projects on weekends — how can this person possibly complain about burnout?

Yes, they can.

Reason 1: Monotonous work

Programming is sitting in front of a screen all day, except maybe for a lunch break and a few meetings here and there. Sure, it's the same in many other jobs. But the intensity of *staring-at-your-screen-while-sitting-in-a-very-unhealthy-position* is highest in programming.

Even if you find your work mentally stimulating, this monotony can quickly lead to physical sluggishness. Which means that you don't get your work done as fast, so you start getting demotivated, so you work less, ...

Getting out of this vicious cycle means adopting a healthy lifestyle. Which sounds easy in theory. But the declining rates of life expectancy show how hard it is.

How Fitness Transformed Me into a Better Web Developer

Running for better runtime

medium.com

Reason 2: Rushing for deadlines

If you've ever worked with Scrum and similar methodologies, or if you have an ambitious manager, you know what I'm talking about.

A Short Introduction to the Scrum Methodology

Or How I Learned to Embrace Change

medium.com

You're chasing deadline after deadline. You're probably missing a few deadlines along the way. You're expected to deliver everything by yesterday, and nobody cares that humans aren't capable of that.

As a result, when you're thinking about your work, you're not feeling a sense of joy or accomplishment. You're feeling pressure.

And that sucks all passion for coding out of you. You're expected to be a robot that always generates top-notch output and delivers it ahead of time. But you're human, so you respond with symptoms of burnout.

Reason 3: Coworkers that suck

Consider the following situation: Your project is exciting you and you feel you're making progress on it. Still, every day you dread going to work. The simple thought of it is making you anxious and unhappy. What's wrong?

Of course, your happiness at work is influenced by — well — your work. But even more importantly, your happiness is influenced by your relationships — in or outside of work.

So if you're happy with what you're doing but you're still dreading it, it's probably your coworkers. No matter whether they just don't share your values or whether the corporate culture makes them act in stupid ways — you don't deserve to be treated nastily.

If you're experiencing burnout symptoms that result from icky coworkers, know that *it's not your fault*. You might want to try some of the fixes listed further on in this article. Or you might want to go a bit more radical and change departments or get a job with a different company entirely.

It's up to you. Just know that *you deserve better*.

Your job will suck if your coworkers don't share your values. Photo by [Ali Yahya](#) on [Unsplash](#)



Reason 4: No recognition

This part is related to your at-work relationships, but on another level. Your project may be wonderful and exciting, and your colleagues may be awesome.

But whenever you feel like you've achieved something, your manager comes around the corner with a totally different task. And every time they do that, the old task becomes completely irrelevant.

Sounds familiar? I know it does to me.

You can be as excited or passionate as you like about your field. If your work constantly gets invalidated, you'll lose your motivation.

You'll start dreading to go there because you know you won't create anything useful anyway. You'll be happy when the day is over — because it's over — but unhappy since it isn't Friday and you'll have to go to work again tomorrow. And at some point, you'll start thinking that even the skills that you're acquiring by completing your tasks are irrelevant.

With time, this can lead to more severe symptoms. All because your manager has no idea what you should be doing.

Reason 5: Getting paid

Getting paid too little — or too much! — can worsen your symptoms of burnout.

Too little pay is a no-brainer for burnout. (*Yes, broke programmers exist!*) If your passion for coding isn't enough to keep food on the table, you might not feel like your work is valued. Which brings us back to reason 4.

But burnout can also worsen when you get paid *too much*. While a big check sounds great in theory, it can lead to disaster in real life. Let me illustrate this with my personal experience.

As an undergraduate, I got very involved in programming. I'd spend days and nights at the research lab coding software for scientific purposes, sometimes even neglecting my coursework for it. I loved it so much that I never expected any compensation for it. For years I worked for free. Even if that meant that I couldn't even afford tomatoes at the supermarket.

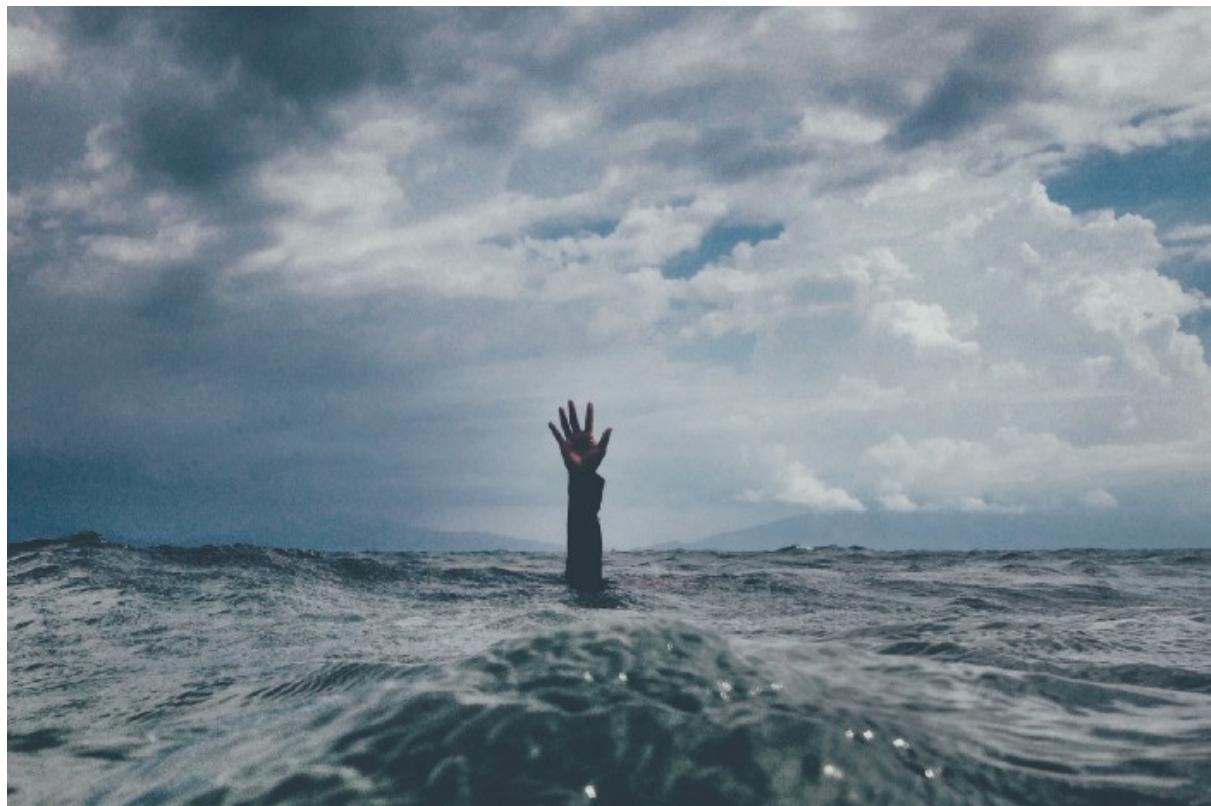
This radically changed when I entered grad school. Suddenly I was being paid. Suddenly all my bills were covered. Suddenly I could buy tomatoes without having to think about the pennies. *I was making a living. Of code!*

And then a silly idea entered my mind: If I was being paid to code, then each month I should be delivering a piece of code that is worth at least that amount of money.

Suddenly what had started as a wild passion became a source of pressure. Pressure to deliver. Pressure to perform. Pressure to give back the value that I was receiving in money.

But the more you pressure yourself, the less you're going to perform. Especially when you're thinking about money.

Drowning in your tasks is a recipe for disaster. Photo by [nikko macaspac](#) on [Unsplash](#)



Reason 6: Meaningless tasks

Reasons 3 to 5 tackle problems that you might encounter *despite* having a great project. But sometimes your project just sucks.

Maybe your project is just a heap of corporate B.S. with not much substance for a programmer. All you want is to code, and not take care of all the managerial duties, customer relations and so on.

What every Data Scientist needs to learn from Business Leaders

Because soft skills matter.

towardsdatascience.com

Maybe you're not seeing the meaning in your project because you can't learn anything new from it. Programmers belong to the most curious creatures on this planet — if you can't learn from it, you don't like it.

Maybe the project seems way beyond your skills. You feel that you're unable to master it, and that your manager completely over-estimated your skills.

Or maybe you've been working on a project for the past few months, and you still can't fathom *what you're supposed to be doing*. The task is a mystery and nobody seems able to explain it to you. This usually stems from mismanagement.

Unfortunately, this situation happens more often than you think.

In any case, from a corporate perspective, your project is your main reason to work. So if it sucks, no wonder you're experiencing burnout.

Reason 7: Walking the death march

This one is closely related to reason 6. The death march, in short, is when you're working on a project that is destined to fail.

This can have many reasons: The deadline is too tight, you don't have enough resources, or your team is too small to carry it out. Especially when it's a big project that you're working on for many months, and when the stakes are high, this can lead to a huge amount of pressure on your shoulders.

Your reaction to this can go both ways: Either you sink into complete apathy, come in late and leave early because you know that your work isn't going to change anything. Or you start putting in 14-hour days in the belief that this way you could turn things around.

Your apathy is caused by demotivation and leads to more demotivation. You're basically removing the fuel that keeps your fire going.

Or if you're the type that gets buried in their work, you're literally suffocating your passion with all the time you're investing into it.

Both of these are natural responses. As before, just know that if the project isn't going well, *it's not your fault*. You're an excellent programmer and you've probably

proven that on other projects. If this is going wrong, it's because of the circumstances and not because of you!

A Programmer Burnout Story; How to Recognize it And Avoid it | CoderHood

I'll tell you a story of a software engineer named Bolbo, who at some point in his career got caught up in a death march.

www.coderhood.com

Programmers are no robots

The tricky part about burnout is that what starts as a work problem splashes over to all areas of life. You start neglecting your family, your friends, your hobbies, and your self-care. And suddenly you're not caught in a work crisis, but a life crisis.

It is vital to understand that — and I can't stress this enough — *this is not your fault*. Sure, recognizing your own mistakes is vital for personal growth. But blaming yourself for mistakes you haven't made will ruin you.

Most of the time, the root of the problem of programmer's burnout is within the company culture or some form of mismanagement.

That doesn't mean that you need to change departments or quit your job right away. While this might be a good solution for the really hard cases, working with a few softer fixes can already do tremendous help.

Compassion is key. Photo by [Jude Beck](#) on [Unsplash](#)



Fix 1: Be compassionate with yourself

I know this sounds lame. But hear me out.

Burnout is not your fault. It is not a symptom of weakness. The pain you're experiencing is not from being an idiot. It is real. It is valid.

I stress this so much because I'm a culprit of this fallacy. I tend to blame myself for issues that I didn't cause and beat myself up when I should be nice to myself.

Being compassionate with oneself is something that I'm still learning. But the one thing I've found is that this helps:

| Be your own best friend.

This doesn't mean you shouldn't keep in regular contact with your besties. But try to treat yourself like your best friend.

When you're beating yourself up for your apparent ignorance, incompetence or whatever, think of this: What would you tell your best friend if they were in your situation? How would you talk to them?

Self-compassion, I have found, is an incredible hack for gaining more self-love. And that leads to — you guessed it — more happiness and productivity.

The Secret to Happiness is Compassion

Be Compassionate, Be Happy.

medium.com

Fix 2: Think about what used to excite you

I used to be so excited about programming, but I lost the spark when I entered grad school. For me the reason was that I was getting paid (reason 5); but for you, it might be any of the reasons stated above.

What helped were the memoirs of Nobel prize winning physicist Richard Feynman, who was going through a period of burn-out when he received a job offer from the very renowned Institute of Advanced Study:

Institute for Advanced Study! Special exception! A position better than Einstein, even! It was ideal; it was perfect; it was absurd!

It was absurd. The other offers had made me feel worse, up to a point. They were expecting me to accomplish something. But this offer was so ridiculous, so impossible for me ever to live up to, so ridiculously out of proportion. [...] I laughed at it while I was shaving, thinking about it.

And then I thought to myself, “You know, what they think of you is so fantastic, it’s impossible to live up to it. You have no responsibility to live up to it!”

It was a brilliant idea: You have no responsibility to live up to what other people think you ought to accomplish. I have no responsibility to be like they expect me to be. It’s their mistake, not my failing.

It wasn’t a failure on my part that the Institute for Advanced Study expected me to be that good; it was impossible. It was clearly a mistake and the moment I appreciated the possibility that they might be wrong, I realized that it was also true of all the

other places, including my own university. I am what I am, and if they expected me to be good and they're offering me some money for it, it's their hard luck.

— From “Surely you’re joking, Mr. Feynman”, by Richard Feynman, Copyright 1985, pg. 100.

Feynman wasn't exactly coding. Still, it is this text that got me out of my rabbit hole at the beginning of my PhD. From it I concluded, if my doctorate school is overpaying me — then it's their fault. I'll be irresponsible like Mr Feynman and do whatever the hell I like. And I did.

Do the small tasks first, then reach for higher goals. Photo by [Brad Barmore](#) on [Unsplash](#)



Fix 3: Incorporate routine tasks

Having to go to work when you know you'll get nothing done is daunting. By definition.

No matter whether the project is too hard, or mismanaged, or completely meaningless — you'll have to go without that dopamine surge that gives you your

happy groove.

One thing that can help reset your motivation is incorporating routine tasks. I like to start my workday with something easy, almost trivial. The task should be useful, but the main object is to get a tick off my todo-list.

This tricks my monkey-brain into wanting to fulfill the next task — because then I'll get another moment of accomplishment. I then slowly go from the easiest to the hardest parts.

It sounds like procrastination of the difficult stuff. But it works! I'm surprised quite regularly about how much I actually get done by doing the easy things first.

Fix 4: Reflect

Set some time aside each day to practice some reflection. Everybody has their own technique, and you're free to develop yours. I use a reflection matrix that I fill each evening:

REFLECTION MATRIX

	active	passive
I like	drafted Medium story	met an amazing person at lunch
I wish	I'd reached the milestone I set	I didn't have that stupid sports injury

medium.com/@rheamoutafis

I separate active events from passive ones. An active event is a direct consequence of what I did. A passive event is something that happens without me doing anything. This helps me realize that not everything is in my control.

In the “I like” category I write things that I’m grateful for that day. This builds my feeling of accomplishment and my mental resilience. This way I’m being proactive against demotivation.

And the “I wish” category contains things that could have been better. This is where I draw lessons and search for solutions — for example, I might set my milestones differently or search for new ways to cope with my injury.

Minimalist Journaling: A Fun and Effective Tool for Tremendous Habit Change

How to create your own habit dashboard that motivates you to stick to any habit

medium.com

You can reflect using a journal, or by talking to a friend, or sending emails to yourself. I advise you against doing it solely in your head — because you'll forget about it and it will be harder to build a habit. Also, the backlog will be fun to look through later, believe it or not.

You can do this wherever you want — in your office, at home or in the park. But try to do it in the same place each day — this will help you build a habit. Also, try to do it at the same time each day, and ideally block this time out in your calendar.

By reflecting, you're looking back on your past success. And you're realizing that every so often, you're not in control of things. This has helped me a lot in coping with symptoms of burnout.

Fix 5: Get a hobby

You're a programmer. You're a geek. I get it.

When you're not at work, you're either sleeping or coding for fun. And that's amazing.

But when you face serious burnout, you might not feel like touching a computer at all. And now you're faced with a big fat emptiness in your life.

Be proactive about that and get an activity going on the side — preferably one that doesn't involve computers. It could be a sport, or music, or cooking, or interior design. Find something that you're interested in — and do that on a regular basis.

One thing that helps me is having a hobby that is useful in a practical way. For example, at least once a week, I like to cook something delicious. It's easy for me to keep that up because I need to eat anyway. Plus, this way I'm ensuring that I'm getting something healthy, which has positive effects back to my work.

Whatever you choose to do, any hobby or side project will give you a sense of accomplishment that you're lacking at work. A hobby helps stabilize you so that a work crisis doesn't become a life crisis.

Get a hobby that inspires you. Photo by [freestocks](#) on [Unsplash](#)



Fix 6: Set non-negotiable boundaries

This one is for those who over-compensate when they're burnt out. As paradox as it sounds, getting free time can require some discipline, too.

For example, I have a boundary that I do nothing productive — coding or Medium or whatever — after 9 P.M. I've had this boundary for the last five years and I've only crossed it twice.

Not only does it help me wind down, reflect and get a good night's sleep. It also gives me something to look forward to during the day. No matter how stressful life is, I know I'll always be able to switch my mind off between 9 P.M. and the moment I go to bed.

Why Your Brain Needs Idle Time

Some vital brain functions demand downtime

elemental.medium.com

The important part is that these boundaries are *not flexible*. Blocking them out in your calendar and clearly communicating them with your boss and your colleagues will help you maintain them.

You might be afraid that you'll seem lazy. Funnily enough, this is not the case. A person with clear boundaries makes the impression that they're in control of their lives.

Fix 7: Advocate for yourself

This links directly to the above. Clearly communicate what you need — your boundaries, but also any additional resources, manpower and money that is needed to achieve the goal of your project.

What you need should be well-reasoned — otherwise, your manager might think you're too demanding. But it's still better to come off as demanding than being too shy to express what you want. The others can't read that off the tip of your nose.

Once you start building a habit of expressing what you need, you'll be surprised at the number of things that people will do to help you!

Final words: You're not alone

As I have mentioned earlier, I have yet to meet a programmer who hasn't experienced a major period of burnout at some point in their career. So if this article teaches you one thing, it should be that you're not an isolated case.

Treat yourself and the others with care, and know that whatever is bringing you down at the moment, *it is not your fault*.

9 Hard Lessons I Struggled to Learn During My 18 Years as a Software Developer | by Fernando Doglio | Better Programming

↗ Aulas	
⌚ Created	@May 28, 2023 5:03 PM
☰ Tags	
🔗 URL	https://betterprogramming.pub/9-hard-lessons-i-struggled-to-learn-during-my-18-years-as-a-software-developer-14f28512f647



Here are nine of the best lessons I've picked up during my time as a developer

Photo by [Scott Graham](#) on [Unsplash](#).

I started writing code in my bedroom at my parents' house when I was 14 years old. I remember reading everything I could get my hands on via my very slow internet connection. Then when I was 20, I signed my first contract as a web developer, learning PHP and JavaScript at the time.

And it's taken me over 18 years in this field to figure out that coding is just a fraction of our profession. I still enjoy it, mind you. I don't think I'll ever stop coding — even if it is for fun in my spare time — but there is so much more.

That is why I want to share with you my experience and what I think are nine lessons that developers tend to learn a bit too late in some situations.

1. Leave the Ego at the Door

Developers have huge egos. That's a fact.

Why, though? I would argue that anyone who takes our profession seriously would consider themselves to be somewhat of an artist. Yes, we might not be singing in front of millions of people or painting the *Mona Lisa*, but we're sometimes writing code that solves very complex problems in such an elegant and efficient way that we can't help but be proud of our work.

I would argue that a developer is just as much of an artist as a mathematician is through the way they solve their problems.

Because of this, we tend to crawl around our code — just like a mama bear looking after her offspring. We made it, we love it, and we can't stand when people start arguing about how wrong it may or may not be.

Then again, this is not helping anyone. We love our work, but we need to understand that we're solving problems. By discussing our ideas and our solutions with others, better alternatives might arise. There is nothing wrong with that. In fact, cooperation is normally what yields the best solutions.

I've seen all kinds of egos in my time, and I've never seen a case where that ego worked in the developer's favor.

So my advice here? Leave the ego at the door the minute you start working as a dev. Just swallow it and hear what others have to say about your work. Accept that better

ideas might come from outside your head and that they will only help you improve your skills. You can only win if you listen to feedback.

2. Languages Are Tools. If You Only Know JavaScript, All Problems Will Look Like Nails

Stop calling yourself a Java developer or JavaScript developer. Yes, there might be languages that you favor because you like their features or syntax. That's perfectly normal.

However, you'd benefit hugely if you were to learn something else for a while. Learning new languages — especially if they follow a different paradigm than the one you're used to working with — will help you open up your mind to different ways of solving problems.

I can't stress this enough: Learning multiple languages and using them for a while is going to benefit your skills. I read this book called [Seven Languages in Seven Weeks](#) several years ago and it opened up my mind to so many options just because it showed me the types of options available out there. Options I had never even considered because I was so focused on my daily tasks and daily tools that I never stopped to look anywhere else.

We're developers. We know how to solve problems through code. Don't put yourself inside a box. You'll be limited by the size of that box. Look outside of it, *think* outside that box, check out other options, other languages, other ways of solving problems. Even if it's for a little while, you'll come back to your weapon of choice with fresh ideas and a bigger mindset.

3. It's Not About Memorizing Algorithms, It's About Knowing How to Google Them Fast Enough

Sometimes new developers think they need to know everything by heart, so they start feeling bad the minute they realize they start forgetting how to write a simple `for` statement.

This is not only normal, but I would argue it's also healthy.

There is simply too much out there to have it memorized. We don't need to either. We need to embrace the fact that the internet is just another tool in our arsenal. Just like we need our IDE, we need internet access to look for answers.

We all do it, and if you're just starting out and feeling bad about it, don't waste time on that feeling. Just search for your answer and figure out your problem.

Think about it this way: Every language will have a similar yet slightly different way of implementing the Observer pattern. What do you think is more realistic?

Understanding what the Observer pattern is good for and what kind of problems it solves or remembering how to implement it in every language you work with?

If you know it'll solve your problem, then you literally solved your problem. The rest is just a matter of Googling the best way to implement it. That is not taking any credit away from your work or from your experience.

And the same goes for every other search you do. Just focus on the important, problem-solving side of our profession and let Google jog your memory. That's what it's there for.

4. You'll Be Learning Your Entire Career

Or rather "You *should* be learning your entire career." It's really up to you to decide whether or not you stay up to date with the latest developments in our industry. But if you want to stay relevant, then you'll have to do it.

Technology evolves, languages evolve, and that's completely normal. Granted, some ecosystems change faster than others and keeping up with them might seem like a titanic task. But focus on the important things, remember that you're just a person and you can't know everything. So if you have to learn one thing, my suggestion would be to learn how to learn.

I know it sounds silly, but that's probably the #1 skill a developer needs. We have to get better at learning new skills fast. Otherwise, you run into the risk of being labeled as obsolete.

And here is where some of the other lessons in this article come into play. Variation, change, new challenges, no egos — those are all things that will help you learn and broaden the spectrum of your skillset. The more you do it, the better you'll get at it. Eventually, you'll realize all languages are similar. You'll start seeing their common roots and you'll be able to work with any of them. All you'll have to do is read up on a few key things.

You'll be learning your entire career about:

- New languages
- New (and old) programming paradigms
- New ways of working
- New ways of solving problems
- New ways of interacting with your teammates
- New ways of reviewing and testing your code

If you're not ready to be the eternal student, consider if this is the career for you. Mind you, I don't mean "Quit right now," but rather consider if you'd be willing to open up your mind to be always learning.

5. Working Is Better Than Perfect

As a manager, I've heard myself say this too many times. But as developers, we tend to think our code needs to be perfect before release. And that's not only untrue but potentially a problem.

Early optimization is an issue because you end up spending a lot of time and effort on something that perhaps doesn't need to be optimized. And in some situations, when performing that optimization, you make assumptions that break the feature.

So focus on the work it needs to do and the problem you're trying to solve. Once it's fixed, test it out, iterate over the results, and see what your team thinks about your solution — even if you can already see ways to improve it. If you're going to take two more days just to have it perfect, but it could go to production right now, chances are it should be in production right now.

At the end of the day, you're solving a problem. The faster you solve it, the better it'll be for your users.

6. Make It Work, Then Optimize

In line with some of the previous points, don't fall into the early optimization black hole.

Even if you think you'll do it quickly, once you come out of it — if ever — you'll realize the time dilation effect is real.

Your first task as a software developer writing a new feature or fixing a bug is to make it work — no matter how ugly the code might look or how inefficient your

solution might be. If it works, you've just proven it can be done. That's half the battle right there.

The second step is to optimize it. This is an optional step. A detail that some people tend to forget. The time you have available to optimize your code depends on a lot of variables that sometimes are not under your control. So focus on making it work, then figure out if you actually have the time to optimize it.

Early optimization means optimizing your code while writing it. This is a dangerous practice because when we're optimizing, we're making assumptions about execution time, data requirements, memory needs, and other factors that we haven't yet seen in action. Any such assumption might be wrong and you'll end up introducing bugs into your logic.

Think about the TDD workflow:

1. Write your test to understand everything your feature needs to do (it'll fail).
2. Write your code to have the test pass.
3. Worry about optimizing your code now.

Step 2 is a must. You first need to worry about passing the test, which translates to having the feature working. The test doesn't care about the algorithm you used or if you used three nested `if` statements. That comes later, probably as part of a code review process.

7. The Last 10% of a Project Takes 90% of the Time

This is especially important if you're working alone, but teams also suffer from not having this little math detail correct.

Anyone who has finished a project will tell you the same thing (and honestly, this doesn't just apply to our industry): You first rush through a lot of details just to have to take care of them at the end.

And it's completely normal. We tend to focus on the big features first, leaving out smaller details or even known bugs to the end. But they need to be tackled nonetheless, which is where the extra 90% comes in. The fine work takes time. You need to test, fix, re-test, write documentation, perform user training, present the final solution, and more.

Of course, it'll depend on your context, who your client is, and on a lot of other factors, but there is always something. So remember: When you think you're almost done with your code, you're probably forgetting about something.

8. If You're Doing It More Than Once, It Needs to Be Abstracted

Coding is about abstracting behavior. By abstracting common logic, we can reuse it in other places, but in the beginning, we sometimes fail to notice the importance of abstraction.

This is my personal rule of thumb: If I have code repeated in two places, then it's going into a function (or a method, a module... you get the idea).

Even if the number two seems low for you, consider that in the future you might find other places to use that abstracted code. And by moving it into a commonplace right then, you now have access to it.

Abstraction is about scale. A piece of abstracted logic can be used many times with minimum effort, while copy-pasting code all over the place — although easy to do — will require a lot more effort the more you use it. Consider what would happen if you had to change a piece of logic that was repeated five times across your project due to a bug. You'd literally have five chances to make a mistake while fixing it.

The same logic can be applied to your day-to-day tasks. If you find yourself doing something more than once, then it probably can be automated somehow. This is key to efficiency, so don't only look for repeating patterns in your code but also in your actions. If you can automate a task that only takes you ten minutes a day, you're saving five hours a month.

9. Side Projects Aren't a Must, but They Do Help

Some people say that if you want to be a successful developer, you need to create side projects. I don't think that's true. I personally know a lot of great developers who only code when they're working on their 9-5.

And honestly, I admire them. They're able to be great at what they do while also enjoying their free time doing other things. There is absolutely nothing wrong with that.

However, sometimes you need the extra practice. Sometimes you feel like you're falling behind other colleagues. And that is where side projects can help.

I'm not saying to build a new framework that gets used by millions and revolutionizes the industry. Go for it if you like, but I'm talking about copying others' projects in order to learn from them. I'm talking about contributing to other people's projects by solving bugs or adding extra features.

You can use side projects to experience aspects of development that you don't get to see often. If you're writing unit tests eight hours a day, maybe consider creating something from scratch and developing some features. If you're tired of working alone, consider contributing to an existing project and experience what's like to coordinate your work with others.

You can use side projects to strengthen whatever areas you identify as weak to help you improve your skills. But again, don't think you need to work on them or have a green GitHub activity chart in order to be considered a serious developer. That's just silly.

Conclusion

Those are nine of the hardest lessons I've learned as a developer over the last 18 years. I hope that by sharing my experience, I was able to shed some light on your new (or already existing) career.

Do you have any other lessons you've learned that you'd like to share? Leave a comment below. I'd love to learn from you.

10 GitHub Repos That Can Be Used for Self-Improvement | by Daan | Level Up Coding

↗ Aulas	
⌚ Created	@May 28, 2023 5:03 PM
≡ Tags	
🔗 URL	https://levelup.gitconnected.com/10-github-repos-that-can-be-used-for-self-improvement-7a926bd62ba5



From books to best practices and podcasts, it's all on this list

My guess is that there isn't a single developer who doesn't know what GitHub is or at least hasn't taken a look at one of the many repositories available. The wide variety of projects you'll find on GitHub make it the perfect place for any developer to become a better version of themselves.

Since GitHub has over 100 million repositories you're looking for a needle in a haystack. That's exactly why we'll be going over 10 GitHub repositories that can be helpful when it comes to self-improvement in this article. This way you'll be saved the hassle of finding the right repositories and you can start improving yourself right after this article.

1. Awesome

This repository is exactly what's in the name: awesome! This could be the to-go-to repository for every developer. The concept is simple. The awesome repository contains a bunch of links to all different areas that have to do with software development and programming.

From programming languages to books and big data, the awesome repository has got you covered! If you haven't done so already, you should definitely take a look at all the useful resources that get mentioned in this repository — which you can find [here](#).

2. Free Programming Books

The free programming books needs no further explanation. This is a very popular GitHub repository with over 100,000 stars and over 950 contributors. This list of books was originally a clone of a Stack Overflow thread. It was moved to GitHub to make it better maintainable.

This repository is written in more than 30 different languages and you can find the free programming books repository [here](#). If reading is your preferred way of learning new things I highly recommend this repository to you.

3. Essential JavaScript Links

According to the author of this repository the Essential JavaScript Links repository is a very exclusive collection of only must-have JavaScript links. Whether a link is considered essential completely depends on the opinion of the author of this

repository. Nevertheless, this is a great list of JavaScript resources you could use when trying to improve your JavaScript knowledge.

From learning the bare JavaScript essentials to books that handle all you need to know about ES6, this list has a wide variety of topics that it covers.

You can check out the repository [here](#).

4. Gitignore

The Gitignore repository contains a list of `.gitignore` templates which you could use when starting a new project, for example. Now that you know about this repository there's no more need to struggle with setting up your own `.gitignore` file. You could use one of the `.gitignore` files in this repository instead.

This repository has `.gitignore` templates for a lot of different programming languages, frameworks and tools. If you're a Rails developer this repository has got you covered. You work in Laravel? No worries, there's a `.gitignore` file for Laravel too. Rather want a `.gitignore` file for Visual Studio? That's possible as well.

If you'd like to take a look at all the `.gitignore` files that are available take a look [here](#). This repository has over 100K stars and gets used by a lot of developers to make their life a little easier.

5. Project Based Learning

If you like learning new things by working on a cool side project the [project based learning repository](#) is definitely for you. With over 35K stars this repository is a great resource for those of you who want to learn how to build an application from scratch. The tutorials within this repository are divided into different primary programming languages.

So if you want to learn a new programming language while actually building something fun, I'd highly recommend you take a look at the project based learning repository.

6. Project Guidelines

The Project Guidelines repository contains a list of guidelines that work really well with most JavaScript projects. If you aren't a JavaScript developer, don't worry. You

can find plenty of guidelines in this repository that can be useful for any other software project despite the programming language.

You can find the Project Guidelines repository, which has over 20K stars, [here](#).

7. Awesome PHP

The Awesome PHP repository contains a curated list of amazingly awesome PHP libraries, resources and shiny things — according to its description. It contains a bunch of libraries, frameworks, code analysis tools and much more. These are really useful resources for every PHP developer.

You can check the Awesome PHP repository [here](#). By the way, if you're more of a Python developer there's an [Awesome Python repository](#) as well.

8. Awesome Geek Podcasts

Even though this repository isn't actively maintained, it still has a great list of podcasts you could listen to. There are podcasts available in 15 languages which makes it almost impossible to not find a podcast you like. This repository is definitely not the most popular repository in this list with close to 1.5K stars, but the number of podcasts on this list is astonishing.

If you like listening to podcasts you should definitely take a look at the [Awesome Geek Podcasts repository](#).

9. Front-End Checklist

This repository is for all the web developers. According to its own description the Front-End Checklist is an exhaustive list of all elements you need to have and test before launching your website or HTML page to production.

The checks on this list are based on years of experience with some additions from other open-source checklists. Each point on the checklist has one of the following three categories: recommended, highly recommended and can't be omitted.

The checks on this list vary from security checks to SEO and performance checks. You can find the Front-End Checklist repository [here](#).

10. JavaScript Testing Best Practices

The JavaScript Testing Best Practices repository can really take your testing skills to the next level. It covers the aspects of testing your code very thoroughly and comes with over 45 best practices when it comes to testing your JavaScript code. The best part about it is that some of the best practices come with a code example to clarify things even more.

If you're a JavaScript developer that could still learn a thing or two about testing your JavaScript code, I'd highly recommend you checkout the [JavaScript Testing Best Practices repository](#).

10 Side Hustles to Make Extra Money As a Software Engineer | by George Field | Better Programming

↗ Aulas	
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Over the last 10 years of my life, I've delved into a huge variety of ventures. Some have been a success, others not so much — but the result is I've learned a lot. Below, I'll go over my experience and analyse how you can use your skills as an engineer to create extra income for yourself.

1. Build an Educational Course

How we learn is changing, and the educational landscape looks far different today than it did 10 years ago. University education is becoming questionable due to the vast amount of online content that in a lot of cases provides more value than a very expensive degree that has no guarantee of a job once completed.

Photo by [One zone Studio](#) on [Unsplash](#)

It's far cheaper for a person to spend \$500 on several courses that are taught by people who are an expert in that area, who work in it every day, than a lecturer, who quite often, has no industry experience.

The result is that there are huge opportunities out there to create paid educational content in the form of courses and subscription-based businesses. Even more impressive is that this is an area that's not impossible to get into because you have one thing that separates you from everybody else: your personality and potential teaching style.

People like different styles and personalities and learn better from different teaching styles. All you have to do is be you, teach, and provide value, and you will make money from this.

Although it's more work, I'd recommend building your own platform to sell your courses as you have more control over pricing, branding, etc., and this is going to be [what really makes you successful](#).

Examples

[Yaroslav Shmarov](#) created a course and launched on Udemy, [generating 420 sales in 100 days](#). He made some really good points and more reasons to avoid using platforms such as Udemy.

- Hosting courses on [Udemy](#) is free, but be ready to sell at \$10 and get \$2-7
- On Udemy, you don't get access to student emails/phones (so you can't create your own community, and you can't cross-sell well)
- Hosting on Udemy is good if your potential audience niche is very big
- The only engagement a teacher can have with active students is the Q&A section of a course
- Overall, selling courses on Udemy can be considered passive income with minimum engagement required after publishing a course

Challenges

Course creation can be a huge earner — demand is high and only growing. The major issues with course creation are as follows:

- **Audience:** Building an initial audience can be a challenge, but it's not impossible. It can be done, easily actually, but it requires a lot of work and

consistency in creating free content to provide traffic for your landing page

- **Course quality is important:** It comes as no surprise really, but the quality of your course will affect the success of it. You have to be prepared to fail with the first few courses you create; however, if you take your time, are patient, and are prepared to learn, then you can overcome this and drastically increase your chances of success.

2. Create a Content Platform/Blog

Creating some kind of content-based website is another opportunity you can exploit as a developer to make extra income. There are so many areas of computer science and development that can provide you with a great topic on which to base your content.

By Dominic Walliman on [Flickr](#)

A great example of a self-made content/a blog platform is [No CS Degree](#). It was created by [@petecodes](#) and is hitting monthly recurring revenue of \$2,500/month.

The product itself is interviews with people who've made it as a developer without a degree, and that's it — nothing complicated. It's also free to sign up to the No CS Degree email list.

"Where's money made on these platforms?" I hear you ask. Well it's made by either ad revenue from ads placed on the site or from sponsorship deals for ad spots on an email.

Challenges

- Writing content takes up a huge amount of time, as you need to do your research in order to provide the most value for your readers
- Finding a niche — a good niche — will go a long way in helping you. Try to specialise where you can.
- Find sponsors — this can often be solved by reaching out to potential suitors for your ad spots or by using something like [Google AdSense](#) to add ads to your page
- Driving traffic is a common problem when creating anything. Again, it can be overcome by putting time into building followings on platforms such as Twitter or by [improving your site's SEO ranking](#).

3. Create a Forum/Community

Paid forums and communities are an emerging opportunity thanks to the rise of platforms such as [Discord](#), [Patreon](#), and [Discourse](#). These platforms make it very easy to set up communities and integrate payments, making it a gold mine of opportunity.

Image by [Priscilla Du Preez](#) on [Unsplash](#)

Why does this work? Well, people want to communicate and associate with others who have similar interests, wants, and needs. Essentially, by building a community, you're providing a platform for this to happen.

Some examples

- [Peter Levels](#) built [Nomad List](#), providing a community for digital nomads. The business now generates \$24,000/month.
- [Anne-Laure Le Cunff](#) built [Ness Labs](#), a community for healthy entrepreneurs that generates \$9,600/month.

Why not utilise the free, open-source tools mentioned above and begin creating your own community? You can even code additional functionality that can enable to you to create some awesome features for potential users and really help as many people as possible.

Challenges

- Community building is extremely challenging but highly rewarding due to the physiological impacts of something called [*social proof*](#). In essence, it's hard to get the first 100 users into your community, but as the number grows, it becomes easier to attract more — as the value is in the community. The trick is to stick with it.
- High engagement levels will be needed from you, using up a lot of your time
- Managing the community to avoid spam and to maintain good content within the community will also be a challenge

Note: Building a community is by far one of the hardest things to do; however, it can be hugely rewarding. Not only can you make a substantial amount of money (due to word of mouth), but you can really help a lot of people.

4. Create an E-book

As software engineers, we possess vast amounts of knowledge around tech that a lot of people want to learn. A great way to pass this information down is in the form of an e-book.

The good thing about e-books is they can be written reasonably quickly, and if you pick a topic you're passionate about, then they can be quite fun to make.

You can use a platform such as [Gumroad](#) to host your e-book and handle selling it.

Note: E-books can be a great cash cow you can use to generate money that can be invested in other ventures/hustles. They're also a great project that can be worked on over a couple of months, writing a bit every day.

Examples

- “[The Good Parts of AWS](#)”: An e-book by [Daniel Vassallo](#) and Josh Pschorr, generated \$31,000 in sales, selling over 1,000 copies in the first week alone.
- “[Maker Minions: 101 Automations for Makers, Side Hustlers, and Entrepreneurs](#)”: An e-book by [Michael Gill](#) made \$5,000 and is still growing.

Image by [Daniel Vassallo](#)

Challenges

- Research and planning will take up most of your time
- Building an audience (you can go about doing this when you launch — there's more flexibility with building e-books, as you can publish on platforms such as Amazon)
- Creating a structure for your book can also be a challenge, but putting some time into figuring this out is the simple solution

5. Freelancing

Ah, freelancing — possibly one of the most obvious forms of making extra money as a software engineer. The model is simple: Sell your time for some extra cash.

Image by [Nathan da Silva](#) on [Unsplash](#)

The good news with freelancing is you can get paid very generously for your time, especially if you can hook yourself up with a well-funded startup.

The bad news is, unlike most of the other side hustles in this article, it leaves you without a product at the end. This means you're limited when it comes to scaling, as you have a direct relationship with time and money.

However, it gives you a great option to transition into full-time work should you decide to, and then you can go about turning into an agency if that appeals to you.

Note: I've done freelancing myself and found it to be a really awesome way to make money that can be invested into other things or used to create more freedom with my time. The trick to it is to find good clients.

Examples

- Susanne Peng is a developer and designer who built her dream life through freelancing — [her story](#) makes for a really good read
- Glenn Stovall is an [app developer](#) who also built his life by using freelancing as a means to create more freedom.

Challenges

- Building client relationships is key and can be challenging to manage as you have to maintain good relationships with multiple clients
- Creating effective ways to manage your time can be a challenge at first but becomes much easier after you've been doing it for a while
- Finding clients is also a major challenge. Places such as Upwork aren't what they used to be, and you'll struggle to get decent clients on there. I would recommend using [LinkedIn](#) as a lead-generation tool (search for tech startups, and just reach out to people on there).

Ghost Blog Themes

Ghost is a powerful blogging CMS for content creators, entrepreneurs, and developers. To give some perspective on how much it's growing, 5,933 writers, podcasters, and video creators set up sites with [Ghost](#) to publish online and deliver newsletters to their audience during this week alone.

Photo by [NeONBRAND](#) on [Unsplash](#)

I use Ghost myself, as it's such a powerful platform, and there are some beautiful themes for it. The great news for you, though, is that there's a huge shortage of supply for themes as well — recent posts in the [Ghost forum](#) only confirm this.

This provides a golden opportunity to build themes for Ghost, where the average theme retails for \$59 on Ghost's official website. Ghost themes are built using the following stack:

- Node.js
- SQL
- Handlebars.js

This article on [Geekinsta](#) is a great guide that'll get you on your way.

Examples

- **fueko**: A small company that sells various themes. They have a Ghost theme that launched on July 6. The theme they've launched retails at \$59, and they've sold [94 copies](#) in the last three months, netting \$5,546.

Challenges

- There's a lot of support on the Ghost forums, but finding useful tutorial videos and third-party documentation may be a challenge. The good news is if you understand Handlebars and Node, then you should be set up for success.
- Picking a niche for your theme can help you create a theme a particular audience will love and will potentially increase your sales. It can be a challenge, but this is a relatively uncrowded marketplace.
- Themes retail, on average, between \$29-\$99. This means there's an expectation on price, resulting in a potential price cap. However, if you create an exceptional theme, there's plenty of scope to charge a higher fee for it.

7. The Shopify App

With recent trends in drop shipping, lifestyle businesses, and a push for independent retail-based outlets to move online, Shopify has opened up another wonderful opportunity for us developers.

Photo by [Roberto Cortese](#) on [Unsplash](#)

The [Shopify App Store](#) is widely popular among Shopify store owners, as it provides a place for users to improve their customers experience and helps to increase the revenue of their business.

These apps can be an excellent source of passive income, as they tend to take care of themselves — of course, that's not always the case, but it can still be a great income builder nonetheless.

Examples

- Filippo Mursia has built Tailry, a Shopify app that helps users manage their stores and inventory. It's currently generating \$2,800/month in revenue and is a great example of how you can build an app on Shopify's platform and turn it into a profitable side hustle.

Challenges

- Handling ongoing updates once you've built the app can be a possible challenge that'll need to be managed. There are ways to make this a graceful process, but it's definitely worth investigating before diving into Shopify app building.

8. Build an API as a Service

We live in a data-driven age where information, attention, and content are king — to give you some perspective, 2.5 quintillion bytes of data are created each day.

Image by Luca Bravo on Unsplash

Taking some of this data and turning it into some form of valuable collection can be a great way to make money. Businesses make data-driven decisions almost every day and will happily pay for anything that provides value/ increases potential profits.

APIs provide a great platform to allow access to data for various businesses, so why not create one and charge for the privilege to access it?

You could create a web scraper that gathers useful data and then a Rest/GraphQL-based API to sit over the top of the data, providing access to it.

If you need inspiration, any kind of marketing-, social-, or product-related data can be of huge value to a lot of people. Amazon, eBay, and other e-commerce platforms can also be a great place to gather insights from. These are useful data sets for e-commerce entrepreneurs to analyse.

Examples

- Gareth Fuller built a really simple oil-price API that generates \$370/month in revenue. Not bad considering how young a company it is and the room for

growth.

- Sébastien Dumont built a WordPress-related API that handles front-end WooCommerce. It currently makes \$900/month and is growing, with 20,000 downloads.

Challenges

- Building a data set can take a lot of research before implementing any solution. This is because you first need to find how it can provide value and what the best shape to provide the data in is. There's a really good article by Coding VC that provides great insights into how to overcome this challenge, though, and gives some great tips, too.

9. Become an Online Instructor

There's no shortage of supply when it comes to people trying to make it as a software engineer in 2020, so why not jump on the trend and help them by becoming an online instructor?

I've done this myself in the past, and it does provide a decent amount of money. You can generally charge between \$50-\$130/hour, depending on what you're teaching, and it can be a great way to make some extra income while providing a lot of value to somebody who may need it.

Platforms like Codementor are providing a great service for matching mentors with students, and it's becoming increasingly easier to find people on social media who are looking for tutors.

Examples

- Suresh Atta is a software engineer who's racked up a total of 1,781 sessions at \$60/hour on Codementor

Challenges

- It can be slightly harder to gather momentum because you'll need to do around 10 sessions to provide social proof to others (I found offering a lot of value and providing a free 15-minute session managed to help me get some traction with it).

- Competition is high, and this can be a stumbling block, especially when people can afford to lower their asking price per hour. Personally, I'd use these platforms as a means to build an audience off of — the platforms will try to prevent you, but there are often ways around it.

10. Build a Boilerplate Code Base

Think about the amount of times that you've gone to start a project, forgetting the amount of time it takes to set everything up. This is a problem that tons of engineers have, and we all like quick solutions — so much so that sometimes we're even prepared to pay for a simple solution that's already set up.

Image by [Luke Chesser](#) on [Unsplash](#)

Building a boilerplate that covers all of the basics of a particular setup can provide immense value for us software developers, and using a paid-for boilerplate, allows us to work on the important parts rather than focusing on the setup.

A really good place to build a boilerplate right now is in the world of web apps. Building a React/Vue UI and coupling it with a Node back end that takes care of authentication, databases, configuration, and common API services such as Firebase, SendGrid, Twilio can be a great way to get your foot in the door and enter the realm of passive income.

Examples

- Kyle Gawley built Gravity, a React and Node SAAS boilerplate that generates \$3,700/month in MRR. Kyle has built a really simple, clean UI that's coupled with an elegantly designed back end, ready for you to configure it with whatever database you prefer.

Challenges

- Creating a clean UI will be a time-consuming process, but anything worth doing takes time and requires patience
- Creating trust with other developers is hard— although this can be worked around if you market it from the angle of being a developer yourself
- Creating good documentation is another large piece of work that you may want to keep in mind

Conclusion

There are so many ways you can make money online nowadays, especially being a developer — it's basically a superpower and a gateway to financial freedom if leveraged correctly. I hope you have a wonderful day, and thank you for taking the time to read this.



13 Types of Prompts For ChatGPT (1)

There are many types of prompts that you can use with ChatGPT. Here are some examples:

1. Open-ended prompts: These types of prompts allow ChatGPT to generate a wide range of responses. Examples include "Tell me about your experience with [product/service]" or "What are your thoughts on [industry/niche]?"
2. Multiple choice prompts: These types of prompts provide a set of options for ChatGPT to choose from. Examples include "Which [product/service] do you prefer?" or "Do you prefer [Option A] or [Option B]?"
3. Fill-in-the-blank prompts: These types of prompts allow you to input specific information into a sentence or question. Examples include "My company offers [product/service] to help customers [achieve goal/benefit]."
4. Yes/No prompts: These types of prompts require ChatGPT to answer with a simple "Yes" or "No." Examples include "Do you think [industry/niche] is growing in popularity?" or "Have you used [product/service] before?"
5. Ranking prompts: These types of prompts require ChatGPT to rank a set of items in order of preference or importance. Examples include "Rank these [products/services] from most to least popular" or "Which [product/service] do you think is the most valuable to customers?"
6. Scenario prompts: These types of prompts require ChatGPT to provide a response based on a specific scenario or situation. Examples include "What would you do if a customer complained about [issue]?" or "How would you handle a situation where [problem] arose?"
7. Comparative prompts: These types of prompts require ChatGPT to compare or contrast two or more items. Examples include "What are the differences between [product A] and [product B]?" or "Which [marketing strategy] do you think is more effective?"

8. Prediction prompts: These types of prompts require ChatGPT to make a prediction or forecast about a future event or trend. Examples include "What do you think will be the biggest [trend/issue] in [industry/niche] in the next 5 years?" or "How do you think [product/service] will perform in the market next year?"
9. Explanation prompts: These types of prompts require ChatGPT to explain a concept or process. Examples include "Can you explain the [technical term] in simple terms?" or "How does [product/service] work?"
10. Opinion prompts: These types of prompts require ChatGPT to provide an opinion or perspective on a topic. Examples include "What is your opinion on [controversial topic]?" or "Do you think [new trend/technology] will be successful in the market?"
11. Instructional prompts: These types of prompts require ChatGPT to provide instructions or guidance on a specific task or process. Examples include "How do I [perform a specific task]?" or "What are the steps to [complete a specific process]?"
12. Feedback prompts: These types of prompts require ChatGPT to provide feedback or suggestions on a product, service, or idea. Examples include "What feedback do you have for my [website/marketing campaign]?" or "Do you have any suggestions for improving [product/service]?"
13. Empathy prompts: These types of prompts require ChatGPT to show empathy or understanding towards a customer or user. Examples include "I'm having trouble with [problem], can you help me?" or "I feel [emotion], what can I do to feel better?"



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Photo by [Thirteen .J](#) on [Unsplash](#)

Rule of 3.

Is a code refactoring rule of thumb to decide when a replicated piece of code should be replaced by a new code/procedures/methods.

It states that you are allowed to copy and paste the code once, but that when the same code is replicated three times, it should be extracted into a new procedure.

The main concept is to make code/procedures/methods generic so it can be reused in many places.

Consistency is king

Being consistent with the structure and how you code things. This can help with the readability & maintainability of your application.

Try and come up with coding standards, that help with consistency. It should be as little as the naming conventions of your variables. Another big one is the structure of the application, it should be obvious where the developer needs to make changes or add something new.

Reduce nesting

An `if` within `if` can get messy and very hard to read, very quickly. Sometimes you may not be able to get around this but always have a look at the structure of your code.

This is also the same for `else if`. Avoid if possible as this can sometimes make the code harder to read.

A **guard clause** is an effective way to help with this!

A guard clause is simply a check that immediately exits the function, either with a return statement or an exception.

Without a guard clause:

```

if (account != null)
{
    if (order != null)
    {
        if (order.term == Term.Annually)
        {
            // term annually
        }
        else if (order.term == Term.Monthly)
        {
            // term monthly
        }
        else
        {
            throw new InvalidEnumArgumentException(nameof(term));
        }
    }
    else
    {
        throw new ArgumentNullException(nameof(subscription));
    }
}

```

With a guard clause:

```

if (account == null)
{
    throw new ArgumentNullException(nameof(account));
}if (order == null)
{
    throw new ArgumentNullException(nameof(order));
}if (order.term == Term.Annually)
{
    // term annually (return here)
}if (order.term == Term.Monthly)
{
    // term monthly (return here)
}

```

Think of the bigger picture

Understanding the bigger picture is very important this then makes the smaller detail easier to follow. Once you understand the bigger picture, the little detail won't take you too long to figure out.

Spend time thinking of naming things

Naming things in coding is one of the hardest things you can do. This can be naming a class, method or even a variable.

The great developers take their time thinking of relevant names as they know this helps with readability!

Technical debt is bad

Overestimating can help with this. Write it best as you can once otherwise you will have to come back to it over and over again.

Technical debt is a concept in software development that reflects the implied cost of additional rework caused by choosing an easy (limited) solution now instead of using a better approach that would take longer

Overestimate

Might be a strange one and depending on what department you work in you may not like this point but you will see the great developers overestimate tasks as they know things always take longer than you expect and adding a buffer to the estimate can really help you get things right.

This can really help with the above point “*Technical debt is bad*”. If you underestimate or estimate a time which is only considering the happy path this can actually create technical debt as you will only have time to make it work rather than making the code clean and easy to maintain.

Documentation and code comments

They help to preserve context and share knowledge. You will hear the more experienced keep saying can we document that process or fail code reviews as there no comments on things like interfaces.

Be confident about deleting bad code

You will see a lot the less confident developers comment out massive blocks of code and leave them there. Version control is there for a purpose! The great developers don't shy away from deleting the bad parts of the application.

Spend time on code Reviews

The good developers will spend longer on code reviews and know the importance of code reviews.

- Help find bugs early
- Improves developers skills and getting the rest of the team into good practices.
- Sharing knowledge
- Consistent design and implementation

The best code review process I've seen a great developer enforce is:

- **A Small task with little risk** should be reviewed by 1 developer at their desks.
- **A medium-sized/large change or a risky change** should be reviewed by 3 developers one of them being a senior developer at their desks.
- **An extremely risky change or a new part of the application being developed** should have a meeting booked and 3 developers at least one of them being a lead developer going through each line together and making points.

Write good tests

You will notice the more experienced and stronger developers take more time on writing good tests.

Having good tests help you scale your application with more confidence and help reduce production bugs.

Spend time designing

Before they dive into the code they have a think through and break it down into small chunks. This helps them be more prepared on how everything fits together and create cleaner code.

Focus on the fundamentals and not on the syntax

This is a big one! They like to learn the fundamentals over-focusing on syntax. This helps them find problems more effectively. This can also help them google issues with more understanding.

Make Google your best friend

They are experts at Googling to help them solve their problems. This helps because of the above point “*Focus on the fundamentals and not on the syntax*”.

Because they’ve focused on the fundamentals they know what Google terms to search. This is difficult to do if you’ve obsessed with learning the syntax!

Make sure it works first, then make it pretty later

You see this a lot with the weaker developers they seem to spend so much time making it look pretty at the start and then find out later how they have coded won’t work.

The great developers get a happy path working earlier on. Helping them to identify any issues early on before they make it pretty. This can help projects go a lot more smoothly.

Risk management and problem resolution

Senior developers can define risks, can distil complex problems through the application of design patterns and can independently solve different issues due to past experience.

Ask questions

Great developers want to know everything. They don’t mind asking questions even if they might sound extremely simple. These can be technical or business-related questions.

Understanding the business needs helps them create better code! They are not scared of asking questions as they’re confident in their ability.

Keep logic out of the database whenever possible

This point comes down to the type of your application you’re building and only if it’s not going to affect performance.

They know to keep their database queries to simple CRUD operations.

| Create, read (aka retrieve), update, and delete

Then the business logic layer should pull this all together. This helps developers know where to look for business logic. This can get messy very quickly if you have logic in database queries and in the code!

KISS

Keep It simple Stupid

They know keeping the code simple is the best thing to do. Even if that means sometimes creating more lines of codes. You will see a lot of the weaker developers create one-liners like below.

```
return dir.Keys.Any(k => k >= limit) ? dir.First(x => x.Key >= limit).Value : dir[dir.  
Keys.Max()];
```

This often works but reading this is extremely hard!

Conclusion

This is what I see great developers do day to day. You will see a lot of them are not to do with the actual coding but process's and how they approach tasks. I'm sure there is a lot more to add to this list. I hope you've enjoyed reading!



20K no YouTube

Tags	
📅 Prazo	@27/12/2022
🔍 Tarefas Realizadas	
🔍 Total de Tarefas	2
Σ Barra de Progresso	0
↗️ Tarefas 1	Produzir 2 vídeos por semana, Fazer 1 collab a cada 2 semanas

Descreva essa Meta/Projeto:

- como você vai realizá-la? - **liste todas as tarefas para essa meta / projeto ser concluída**
- quais pessoas irão fazer parte dessa meta / projeto?

30 Scripts Carrossel

<https://s3-us-west-2.amazonaws.com/secure.notion-static.com/87ecc638-0e09-463e-a06f-6f6b88329b06/30-scripts-de-carrossel-postarpravender.pdf>

4/4

1/4

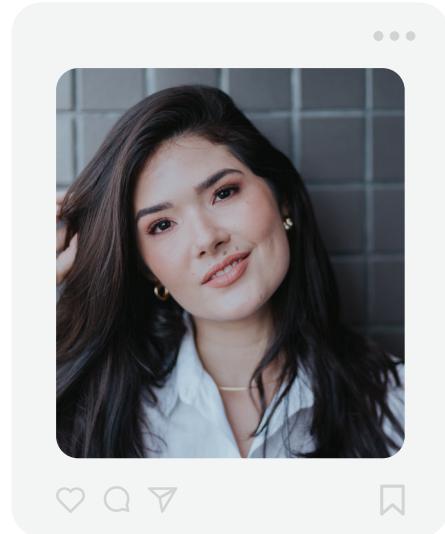
30

Scripts de *Carrossel*



Olá,

me chamo **Larissa Carlos**, trabalho com produção de conteúdo a mais de 8 anos e tenho que te dizer isso: você não precisa gritar, não precisa panfletar, não precisa ser chato, não precisa ser insistente.. **para vender no Instagram!**



Na verdade, você precisa de mecanismos, estruturas e estratégias que conduzem as pessoas até a decisão de compra, ligando emocional e racional provando que a decisão de compra não é um ato impensado, mas sim uma decisão segura e que atende a necessidade de quem compra de você.

Para facilitar a sua vida, criei um material passo a passo com estruturas simples, práticas e muito eficientes para que você crie carrosséis que vendem.

Seja muito bem-vindo aos scripts persuasivos de carrosséis que vendem!
Aqui você vai que o grande segredo é criar conteúdos que conduzem e convencem seu cliente a comprar de você.

CARROSEL 1

Conteúdo que revela um segredo

Esse conteúdo é focado em chamar atenção através de algo que a audiência gostaria de descobrir + contextualizar a partir de informações relacionadas ao tema + relacionar ao seu produto ou serviço + direcionar para a venda.

SLIDE 01

•••

O segredo que a _____ não conta [marca/personalidade que a sua audiência admira].

Ex: O segredo que a Marina Ruy Barbosa não conta

SLIDE 02

•••

Se você já olhou para _____ [personalidade/marca] e se perguntou como ela consegue _____ [resultado que a sua audiência deseja], eu teuento:

Ex: Se você já olhou para a Marina e se perguntou como ela consegue manter aquele cabelo brilhoso e hidratado, eu teuento...



•••



SLIDE 03

•••

Mais do que _____ [mito que todos acreditam], para ter resultados é necessário _____ [sua solução].

Ex: Mais do que seguir um cronograma capilar, para ter resultados é necessário utilizar os produtos certos para o seu tipo de cabelo.

SLIDE 04

•••

Se não, você vai continuar _____ [maior medo da sua audiência]. Não é isso que você quer, não é mesmo?

Ex: Se não, você vai continuar jogando dinheiro no lixo com produtos que não tem efeito nenhum. Não é isso que você quer, não é mesmo?

SLIDE 05

•••

Comente _____ [palavra relacionada] que eu vou te dar a grande solução no direct!

Ex: Comente 'ruivo dos sonhos' que eu vou te dar a grande solução no direct!



•••



CARROSEL 2

Conteúdo mostrando um caminho possível

Esse é um conteúdo focado em mostrar que existe um caminho além do que aquele que a audiência já conhece, e que você é a pessoa certa a guiá-la para os resultados que ela deseja.

SLIDE 01

•••

Se você pensa que _____ [mito que a sua audiência acredita], é o que te resta...

Ex: Se você pensa que se conformar com o seu peso atual é o que te resta...

SLIDE 02

•••

Isso vai te provar o contrário:

[Insira depoimentos dos seus clientes satisfeitos]

SLIDE 03

•••

Por muito tempo, eu pensei em como poderia transformar a vida de pessoas que desejavam [solução que você entrega].

Ex: Por muito tempo, eu pensei em como poderia transformar a vida de pessoas que desejavam emagrecer de forma rápida e sem sacrifícios.



•••



SLIDE 04

•••

E foi assim que nasceu [descrição do seu produto ou serviço]. Nele, você vai ter:

E foi assim que nasceu o meu Programa de Aceleração de Emagrecimento! Nele, você vai ter:

SLIDE 05

•••

- Acesso a X benefícios
- Y bônus exclusivos
- Z% de desconto

SLIDE 06

•••

Não deixe para depois! [desejo do seu cliente] precisa ser a sua prioridade.

Comenta 'eu quero' que eu vou te chamar no direct.

são apenas X vagas

Ex: Não deixe para depois! A sua saúde e autoestima precisam ser a sua prioridade.

Comenta 'eu quero' que eu vou te chamar no direct.



•••



CARROSEL 3

Conteúdo mostrando a dor e a solução

Esse é o conteúdo que vai chamar a sua audiência através da dor, e a partir disso mostrar que você é a pessoa certa para resolvê-la. Depois de mostrar a sua expertise, você vai mostrar a sua solução.

SLIDE 01

•••

Chega de perder tempo com [algo que a sua audiência faz certo].
Ex: Chega de perder tempo com terapia.

SLIDE 02

•••

Afinal, isso está te deixando [benefício que o seu produto ou serviço traz]
Afinal, isso está te deixando mais confiante e decidida.



.....



SLIDE 03

•••

Se o que você quer é...

[liste os fatores negativos de quem não consome de você]

Ex: Sofrer por antecipação pelas coisas

- Lidar de forma explosiva com tudo
- Afetar de forma negativa seus relacionamentos
- Ficar presa aos seus traumas

Realmente, você está perdendo tempo com [seu produto/serviço]

SLIDE 04

•••

Mas se o que você deseja é...

[liste os benefícios existentes]

Ex: - Ter mais clareza dos seus sentimentos

- Saber lidar melhor com as emoções
- Sair de relacionamentos tóxicos
- Se sentir auto suficiente e confiante

Então, [seu produto/serviço] é o caminho certo!

SLIDE 05

•••

Se você está no lado A, das pessoas que estão perdendo tempo, e quer vir para o lado B, comente 'eu quero' que eu vou te chamar no direct!



•••



CARROSEL 4

Conteúdo que dá a solução definitiva

Neste conteúdo, você vai revelar para a pessoa que ela está no caminho errado para o resultado que deseja. E a partir disso, vai mostrar a sua autoridade e dar a solução definitiva para ela, que é o seu produto ou serviço.

SLIDE 01

•••

Por isso você não [algo que a sua audiência deseja, mas não tem]

Ex: Por isso você não guarda dinheiro.

SLIDE 02

•••

Se você já tentou várias vezes [resultado que deseja], mas falhou em todas, eu preciso te contar esse segredo:

Ex: Se você já tentou várias vezes criar uma reserva de emergência, mas falhou em todas, eu preciso te contar um segredo:



.....



SLIDE 03

•••

Você está errando onde a maioria das pessoas erram.
Está olhando para a sua situação em busca de [resultado que deseja], mas não está enxergando que antes disso é necessário [sacrifício que precisa fazer].
Ex: Está olhando para a sua situação em busca de dinheiro, mas não está enxergando que antes disso é necessário priorizar.

SLIDE 04

•••

Não é fácil. A maioria das pessoas desistem no meio do caminho, essa é a verdade.
Mas você não precisa ser um deles, e eu vou te ajudar.

SLIDE 05

•••

Você só precisa fazer uma única mudança, uma coisa que vai virar a chave para você.
Comente 'eu quero' e eu vou te contar como no direct.



.....



CARROSEL 5

Conteúdo com história real

Aqui você vai envolver a sua audiência com exemplos, trazendo situações cotidianas e contextualizando a sua área de atuação em situações que ela passa, para no final oferecer a sua solução.

SLIDE 01

•••

A regra do [desejo da sua audiência] na [sua área de atuação]

Ex: A regra da decoração com cara de rica na arquitetura

SLIDE 02

•••

Quem nunca olhou para algo e pensou [algo negativo relacionado ao conceito que está sendo apresentado].

Ex: Quem nunca entrou em um ambiente e pensou que ele não combinava em nada com a pessoa que morava ali?

SLIDE 03

•••

É muito comum que [erro que a maioria das pessoas cometem] acabe resultando em [algo que elas não desejam].

Ex: É muito comum que pequenos erros na decoração acabem tirando toda a personalidade da sua casa e passando a impressão errada sobre quem você é.



.....



SLIDE 04

•••

Infelizmente, isso traz uma série de problemas:

[liste todos os problemas]

Ex:

- **Você não se sente em casa no seu próprio lar**
- **Não sente prazer em receber os amigos e família em casa**
- **Está sempre ansiosa para mudar algo**
- **Acaba gastando muito mais que o necessário em reforma e decoração**

SLIDE 05

•••

Mas a boa notícia é que existe uma forma muito simples de resolver esse problema!

Se você [cite de forma clara e direta o problema da sua audiência], eu vou te ajudar agora mesmo.

Ex: Se você não aguenta mais olhar para a sua casa e pensar: "que cafona!", eu vou te ajudar agora mesmo!

SLIDE 06

•••

Comenta 'eu quero' que eu vou te chamar no direct!



•••



CARROSEL 6

Conteúdo com quebra de objeção

Aqui você vai envolver a sua audiência com exemplos, trazendo situações cotidianas e contextualizando a sua área de atuação em situações que ela passa, para no final oferecer a sua solução.

SLIDE 01

•••

Eu sei por que você [problema que a sua audiência enfrenta]

Ex: Eu sei por que você engordou no final de semana.

SLIDE 02

•••

O fato de você ter [algo ruim que acontece com seu público] não é porque [mito relacionado ao assunto], mas sim porque [comportamento que ele costuma ter].

Ex: O fato de você ter ganhado 2kg na balança não é porque você comeu pizza na janta de sábado, mas sim porque você teve hábitos diferentes da semana.



.....



SLIDE 03

• • •

Muitas vezes, culpamos [onde é colocado a culpa do problema], mas isso não é verdade. A verdade é que [real motivo do "problema" citado].

Ex: Muitas vezes, culpamos as comidas extras pelos quilos, mas isso não é verdade. A verdade é que não beber água, deixar de lado a rotina de exercícios, tudo isso afeta muito mais.

SLIDE 04

• • •

Ter resultados com [aquilo que sua audiência deseja] é muito mais sobre [conceito que você acredita] do que sobre [mitos que são espalhados].

Ex: Ter resultados com emagrecimento é muito mais sobre dietas saudáveis e inclusivas do que sobre olhar para a balança de forma obsessiva e restritiva.

SLIDE 05

• • •

Se você quer [desejo do seu público, citando o problema do título], vem que eu vou te ajudar!

Comenta '[palavra-chave relacionada ao assunto] que eu te chamo no direct!

Se você quer emagrecer sem se preocupar com fins de semana, vem que eu te ajudo!

Comenta 'emagrecer com saúde' que eu te chamo no direct!



• • •



CARROSEL 7

Conteúdo com história de conexão

As histórias são muito poderosas, e histórias pessoais geram muita conexão. Aqui, você vai usar uma história pessoal para se aproximar da sua audiência, mostrar que é 'como eles', e a partir disso mostrar que pode ser uma excelente guia no caminho. Conexão pessoal + envolvimento + venda vai ser a sua fórmula do sucesso.

SLIDE 01

•••

Um dia me falaram que [crítica que já recebeu]

Ex: Um dia me falaram que eu seria sempre um fracasso.

SLIDE 02

•••

Eu poderia ter acreditado nisso, e desistido ali mesmo.

Mas, aos [idade em que começou seu negócio], eu decidi que aquilo não me definiria.

SLIDE 03

•••

É claro que eu tive medo. Afinal, as palavras [insira palavras relacionadas ao que ouviu] ainda ecoaram na minha mente por alguns anos.

Ex: É claro que eu tive medo. Afinal, as palavras 'desista', 'você não é boa', 'pare de brincar de empreender', ainda ecoaram na minha mente por alguns anos.



•••



SLIDE 04

•••

Mas isso aqui não me deixou desistir:
[insira depoimentos dos seus clientes]

SLIDE 05

•••

E se hoje eu posso transformar vidas através do meu trabalho, é porque um dia, lá atrás, eu acreditei que poderia e vocês também acreditaram em mim. Então, muito obrigada!

SLIDE 06

•••

Eu sou muito grata por poder [fale de forma direta da promessa que entrega com seu produto/serviço]
Eu sou muito grata por poder transformar a carreira de mulheres que estão saindo da CLT em grandes empreendedoras de sucesso.

SLIDE 06

•••

Se esse é o seu caso, comente 'sucesso' que vou te mostrar o passo a passo de como obter [desejo latente]!



•••



CARROSEL 8

Conteúdo com quebra de objeção

Neste conteúdo, você vai quebrar os possíveis motivos para a sua audiência não comprar de você. Vai usar os mitos e mentiras que ela conta a si mesma e aos outros, para criar uma narrativa envolvente e acabar com as 'desculpas' comuns dos seus clientes através da autoridade + motivação.

SLIDE 01

•••

E se você pudesse ser [desejo da sua audiência] com 1 único passo?

E se você pudesse ser mais produtiva com um único passo?

SLIDE 02

•••

Poucas pessoas sabem, mas existe uma forma de burlar o sistema e ter muito mais [resultado que a sua audiência deseja], em muito menos tempo.

Ex: Poucas pessoas sabem, mas existe uma forma de burlar o sistema e ser muito mais produtiva no trabalho, em muito menos tempo.



.....



SLIDE 03

•••

Você vai conseguir [cite ao menos 3 desejos da sua audiência] sem precisar empregar esforço para isso!

Ex: Você vai conseguir ter mais tempo para a sua família, para cuidar de você mesma e para fazer tudo que quiser, sem precisar empregar esforço para isso.

SLIDE 04

•••

Quer saber como? Comenta 'segredo' que ele vai ser desbloqueado diretamente no seu direct!



•••



CARROSEL 9

Conteúdo com prova social que gera desejo

Neste conteúdo, você vai usar as provas de que seu método realmente funciona, as provas reais (depoimentos, feedbacks, números) para trazer mais confiança para as pessoas. Vai usar também uma narrativa envolvente, para trazer ainda mais autoridade para a sua história.

SLIDE 01

•••

[Nome do seu cliente] pensou que nunca sairia do lugar. Mas olha o que ele conquistou em apenas [curto período de tempo]
[inserir antes e depois]

Ex: O Ivo pensou que nunca sairia do lugar. Mas olha o que ele conquistou em apenas duas semanas.

SLIDE 02

•••

Quando [nome do cliente] me procurou, ele estava desacreditado. Não achava que conseguiria sair da estagnação. E talvez você esteja passando por isso agora...



.....



SLIDE 03

•••

Eu sei, porque eu também já estive no seu lugar. E outras [quantidade de pessoas que você já atendeu] também já estiveram. Mas sabe qual é a diferença entre quem consegue e quem não sai do lugar?

SLIDE 04

•••

Quem está tendo resultados, deu o primeiro passo. Foi buscar ajuda de quem já está onde ela quer chegar!
[insira fotos que gerem desejo na sua audiência: **Ex: viagens, conquistas pessoais, etc**]

SLIDE 05

•••

Você quer a minha ajuda para sair da estagnação e chegar onde o Ivo e mais XX pessoas conseguiram chegar? Comenta 'eu quero' que vou tenho um presente pra você



.....



CARROSEL 10

Conteúdo que revela um segredo

Esse conteúdo é focado em chamar atenção através de algo que a audiência gostaria de descobrir + contextualizar a partir de informações relacionadas ao tema + relacionar ao seu produto ou serviço + direcionar para a venda.

SLIDE 01

•••

Você não vai acreditar no que eu descobri.

SLIDE 02

•••

Se você deseja [grande sonho da sua audiência], sem [problema que não deseja passar], então essa grande descoberta é para você.

Ex: Se você deseja emagrecer sem perder horas na academia todos os dias, então essa grande descoberta é para você.



.....



SLIDE 03

• • •

Enquanto todas as pessoas estão indo no caminho inverso, gastando tempo e dinheiro com métodos antiquados e que não funcionam, você pode ter acesso ao que tem de mais inovador, e comprovado por mais de XX pessoas que já tiveram resultados:
[depoimentos de clientes satisfeitos]

SLIDE 04

• • •

Infelizmente, muitas pessoas ainda estão amarradas em padrões e não conseguem enxergar o quanto podem evoluir utilizando [seu método]. Mas eu acredito que você não é uma delas! Então...

SLIDE 05

• • •

Comenta [palavra-chave relacionada] e eu vou te chamar no direct para te contar mais!
Comenta 'desbloquear' e eu vou te chamar no direct para te contar mais!



• • •



CARROSEL 11

Conteúdo com promessa específica

Aqui você vai criar uma promessa a partir de algo específico que a sua audiência deseja muito, e toda a sua narrativa vai girar em torno disso. Promessa específica + desejo + oferta é uma tática infalível de venda.

SLIDE 01

•••

E se você tivesse uma última oportunidade para mudar?

SLIDE 02

•••

Muitas vezes, colocamos outras prioridades na frente do que desejamos para nós, e acabamos nunca realizando nossos verdadeiros sonhos.

SLIDE 03

•••

As desculpas são várias: [insira aqui as maiores desculpas dos seus clientes].

Ex: As desculpas são várias: preciso pagar o curso de inglês do meu filho, vou esperar terminar o financiamento do carro, quero reformar minha casa primeiro...



•••



SLIDE 04

•••

Mas até quando você vai procrastinar a sua grande oportunidade de [sonho da sua audiência]? Pode ser que amanhã seja tarde demais.

Ex: Mas até quando você vai procrastinar a sua grande oportunidade de perder os quilos extras e finalmente entrar naquele jeans 38? Pode ser que amanhã seja tarde.

SLIDE 05

•••

Para te ajudar a dar o próximo passo, eu vou te dar uma condição...

Nas próximas 24 horas, você vai poder ter acesso a [seu produto/serviço] com [bônus especial]. Mas atenção, são só 24 horas! É a sua grande oportunidade de fazer diferente.

Comente [palavra-chave] que eu vou te chamar no direct! Vamos pra cima.

Ex: Nas próximas 24 horas, você vai poder ter acesso ao meu Método de Emagrecimento Rápido com aulas de personal trainer inclusas. Mas atenção, são só 24 horas! É a sua grande oportunidade de fazer diferente.

Comente 'emagrecimentoexpress' que eu vou te chamar no direct! Vamos pra cima.



••••



CARROSEL 12

Conteúdo com história de conexão

As histórias são muito poderosas, e histórias pessoais geram muita conexão. Aqui, você vai usar uma história pessoal para se aproximar da sua audiência, mostrar que é 'como eles', e a partir disso mostrar que pode ser uma excelente guia no caminho. Conexão pessoal + envolvimento + venda vai ser a sua fórmula do sucesso.

SLIDE 01

•••

"Você é uma pessoa de sorte"

SLIDE 02

•••

Isso foi o que eu ouvi muitas vezes, enquanto estava trabalhando por pelo menos XX horas por dia construindo o meu [produto/serviço]

SLIDE 03

•••

Enquanto eu abdicava de momentos com a minha família, da diversão, do descanso, para trazer qualidade para o meu trabalho...
[inserir fotos de bastidores desses momentos]



.....



24/60

SLIDE 04

•••

Eles me diziam que eu tinha sorte! Mas isso não me importa, porque muito mais do que esse tipo de comentário, o que me realiza mesmo são essas falas aqui:

[inserir depoimentos positivos dos seus clientes]

SLIDE 05

•••

Todas as vezes que eu recebo esses feedbacks, eu sei que é porque houve muito estudo e experiência por trás de cada resultado, e eu tenho muito orgulho disso. Sinto muito orgulho também de cada um de vocês que fazem parte da minha trajetória.

SLIDE 06

•••

E se você é novo por aqui e quer conhecer melhor o meu trabalho... Comenta um 'oi, [seu nome]' por aqui que eu vou te chamar no direct!



•••



CARROSEL 13

Conteúdo com história motivacional

A motivação é um excelente argumento de venda, porque todas as pessoas querem progredir e melhorar em algum aspecto da vida. Nesta estrutura, você vai utilizar motivação + conexão + oferta para fazer as suas vendas explodirem!

SLIDE 01

•••

Você está mais perto do que imagina de [grande sonho da audiência]
Ex: Você está mais perto do que imagina de ter a sua casa dos sonhos.

SLIDE 02

•••

Talvez você tenha pensado que nunca conseguaria. Todo mundo desacreditou, e até mesmo você quis deixar para lá. Mas, e se eu te contar que...



.....



SLIDE 03

• • •

Eles conseguiram?
[insira aqui depoimentos de clientes satisfeitos]

SLIDE 04

• • •

Usando o [seu produto ou serviço], você pode conseguir [resultado] em apenas [curto período de tempo].

Ex: Usando o financiamento express, você pode conseguir a sua casa dos sonhos em apenas 30 dias.

SLIDE 05

• • •

Incrível, não é mesmo? Eu teuento tudo sobre esse método que está revolucionando o mercado no direct. Comenta [palavra-chave relacionada] para saber mais.



• • •



CARROSEL 14

Conteúdo com promessa específica

Aqui você vai criar uma promessa a partir de algo específico que a sua audiência deseja muito, e toda a sua narrativa vai girar em torno disso. Promessa específica + desejo + oferta é uma tática infalível de venda.

SLIDE 01

•••

Você não precisa mais esperar para [resultado que o seu cliente deseja]

Ex: Você não precisa mais esperar juntar dinheiro para decorar a sua casa do seu jeito

SLIDE 02

•••

Agora você pode ter [resultado que o cliente quer], sem precisar passar por [objeção 1] ou [objeção 2].

Agora você pode ter um lar aconchegante que é a sua cara, sem precisar passar por quebra-quebra ou altos investimentos.



.....



SLIDE 04

•••

Não é milagre! Eu te explico. Com o [seu produto/serviço], você vai ter acesso a:
[explicação em tópicos]

Não é milagre! Eu te explico. Com a consultoria Arquitetura Inteligente, você vai ter acesso a:

- 4 encontros online com uma arquiteta especialista em interiores
- Link de todos os produtos com desconto exclusivo nas lojas parceiras
- Dicas e tutoriais para que você mesmo possa fazer as reformas e intervenções
- Projeto rápido e com entrega em 30 dias

SLIDE 05

•••

Não dá para perder, não é mesmo? É uma oportunidade única de conquistar o que você sempre sonhou! Comenta [palavra-chave relacionada] que eu vou te chamar no direct.



••••



CARROSEL 15

Conteúdo constraintuitivo que revela um caminho

Aqui você vai criar uma promessa a partir de algo específico que a sua audiência deseja muito, e toda a sua narrativa vai girar em torno disso. Promessa específica + desejo + oferta é uma tática infalível de venda.

SLIDE 01

•••

Desista de [sonho da sua audiência]

Ex: Desista de empreender

SLIDE 02

•••

Atualmente, apenas [algo que a sua audiência faz hoje] não basta. É preciso [algo complementar que você entrega].

Atualmente, apenas gerenciar uma empresa não basta. É preciso liderar com inteligência, foco e planejamento.



.....



30/60

SLIDE 03

•••

O grande problema é que [descreva o erro da maioria das pessoas do nicho], e por isso desistem. Se você quer ser assim, então desista de [sonho da sua audiência].

O grande problema é que os empreendedores querem apenas ganhar dinheiro, e não ter um negócio de verdade. Se você quer ser assim, então desista de empreender.

SLIDE 04

•••

Mas se você quer [visão ideal dos seus clientes], então eu posso te ajudar!
Mas se você quer ser um excelente líder, ter uma empresa em crescimento, prosperar e ter lucros com isso, então eu posso te ajudar!

SLIDE 05

•••

Essas são as pessoas que eu já transformei através do meu trabalho:
[insira depoimentos de clientes satisfeitos]

SLIDE 06

•••

E você vai ser o meu próximo case de sucesso!
Comente [palavra-chave relacionada] e venha para o time dos vencedores.



•••



CARROSEL 16

Conteúdo constraintuitivo que revela uma novidade

Neste conteúdo, você vai chamar atenção através de um título constraintuitivo, que a audiência não espera ler. Dessa forma, vai ter a atenção das pessoas. Depois, vai contextualizar e revelar um caminho envolvente. Por fim, vai revelar uma novidade que as pessoas vão ter acesso pelo seu direct.

SLIDE 01

•••

Faça isso se quiser [maior medo do seu cliente]

Ex: Faça isso se quiser perder dinheiro

SLIDE 02

•••

Muitas pessoas continuam insistindo em [caminho que você considera errado], porque ainda acreditam que esse é o melhor caminho.

Muitas pessoas continuam colocando dinheiro na poupança, porque acreditam que esse é o melhor caminho.



.....



32/60

SLIDE 03

• • •

Mas na verdade, fazer isso é como [analogia que deixe claro o problema].
Mas na verdade, fazer isso é como guardar dinheiro debaixo do colchão.

SLIDE 04

• • •

Atualmente, existem formas muito mais eficazes de [atingir o resultado que seu cliente sonha]. E você pode estar muito mais perto disso do que imagina!

Atualmente, existem formas muito mais eficazes de aplicar o seu dinheiro e viver de renda. E você pode estar muito mais perto disso do que você imagina!

SLIDE 05

• • •

Olha só as pessoas que já vivem isso na prática:
[depoimento dos seus clientes satisfeitos]

SLIDE 06

• • •

Quer saber como ter esse resultado também? Comente
[palavra-chave relacionada] e eu vou te contar tudo no direct!



• • •



CARROSEL 17

Conteúdo que desperta desejo através da transformação

Aqui você vai oferecer um conselho pessoal para despertar desejo, contar uma história de transformação que tenha gerado na sua vida pessoal ou de clientes seus. Ao final, vai arrematar com uma oferta, para que as pessoas queiram viver também na prática a transformação que você mostrou.

SLIDE 01

•••

O que eu faria para nunca mais [algo que seu cliente não gosta de fazer]

Ex: O que eu faria para nunca mais precisar fazer dieta

SLIDE 02

•••

Se você já cansou de [algo que seu cliente fez repetidas vezes e não teve resultado], não desanime. Elas já foram como você...

Ex: Se você já fez dietas, se matriculou na academia, começou o processo, e sempre desistiu na metade, não se preocupe, elas já foram como você...



.....



SLIDE 03

•••

[fotos/depoimentos de clientes seus antes da sua transformação ser entregue]

SLIDE 04

•••

Mas qual a diferença entre quem elas eram e quem elas são agora?
Elas conheceram o poder de [seu produto/serviço]. Com ele, conseguiram [resultado] em apenas [tempo]!

Ex: Mas qual a diferença entre quem elas eram e quem elas são agora? Elas conheceram o poder da Dieta Sem Sofrer. Com ela, conseguiram emagrecer sem dietas malucas e restritivas, em apenas 3 meses!

SLIDE 05

•••

Eu teuento todos os segredos no direct! Comente [palavra-chave relacionada] para saber mais!



.....



CARROSEL 18

Conteúdo que revela um segredo

Esse conteúdo é focado em chamar atenção através de algo que a audiência gostaria de descobrir + contextualizar a partir de informações relacionadas ao tema + relacionar ao seu produto ou serviço + direcionar para a venda.

SLIDE 01

•••

Os [sua profissão] vão falir quando você descobrir isso
Ex: Os coachs vão falir quando você descobrir isso

SLIDE 02

•••

Eu sei, parece estranho eu te revelar algo que me prejudicaria...
Mas a verdade é que eu gostaria que você soubesse, porque
podemos fazer um trabalho em conjunto.



.....



SLIDE 03

•••

A verdade é que ter [resultado que o seu cliente deseja] é uma soma de [entrega que você faz] com [esforço que o seu cliente precisa demandar]. Dessa forma, você consegue [sonho que o seu cliente quer atingir]

Ex: A verdade é que parar de procrastinar e fazer sua rotina render é uma soma da superação de inseguranças através do processo de coach, mas também da aceitação de que você mesma também precisa priorizar suas tarefas. Dessa forma, você consegue ter uma rotina produtiva e completa.

SLIDE 04

•••

Não, não é difícil. Não é complicado. É como dizem: um trabalho em equipe, em que um puxa o outro. Mas eu não poderia mais guardar isso para mim.

SLIDE 05

•••

E posso ser sincera?! Eu acho que vamos formar uma dupla imbatível. Por isso, eu quero te fazer um convite especial...

SLIDE 06

•••

Se você quiser ser a minha dupla HOJE, eu vou te dar x% de desconto no meu pacote de [serviço]. Mas é por apenas 24 horas! Você vem?!
Comenta [palavra-chave relacionada] que eu vou te chamar no direct!



•••



CARROSEL 19

Conteúdo que desvenda um mito comum

Neste conteúdo, você vai selecionar uma mentira que é muito disseminada na sua área, ou um erro que as pessoas cometem, e vai desmistificar para a sua audiência. Depois, vai mostrar o que realmente funciona e oferecer seu método. É uma forma de educar + mostrar autoridade + vender.

SLIDE 01

•••

E aquele tal de [conceito da sua área], será que você está fazendo certo?

Ex: E aquele tal de Método Pomodoro, será que você está fazendo certo?

SLIDE 02

•••

Muitas pessoas erram ao fazer [aquilo que você está ensinando], porque pensam que basta apenas [erro comum].

Muitas pessoas erram ao fazer o Método Pomodoro, porque pensam que basta apenas baixar um simples aplicativo e seguir à risca. Não é isso...

SLIDE 03

•••

O [conceito] só vai funcionar se, junto com ele, você trabalhar estrategicamente para [resultado que é o sonho do seu cliente].

O Método Pomodoro só vai funcionar se, junto com ele, você trabalhar estrategicamente para ser mais produtiva e eficaz no seu trabalho.



•••



SLIDE 04

• • •

Ou seja, você vai precisar:
[liste o que sua audiência precisa fazer]

Ex:

- **Eliminar distrações**
- **Dar pausas para descansar a mente**
- **Estar em um ambiente adequado para o seu trabalho**
- **Silenciar o celular**

SLIDE 05

• • •

Mais do que apenas [o que o seu cliente faz], você precisa de um guia para te ajudar se quer realmente [resultado]. E com [seu produto/serviço] você pode ter isso sem esforço!

Ex: Mais do que apenas baixar um aplicativo qualquer, você precisa de um guia para te ajudar se quer realmente triplicar sua produtividade. E com o meu Guia da Produtividade, você pode ter isso sem esforço!

SLIDE 06

• • •

Quer saber mais?! Comenta [palavra-chave relacionada] que eu vou te chamar agora mesmo no direct!



• • •



CARROSEL 20

Conteúdo que chama pelo medo

Neste conteúdo, você vai usar um medo comum da sua audiência como gatilho. A partir disso, vai desenvolver uma narrativa para mostrar que essa pessoa não precisa ter medo, porque você tem a solução que ela precisa. É uma sequência de dor + conexão + venda.

SLIDE 01

•••

O medo de [algo que seu cliente faz] está te impedindo de [resultado que seu cliente deseja]

Ex: O medo de consumir carboidrato está te impedindo de emagrecer.

SLIDE 02

•••

Muitas pessoas dizem que [mito disseminado na sua área], e provavelmente você tem medo porque já caiu nisso. Mas há uma coisa que eu preciso te dizer...

Ex: Muitas pessoas dizem que Low Carb é a salvação, e provavelmente você tem medo de carboidrato porque já caiu nisso. Mas há uma coisa que eu preciso te dizer...



•••



40/60

SLIDE 03

•••

Sem [o que a sua audiência tem medo], não é possível [resultado]. Afinal, eles estão diretamente ligados!

Ex: Sem consumir carboidrato, não é possível ter força suficiente para treinar. Afinal, carboidrato e energia estão completamente ligados!

SLIDE 04

•••

Por isso, o meu método é completamente inovador, desprendido de conceitos antigos e ultrapassados, e vai te ajudar a ter os resultados que você sempre sonhou sem precisar passar por [objeção do seu cliente].

Ex: Por isso, o meu método é completamente inovador, desprendido de conceitos antigos e ultrapassados, e vai te ajudar a ter os resultados que você sempre sonhou sem precisar deixar de comer aquilo que você gosta.

SLIDE 05

•••

É a sua oportunidade de [sonho da audiência], de uma vez por todas! Comenta [palavra-chave relacionada] que eu vou te contar tudo no direct!

Ex: É a sua oportunidade de perder os quilos extras que não te deixam por nada, de uma vez por todas! Comenta 'emagrecimentoexpress' que eu vou te contar tudo no direct!



•••



CARROSEL 21

Conteúdo com promessa específica

Aqui você vai criar uma promessa a partir de algo específico que a sua audiência deseja muito, e toda a sua narrativa vai girar em torno disso. Promessa específica + desejo + oferta é uma tática infalível de venda.

SLIDE 01

•••

Melhore seu [algo que a audiência precisa] usando apenas isso
Ex: Melhore sua autoestima fazendo apenas isso

SLIDE 02

•••

Se você já se cansou de testar métodos para chegar a [resultado que a audiência deseja], eu tenho uma única tática que vai te salvar

Ex: Se você já se cansou de testar métodos para se sentir mais segura com a sua aparência, eu tenho uma única tática que vai te salvar.



.....



SLIDE 03

•••

Depois de X anos de pesquisa, eu finalmente cheguei ao resultado que fez Y pessoas se sentirem [forma que a sua audiência deseja se sentir].

Ex: Depois de 5 anos de pesquisa, finalmente cheguei ao resultado que fez mais de 100 mulheres se sentirem lindas e poderosas em sua própria pele.

SLIDE 04

•••

Veja só alguns dos meus resultados:
[depoimentos]

SLIDE 05

•••

Quer saber como eu posso te ajudar?
Comenta 'eu quero' que eu vou te chamar no direct!



.....



CARROSEL 22

Conteúdo com promessa específica

Aqui você vai criar uma promessa a partir de algo específico que a sua audiência deseja muito, e toda a sua narrativa vai girar em torno disso. Promessa específica + desejo + oferta é uma tática infalível de venda.

SLIDE 01

•••

O método infalível para [resultado desejado]

Ex: O método infalível para sair das dívidas

SLIDE 02

•••

Não perca mais tempo [algo que sua audiência faz errado], a forma certa de [ter resultado desejado] agora é outra.

Ex: Não perca mais tempo parcelando suas dívidas. A forma certa de sair do vermelho agora é outra!



.....



SLIDE 03

• • •

Talvez você já tenha seguido muitos conselhos, tentado várias coisas, mas eu te garanto que esse método vai mudar a sua forma de ver as coisas. Olha só o que essas pessoas conseguiram:

SLIDE 04

• • •

[depoimentos dos seus clientes satisfeitos]

SLIDE 05

• • •

Confie em quem é especialista no assunto, e esteja ao lado de quem já tem os resultados que você deseja! Quer saber como?

Comenta 'eu quero' que eu vou te chamar no direct.



• • •



CARROSEL 23

Conteúdo que chama pelo medo

Neste conteúdo, você vai usar um medo comum da sua audiência como gatilho. A partir disso, vai desenvolver uma narrativa para mostrar que essa pessoa não precisa ter medo, porque você tem a solução que ela precisa. É uma sequência de dor + conexão + venda.

SLIDE 01

•••

Por que eu evito [algo considerado comum na sua área]?

Ex: Por que eu evito água com limão no desjejum?

SLIDE 02

•••

Essa é uma prática recomendada por muitos [profissionais da sua área], mas que eu particularmente não uso. Isso porque [motivos pelos quais você não utiliza].

Ex: Essa é uma prática recomendada por muitos nutricionistas, mas que eu particularmente não uso. Isso porque, não é comprovado cientificamente que emagrece.



.....



SLIDE 03

•••

Ao invés disso, no meu método eu prefiro...

[cite práticas que você insere no seu método]

- Elaborar uma dieta personalizada de acordo com o que o paciente gosta de comer
- Prescrever suplementos de acordo com a necessidade do corpo
- Acompanhar em uma rotina saudável

SLIDE 04

•••

Tudo isso vai fazer com que você tenha [resultado desejado].

Tudo isso vai fazer com que você emagreça e consiga manter isso a longo prazo.

SLIDE 05

•••

Olha só esse resultado incrível:

[insira depoimento de um cliente satisfeito]

SLIDE 06

•••

Quer conhecer mais do meu método? Comente 'eu quero' que eu vou te chamar no direct!



•••



CARROSEL 24

Conteúdo personalizado para o público

Aqui você vai fazer com que as pessoas prestem atenção em você falando algo muito específico sobre elas. Depois, vai continuar descrevendo coisas do dia a dia, e por isso é importante conhecer muito bem a sua audiência. Use dores e desejos para mostrar que seu produto ou serviço foi desenvolvido especialmente para essas pessoas, crie uma narrativa emocional e, no final, chame para a venda.

SLIDE 01

•••

[característica do público] aposte nisso...

Ex: Mamãe de dois, aposte nisso...

SLIDE 02

•••

Se você é [descreva um pouco da realidade da sua persona], deve passar pela dificuldade de [descreva a dificuldade]...

Ex: Se você é mãe de dois, deve passar pela dificuldade de não conseguir se organizar direito na hora de passear com os pequenos, precisando sempre de ajuda na hora da recreação...



•••



SLIDE 03

•••

Mas que tal se você pudesse ter [descreva aqui o cenário dos sonhos para o seu cliente]

Ex: Mas que tal se você pudesse ter algo que facilitasse os seus passeios, fazendo com que os momentos com seus filhos ficassem muito mais leves e sem estresse?

SLIDE 04

•••

É isso que nós proporcionamos com... [descreva seu produto/serviço e os benefícios dele]

Ex: É isso que nós proporcionamos com o carrinho para dois, criado com materiais super leves e seguros. Ele é portátil e fácil de ser carregado, para garantir o seu conforto e a diversão dos pequenos.

SLIDE 05

•••

Chega de passar por [dificuldade do cliente], venha agora mesmo ter [resultado que deseja]. Comenta [palavra-chave relacionada] que eu vou te chamar no direct!

Ex: Chega de passar perrengue na hora do passeio, venha agora mesmo garantir memórias felizes com seus pequenos. Comenta 'diversão garantida' que eu vou te chamar no direct!



•••



CARROSEL 25

Conteúdo com conselho pessoal

Neste conteúdo, você vai seguir uma sequência como se estivesse dando um conselho pessoal para você do passado. É uma sequência de conexão, onde todos os pontos ao final vão levar para o seu produto/serviço.

SLIDE 01

•••

Os passos que eu seguiria para ter sucesso como [sua profissão]

Ex: Os passos que eu seguiria para ter sucesso como mentora

SLIDE 02

•••

1. Procuraria poucas e boas referências na [sua área]

Ter boas referências é um dos principais pontos em qualquer profissão, afinal de contas, as pessoas que você se inspira definem quem você se torna! Por isso, eu selecionaria muito bem as minhas referências.

SLIDE 03

•••

2. Conversaria com pessoas que já chegaram onde eu quero chegar

As pessoas que já estão no lugar onde nós queremos estar, tem o poder de encurtar o nosso caminho. Por isso, eu conversaria com elas, pois elas sempre serão uma boa fonte de oportunidades e ideias.



•••



SLIDE 04

•••

3. Buscaria cursos e mentorias com os melhores da [sua área]

Essa é com certeza a melhor forma de avançar e ter direcionamento de forma rápida e eficaz. Um [curso, mentoria, consutoria] pode te ajudar a avançar 10 anos em 1! E eu posso te ajudar nisso...

SLIDE 05

•••

Olha só:

[insira depoimentos das suas alunas]

SLIDE 06

•••

Se você quer saber mais sobre o [seu método], comenta 'eu quero' que eu vou te chamar no direct!



•••



CARROSEL 26

Conteúdo com prova social que gera desejo

Neste conteúdo, você vai usar as provas de que seu método realmente funciona, as provas reais (depoimentos, feedbacks, números) para trazer mais confiança para as pessoas. Vai usar também uma narrativa envolvente, para trazer ainda mais autoridade para a sua história.

SLIDE 01

•••

Mais de XXXX mensagens recebidas usando esse [seu método]

SLIDE 02

•••

Mais de XXXX [algo de valor para o seu público.
Ex: seguidores, leads, clientes]

SLIDE 03

•••

E o melhor: mais de R\$XXX em vendas! É a prova definitiva de que realmente funciona!



.....



SLIDE 04

•••

Existe um novo modelo de fazer [o que você faz] que traz realmente resultados, porque é diferente do que tudo que o mercado já viu. É sobre conexão verdadeira com o outro!

Ex: Existe um novo modelo de fazer prospecção que traz realmente resultados, porque é diferente do que tudo que o mercado já viu. É sobre conexão verdadeira com o outro!

SLIDE 05

•••

Se você aplicar isso, terá resultados 10x mais rápido e muito mais lucro do que está tendo atualmente.

SLIDE 06

•••

Para ter acesso ao método que vai mudar a sua forma de fazer [seu trabalho], digite [número] nos comentários.

Para ter acesso ao método que vai mudar a sua forma de fazer contabilidade, digite 29 nos comentários.



•••



CARROSEL 27

Conteúdo educativo que mostra um caminho

Neste conteúdo, você vai educar a sua audiência com objetivo de mostrar para ela um caminho possível além do que ela conhece, desse que não está levando ela ao lugar que ela deseja. Mostre que, com o seu conhecimento, ela pode ir mais longe. É uma sequência de educação + autoridade + venda.

SLIDE 01

•••

Você está acabando com a sua [algo que seu cliente faz errado] fazendo isso

Ex: Você está acabando com a sua decoração fazendo isso

SLIDE 02

•••

Você se identifica com isso? [insira uma imagem do erro]

Ex: [inserir uma imagem de uma parede com revestimento 3D]



.....



SLIDE 03

• • •

Muitas pessoas ainda caem na ladainha dos maus [profissionais da sua área] e investem dinheiro em [algo que você considera um erro], mas...

Ex: Muitas pessoas ainda caem na ladainha dos maus arquitetos e investem dinheiro em tendências passageiras, mas...

SLIDE 04

• • •

E se você investisse nisso?

[inserir imagens do que você considera um acerto]

Ex: [colocar imagens de decoração clean, paredes brancas clássicas, etc...]

SLIDE 05

• • •

Isso vai te ajudar a economizar dinheiro e ter muito mais resultado a longo prazo, porque [traga seus argumentos].

Isso vai te ajudar a economizar dinheiro e ter muito mais resultado a longo prazo, porque é uma decoração elegante e atemporal.

SLIDE 06

• • •

E eu posso te ajudar! Quer saber como? Comenta 'eu quero' que vou te chamar no direct!

• • •



CARROSEL 28

Conteúdo educativo que mostra um caminho

Neste conteúdo, você vai educar a sua audiência com objetivo de mostrar para ela um caminho possível além do que ela conhece, desse que não está levando ela ao lugar que ela deseja. Mostre que, com o seu conhecimento, ela pode ir mais longe. É uma sequência de educação + autoridade + venda.

SLIDE 01

•••

XXXX é mesmo a melhor escolha?

Ex: Low carb é mesmo a melhor escolha?

SLIDE 02

•••

Depende.

Muitas vezes, com tantas informações, você fica em dúvida entre escolher entre X e Y, mas hoje eu vou te ajudar a entender melhor.

Ex: Muitas vezes, com tantas informações, você fica em dúvida entre escolher entre low carb ou outras dietas, mas hoje eu vou te ajudar a entender melhor.

SLIDE 03

•••

Escolha X se:

[coloque uma série de informações]

Ex:

- Quiser perder peso
- Não estiver preocupada em ganhar massa muscular
- Não precisar de um gasto significativo de energia no dia a dia



.....



SLIDE 04

• • •

Escolha Y se:

[coloque mais uma série de informações]

Ex:

- **Seu foco for ganho de massa muscular**
- **Suas atividades do dia a dia demandam muita energia**
- **Tiver alguma restrição de saúde**

SLIDE 05

• • •

Mas é claro que, se você quer mesmo ter resultados duradouros com [desejo da sua audiência], um [sua profissão] é o ideal para te ajudar!

Mas é claro que, se você quer mesmo ter resultados duradouros com emagrecimento, um nutricionista é o ideal para te ajudar!

SLIDE 06

• • •

Então, que tal [sua promessa irresistível]? Comenta 'eu quero' que vou te chamar no direct

Então, que tal perder 10kg de forma saudável em 30 dias?

Comenta 'eu quero' que vou te chamar no direct e te contar como!



• • •



CARROSEL 29

Conteúdo que desvenda um mito comum

Neste conteúdo, você vai selecionar uma mentira que é muito disseminada na sua área, ou um erro que as pessoas cometem, e vai desmistificar para a sua audiência. Depois, vai mostrar o que realmente funciona e oferecer seu método. É uma forma de educar + mostrar autoridade + vender.

SLIDE 01

• • •

O [seu serviço] não vai acabar com seu [algo que é importante para sua audiência]

Ex: A terapia não vai acabar com o seu casamento.

SLIDE 02

• • •

Se você já sofreu com a ideia de que [cite o problema], pode ficar tranquila...

Se você já sofreu com a ideia de que entrando na terapia, vai querer terminar seu casamento, fique tranquila...



.....



SLIDE 03

•••

A verdade é que [traga motivos que provem o contrário do que a pessoa pensa]

Ex: A verdade é que a terapia traz soluções para a sua vida. Ela te convida a repensar sua forma de se comunicar, sua forma de ver as coisas, e pode até ser benéfica para o seu relacionamento.

SLIDE 04

•••

Então, é uma completa mentira que [cite o mito].

Na verdade, [cite o que é real]

Ex: Então, é uma completa mentira que a terapia destrói relacionamentos.

Na verdade, ela salva muitos deles.

SLIDE 05

•••

Agora não tem mais desculpas para não ter [seu produto/serviço], não é mesmo?

Comenta 'eu quero' que vou te chamar no direct!

Ex: Agora não tem mais desculpas para fugir da terapia, não é mesmo?

Comenta 'eu quero' que vou te chamar no direct!



.....



CARROSEL 30

Conteúdo com promessa específica

Aqui você vai criar uma promessa a partir de algo específico que a sua audiência deseja muito, e toda a sua narrativa vai girar em torno disso. Promessa específica + desejo + oferta é uma tática infalível de venda.

SLIDE 01

•••

O que [seu produto/serviço] vai mudar na sua vida?
Vem que eu vou te mostrar

SLIDE 02

•••

Talvez você esteja se perguntando...
'Ok, mas porque a [seu nome] fala tanto desse [produto/serviço]?'
É porque eu realmente acredito e vejo NA PRÁTICA o poder de transformação dele...

SLIDE 03

•••

Olha só...
[depoimentos das suas clientes]



.....



SLIDE 04

•••

Eu não quero mais ver pessoas paradas, sofrendo por não poder [cite a maior dor do seu cliente. O que eu quero é que você [cite o maior sonho dele].

Ex: Eu não quero mais ver pessoas paradas, sofrendo em trabalhos que elas odeiam. O que eu quero é ver você construindo o seu negócio, vivendo do trabalho que você ama.

SLIDE 05

•••

Por isso, você não pode mais esperar. Eu não quero que você deixe passar mais nem um segundo da sua vida sem viver o que você realmente merece, que é isso aqui:

[insira imagens que representem a vida dos sonhos da sua audiência]

SLIDE 06

•••

Você vem comigo? Comenta SIM que eu vou te chamar no direct para essa jornada especial.



•••



4/4

1/4



**postar pra
vender**



• • •





50 High-ticket prompts (1)

1. "What are the most common challenges that my target audience faces in relation to the _____ I offer? Can you suggest some specific pain points?"
2. "How can I use Chat GPT to provide personalized guidance and support to clients enrolled in my _____? Can you suggest some ways to tailor my responses to each client's needs?"
3. "What specific results can my _____ deliver to clients? Can you suggest some possible outcomes?"
4. "What are some frequently asked questions that clients have about my _____? Can you provide some sample questions and answers?"
5. "Can you help me brainstorm a compelling hook or angle for my _____ that will grab my target audience's attention? Can you suggest some hook/angle templates or examples?"
6. "How can I use social proof to demonstrate the value of my _____ to potential clients? Can you suggest some types of social proof that work well?"
7. "What are some effective email marketing strategies for promoting my _____ to potential clients? Can you suggest some email templates or examples?"
8. "How can I create a sense of urgency around my _____ without appearing pushy or manipulative? Can you suggest some scarcity tactics or urgency-building strategies?"

9. "How can I use retargeting to reach potential clients who have shown interest in my _____? Can you suggest some retargeting tactics or examples?"
10. "How can I use customer feedback to refine and improve my _____? Can you suggest some ways to collect and analyze client feedback?"
11. "What are some effective ways to structure and package my _____ to maximize its value for clients? Can you suggest some package or pricing models?"
12. "How can I use social media marketing to reach a wider audience with my _____? Can you suggest some social media strategies or templates?"
13. "How can I use Chat GPT or other AI-powered tools to provide support and guidance to clients enrolled in my _____? Can you suggest some AI tools that work well?"
14. "How can I use client testimonials and case studies to demonstrate the value of my _____ to potential clients? Can you suggest some ways to gather and feature client feedback?"
15. "What are some effective upselling and cross-selling strategies that I can use to increase the value of each client transaction? Can you suggest some product or service bundles that work well?"
16. "How can I use email segmentation to provide a more targeted and relevant experience for clients enrolled in my _____? Can you suggest some ways to segment my email list?"
17. "How can I use video marketing to promote my _____ to potential clients? Can you suggest some video templates or examples?"
18. "How can I use webinars to educate my target audience about the _____ my program covers? Can you suggest some webinar formats or examples?"
19. "How can I use social media advertising to reach a wider audience and promote my _____? Can you suggest some social media advertising channels or tactics?"
20. "How can I use customer personas to better understand the needs and preferences of my target audience interested in my _____? Can you suggest some customer persona templates or examples?"
21. "How can I use A/B testing to optimize my marketing campaigns and improve my conversion rates for my _____? Can you suggest some A/B testing tools or

strategies?"

22. "What are some effective ways to use paid advertising to drive traffic to my _____? Can you suggest some paid advertising channels or tactics?"
23. "How can I use web copy and landing pages to create a sense of excitement and anticipation around my _____? Can you suggest some landing page templates or examples?"
24. "How can I use customer data and analytics to optimize my marketing campaigns and improve my conversion rates for my _____? Can you suggest some analytics tools or strategies?"
25. "What are some effective ways to use customer surveys and polls to gather feedback and refine my _____? Can you suggest some survey or poll templates or examples?"
26. "How can I use chatbots to automate my customer support and provide a more efficient and personalized experience for clients enrolled in my _____? Can you suggest some chatbot tools or strategies?"
27. "What are some effective lead magnet ideas that I can use to capture the contact information of potential clients interested in my _____? Can you suggest some lead magnet templates or examples?"
28. "How can I use email automation to save time and streamline my marketing efforts for my _____? Can you suggest some email automation tools or strategies?"
29. "How can I use customer personas to better understand the needs and preferences of my target audience interested in my _____? Can you suggest some customer persona templates or examples?"
30. "How can I use social media advertising to reach a wider audience and promote my _____? Can you suggest some social media advertising channels or tactics?"
31. "How can I use A/B testing to optimize my marketing campaigns and improve my conversion rates for my _____? Can you suggest some A/B testing tools or strategies?"
32. "How can I use lead scoring to prioritize my sales efforts and focus on the most promising leads interested in my _____? Can you suggest some lead scoring tools or strategies?"

33. "How can I use customer feedback to create a better customer experience and promote my _____ to potential clients? Can you suggest some feedback collection and analysis tools or strategies?"
34. "What are some effective ways to use webinars and training sessions to build a sense of community around my _____ and foster client loyalty? Can you suggest some community-building tactics or examples?"
35. "How can I use storytelling to make my _____ more engaging and relatable to my target audience? Can you suggest some storytelling tactics or frameworks?"
36. "What are some effective ways to create a sense of value and exclusivity around my _____? Can you suggest some value-adding strategies or tactics?"
37. "How can I use customer feedback to identify areas for improvement in my _____ and make it even more valuable to clients? Can you suggest some feedback analysis tools or strategies?"
38. "What are some effective ways to use testimonials and case studies to demonstrate the results my _____ can deliver? Can you suggest some testimonial or case study templates or examples?"
39. "How can I use social media listening to monitor conversations about my _____ and identify areas for improvement? Can you suggest some social media listening tools or strategies?"
40. "How can I use micro-influencers to promote my _____ to a more targeted audience? Can you suggest some micro-influencer tactics or examples?"
41. "How can I use affiliate marketing to reach a wider audience and increase sales for my _____? Can you suggest some affiliate marketing tactics or platforms?"
42. "How can I use video marketing to demonstrate the value of my _____ and build trust with my target audience? Can you suggest some video marketing templates or examples?"
43. "How can I use web copy and landing pages to highlight the benefits of my _____ and encourage clients to make a purchase? Can you suggest some landing page templates or examples?"
44. "What are some effective email marketing strategies for building relationships with clients and promoting my _____? Can you suggest some email marketing templates or examples?"

45. "How can I use customer data and analytics to personalize my marketing efforts and improve the customer experience for my _____? Can you suggest some analytics tools or strategies?"
46. "How can I use retargeting to reach potential clients who have shown interest in my _____ and encourage them to make a purchase? Can you suggest some retargeting tactics or examples?"
47. "What are some effective ways to use gamification to make my _____ more engaging and fun for clients? Can you suggest some gamification tactics or examples?"
48. "How can I use chatbots to provide support and guidance to clients enrolled in my _____ and streamline the delivery process? Can you suggest some chatbot tools or strategies?"
49. "How can I use webinars and group coaching sessions to build a sense of community around my _____ and foster client loyalty? Can you suggest some community-building tactics or examples?"
50. "How can I use customer feedback and data to identify opportunities for new high-ticket services or consulting packages that can solve the problems my target audience faces? Can you suggest some data analysis tools or strategies?"



50 High-ticket prompts (1)

1. "Quais são os desafios mais comuns que meu público-alvo enfrenta em relação ao _____ que ofereço? Você pode sugerir alguns pontos problemáticos específicos?"
2. "Como posso usar o Chat GPT para fornecer orientação e suporte personalizados aos clientes inscritos no meu _____? Você pode sugerir algumas maneiras de adaptar minhas respostas às necessidades de cada cliente?"
3. "Que resultados específicos meu _____ pode oferecer aos clientes? Você pode sugerir alguns resultados possíveis?"
4. "Quais são algumas perguntas frequentes que os clientes têm sobre meu _____? Você pode fornecer alguns exemplos de perguntas e respostas?"
5. "Você pode me ajudar a pensar em um gancho ou ângulo atraente para meu _____ que chamará a atenção do meu público-alvo? Você pode sugerir alguns modelos ou exemplos de ganchos/ângulos?"
6. "Como posso usar a prova social para demonstrar o valor do meu _____ para clientes em potencial? Você pode sugerir alguns tipos de prova social que funcionam bem?"
7. "Quais são algumas estratégias eficazes de marketing por e-mail para promover meu _____ a clientes em potencial? Você pode sugerir alguns modelos ou

exemplos de e-mail?"

8. "Como posso criar um senso de urgência em torno do meu _____ sem parecer agressivo ou manipulador? Você pode sugerir algumas táticas de escassez ou estratégias de construção de urgência?"
9. "Como posso usar o redirecionamento para alcançar clientes em potencial que demonstraram interesse em meu _____? Você pode sugerir algumas táticas ou exemplos de redirecionamento?"
10. "Como posso usar o feedback do cliente para refinar e melhorar meu _____? Você pode sugerir algumas maneiras de coletar e analisar o feedback do cliente?"
11. "Quais são algumas maneiras eficazes de estruturar e empacotar meu _____ para maximizar seu valor para os clientes? Você pode sugerir algum pacote ou modelos de preços?"
12. "Como posso usar o marketing de mídia social para atingir um público mais amplo com meu _____? Você pode sugerir algumas estratégias ou modelos de mídia social?"
13. "Como posso usar o Chat GPT ou outras ferramentas de IA para fornecer suporte e orientação aos clientes inscritos no meu _____? Você pode sugerir algumas ferramentas de IA que funcionam bem?"
14. "Como posso usar depoimentos de clientes e estudos de caso para demonstrar o valor do meu _____ para clientes em potencial? Você pode sugerir algumas maneiras de coletar e apresentar o feedback do cliente?"
15. "Quais são algumas estratégias eficazes de upselling e cross-selling que posso usar para aumentar o valor de cada transação do cliente? Você pode sugerir alguns pacotes de produtos ou serviços que funcionem bem?"
16. "Como posso usar a segmentação de e-mail para fornecer uma experiência mais direcionada e relevante para clientes inscritos no meu _____? Você pode sugerir algumas maneiras de segmentar minha lista de e-mail?"
17. "Como posso usar o marketing de vídeo para promover meu _____ para clientes em potencial? Você pode sugerir alguns modelos ou exemplos de vídeo?"
18. "Como posso usar webinars para educar meu público-alvo sobre o _____ que meu programa cobre? Você pode sugerir alguns formatos ou exemplos de webinar?"

19. "Como posso usar a publicidade em mídia social para atingir um público mais amplo e promover meu _____? Você pode sugerir alguns canais ou táticas de publicidade em mídia social?"
20. "Como posso usar personas de clientes para entender melhor as necessidades e preferências de meu público-alvo interessado em meu _____? Você pode sugerir alguns modelos ou exemplos de personas de clientes?"
21. "Como posso usar o teste A/B para otimizar minhas campanhas de marketing e melhorar minhas taxas de conversão para meu _____? Você pode sugerir algumas ferramentas ou estratégias de teste A/B?"
22. "Quais são algumas maneiras eficazes de usar publicidade paga para direcionar tráfego para meu _____? Você pode sugerir alguns canais ou táticas de publicidade paga?"
23. "Como posso usar o texto da web e as páginas de destino para criar uma sensação de empolgação e antecipação em relação ao meu _____? Você pode sugerir alguns modelos ou exemplos de páginas de destino?"
24. "Como posso usar dados e análises de clientes para otimizar minhas campanhas de marketing e melhorar minhas taxas de conversão para meu _____? Você pode sugerir algumas ferramentas ou estratégias de análise?"
25. "Quais são algumas maneiras eficazes de usar pesquisas e enquetes com clientes para obter feedback e refinar meu _____? Você pode sugerir alguns modelos ou exemplos de pesquisas ou enquetes?"
26. "Como posso usar chatbots para automatizar meu suporte ao cliente e fornecer uma experiência mais eficiente e personalizada para os clientes cadastrados no meu _____? Você pode sugerir algumas ferramentas ou estratégias de chatbot?"
27. "Quais são algumas ideias eficazes de iscas digitais que posso usar para capturar as informações de contato de clientes em potencial interessados em meu _____? Você pode sugerir alguns modelos ou exemplos de iscas digitais?"
28. "Como posso usar a automação de e-mail para economizar tempo e simplificar meus esforços de marketing para meu _____? Você pode sugerir algumas ferramentas ou estratégias de automação de e-mail?"
29. "Como posso usar personas de clientes para entender melhor as necessidades e preferências do meu público-alvo interessado em meu _____? Você pode

sugerir alguns modelos ou exemplos de personas de clientes?"

30. "Como posso usar a publicidade em mídia social para atingir um público mais amplo e promover meu _____? Você pode sugerir alguns canais ou táticas de publicidade em mídia social?"
31. "Como posso usar o teste A/B para otimizar minhas campanhas de marketing e melhorar minhas taxas de conversão para meu _____? Você pode sugerir algumas ferramentas ou estratégias de teste A/B?"
32. "Como posso usar a pontuação de leads para priorizar meus esforços de vendas e focar nos leads mais promissores interessados em meu _____? Você pode sugerir algumas ferramentas ou estratégias de pontuação de leads?"
33. "Como posso usar o feedback do cliente para criar uma melhor experiência do cliente e promover meu _____ para clientes em potencial? Você pode sugerir alguma coleta de feedback e ferramentas ou estratégias de análise?"
34. "Quais são algumas maneiras eficazes de usar webinars e sessões de treinamento para criar um senso de comunidade em torno do meu _____ e promover a fidelidade do cliente? Você pode sugerir algumas táticas ou exemplos de construção de comunidade?"
35. "Como posso usar a narrativa para tornar meu _____ mais envolvente e relacionável com meu público-alvo? Você pode sugerir algumas táticas ou estruturas de narrativa?"
36. "Quais são algumas maneiras eficazes de criar um senso de valor e exclusividade em torno do meu _____? Você pode sugerir algumas estratégias ou táticas que agregam valor?"
37. "Como posso usar o feedback do cliente para identificar áreas de melhoria em meu _____ e torná-lo ainda mais valioso para os clientes? Você pode sugerir algumas ferramentas ou estratégias de análise de feedback?"
38. "Quais são algumas maneiras eficazes de usar depoimentos e estudos de caso para demonstrar os resultados que meu _____ pode fornecer? Você pode sugerir alguns modelos ou exemplos de depoimentos ou estudos de caso?"
39. "Como posso usar a escuta de mídia social para monitorar conversas sobre meu _____ e identificar áreas de melhoria? Você pode sugerir algumas ferramentas ou estratégias de escuta de mídia social?"
40. "Como posso usar microinfluenciadores para promover meu _____ para um público mais direcionado? Você pode sugerir algumas táticas ou exemplos de

microinfluenciadores?"

41. "Como posso usar o marketing de afiliados para atingir um público mais amplo e aumentar as vendas para meu _____? Você pode sugerir algumas táticas ou plataformas de marketing de afiliados?"
42. "Como posso usar o marketing de vídeo para demonstrar o valor do meu _____ e criar confiança com meu público-alvo? Você pode sugerir alguns modelos ou exemplos de marketing de vídeo?"
43. "Como posso usar o texto da web e as páginas de destino para destacar os benefícios do meu _____ e incentivar os clientes a fazer uma compra? Você pode sugerir alguns modelos ou exemplos de páginas de destino?"
44. "Quais são algumas estratégias eficazes de marketing por e-mail para construir relacionamentos com clientes e promover meu _____? Você pode sugerir alguns modelos ou exemplos de marketing por e-mail?"
45. "Como posso usar dados e análises de clientes para personalizar meus esforços de marketing e melhorar a experiência do cliente para meu _____? Você pode sugerir algumas ferramentas ou estratégias de análise?"
46. "Como posso usar o redirecionamento para alcançar clientes em potencial que demonstraram interesse em meu _____ e incentivá-los a fazer uma compra? Você pode sugerir algumas táticas ou exemplos de redirecionamento?"
47. "Quais são algumas maneiras eficazes de usar a gamificação para tornar meu _____ mais atraente e divertido para os clientes? Você pode sugerir algumas táticas ou exemplos de gamificação?"
48. "Como posso usar chatbots para fornecer suporte e orientação aos clientes inscritos no meu _____ e agilizar o processo de entrega? Você pode sugerir algumas ferramentas ou estratégias de chatbot?"
49. "Como posso usar webinars e sessões de coaching em grupo para criar um senso de comunidade em torno do meu _____ e promover a fidelidade do cliente? Você pode sugerir algumas táticas ou exemplos de construção de comunidade?"
50. "Como posso usar o feedback e os dados do cliente para identificar oportunidades para novos serviços caros ou pacotes de consultoria que possam resolver os problemas que meu público-alvo enfrenta? Você pode sugerir algumas ferramentas ou estratégias de análise de dados?"



50 Prompts & Questions to Build an Email Marketing Strategy (1)

1. What is email marketing and why is it important for my business?"
2. "What are the benefits of building an email list for my business?"
3. "What are the best practices for email marketing in 2022?"
4. "How can I create an effective email marketing strategy?"
5. "What are the different types of emails that I can send to my subscribers?"
6. "How do I write an effective email subject line that will grab my subscribers' attention?"
7. "What kind of content should I include in my emails?"
8. "How often should I send emails to my subscribers?"
9. "What is a lead magnet and how can I use it to grow my email list?"
10. "What are some examples of effective lead magnets?"
11. "How can I optimize my email sign-up forms to increase conversions?"
12. "What is a welcome email and why is it important?"

13. "What should I include in my welcome email?"
14. "What is an onboarding email series and how can I use it to educate and engage my subscribers?"
15. "What kind of content should I include in my onboarding emails?"
16. "How can I create a cart abandonment email that will encourage subscribers to complete their purchase?"
17. "What kind of promotions or incentives should I offer in my emails?"
18. "How can I segment my email list to deliver more targeted and personalized content to subscribers?"
19. "What are some effective ways to re-engage inactive subscribers?"
20. "How can I use social proof and user-generated content to build trust and credibility with my subscribers?"
21. "What are the best practices for email design and layout?"
22. "How can I optimize my emails for mobile devices?"
23. "What kind of calls-to-action should I include in my emails?"
24. "What are some effective ways to measure the success of my email marketing campaigns?"
25. "How can I use A/B testing to optimize my email content and design?"
26. "What is email automation and how can I use it to save time and increase efficiency?"
27. "What are some examples of effective email automation workflows?"
28. "What are the best practices for email deliverability and avoiding spam filters?"
29. "What is the best time of day to send emails to my subscribers?"
30. "How can I avoid common email marketing mistakes and pitfalls?"
31. "What are some effective ways to grow my email list organically?"
32. "How can I use email marketing to drive website traffic and conversions?"
33. "What are some effective ways to optimize my email content for SEO?"
34. "How can I use email marketing to build brand awareness and loyalty?"

35. "What are some effective ways to build relationships and foster engagement with my subscribers?"
36. "What are some effective ways to use email marketing to promote my products or services?"
37. "How can I use email marketing to generate leads and sales?"
38. "What are some effective ways to use email marketing to drive repeat business and customer retention?"
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50 Things I Wish I Learned Earlier as a Developer | by Piero Borrelli | JavaScript in Plain English

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A list of lessons to make you a better developer quickly

Photo by [John Schnobrich](#) on [Unsplash](#)

Lately, I posted an article explaining [how to fight your frustration and self-doubt as a developer](#). However, once I was done, I realized how many more lessons, apart from the ones shared in that piece, I had to learn the hard way.

The following is a series of that. **Lessons, habits, and things I wish I learned earlier in my career**. Once learned and internalized, they will be able to save you time, effort, and frustration in the long run.

“Growing means to leave stuff behind. The burdens and weights, the things that make it hard for you to truly fly and be the best you can”

Lessons

- Never think you will know *everything* about anything. Programming languages, algorithms, and software development, in general, is too vast to know in its entirety. [Save yourself time and frustration by recognizing you will never know something completely](#).
- Don't beat yourself up if you don't understand a new concept instantly. **Information needs to be processed in your brain**. Give a bird-eye to the concept and then come back later, over time, and iteratively to truly master it.
- If your brain is burning and you have been stuck in front of a problem for hours, [take a break from the computer and come back later with a fresh mind](#).
- **Don't compare yourself to other professionals around you**. Use them to understand your position, but recognize the uniqueness of your path and use yourself, your desires, and strengths as a platform to grow.
- Become proficient and go deep with your knowledge in at [least one programming language](#).
- [Learn shortcuts, tips, and tricks regarding your IDE of choice](#). It will save you an incredible amount of time
- Check your code 10, 100, 10000 times before [opening a pull request](#)
- Have a plan to prepare yourself for [smart working](#) when necessary during these times
- Learn how to use Google as [your best friend](#) to find solutions online

- Never underestimate the importance of the stack trace when debugging errors
- Workout, even every day if possible. Sitting in front of a computer for hours is incredibly unhealthy and you need to cope with that
- Be picky when you can about your next company. You always deserve the best, and a place that will make you grow as a professional
- Never settle for something that doesn't respect certain standards of quality
- Never push untested code
- Don't be afraid to ask your seniors for help
- Before asking for help, try 100 times to solve the problem by yourself, that's when you will learn the most
- Never stop learning new things
- Don't take corrections and critiques to your code personally
- Dedicate time outside of your daily job to improve your career
- Try to learn a new concept every day
- Always seek for tasks that put you out of your comfort zone, since that's when you're growing the most
- Discover all the hidden powers and things you can do with the Chrome developer's tools
- Take some time away from the keyboard once in a while
- Deeply think about the problem and a solution before writing code
- Have in mind how you will test each piece of code before you even write it
- Always use a linter to uniform your code
- Adopt a coding style and adopt it consistently in your code
- Refactor more than one time, to truly get to the best solution
- Stop binge-watching tutorials and start your projects
- Create your personal brand and authority online
- Master soft skills to become a true professional
- Always respect other people's ideas
- Express your idea without diminishing other people's ones

- Take action now, don't wait for willingness to come from the sky and hit you in the head
- If you have time, blog about what you're learning. Teaching is an incredible way to learn something better yourself
- Get a developer's profile on Twitter and share your ideas
- Try to work on something meaningful and of impact, that will help others and possibly make their life better

That was it for this article. As always, thanks for reading and keep new ideas and comments flowing in the section below.

— Piero



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100 Copywriting Prompts & Questions

1. How can I use the AIDA model to write compelling product descriptions?
2. What are some techniques I can use to create a sense of urgency in my sales copy?
3. How can I use storytelling to engage my audience and increase conversions?
4. What are the key elements of a persuasive headline?
5. How can I use social proof to build trust with my customers?
6. What is the PAS formula, and how can I use it to structure my sales copy?
7. How can I use the FAB model to highlight the benefits of my products?
8. What are some strategies for writing effective email subject lines?
9. How can I use the PAS model to write compelling ad copy?
10. What is the problem-agitate-solve approach, and how can I use it in my sales copy?
11. How can I use the 4 P's (product, price, promotion, and place) to create a comprehensive marketing plan?

12. What is the "hook" in copywriting, and how can I use it to capture my audience's attention?
13. How can I use emotional appeals in my copywriting to connect with my audience?
14. What is the difference between features and benefits, and how can I use them in my copywriting?
15. How can I use the PAS model to write effective landing page copy?
16. What are some techniques for writing effective calls-to-action?
17. How can I use the "before and after" technique to show the benefits of my products?
18. What is the "scarcity" principle, and how can I use it in my copywriting?
19. How can I use the "fear of missing out" (FOMO) in my copywriting?
20. What are some common mistakes to avoid in copywriting?
21. How can I use the "pain point" approach to address my customers' needs?
22. What are some tips for writing effective product descriptions?
23. How can I use the "testimonial" approach to build trust with my customers?
24. What are some common objections customers may have, and how can I address them in my copywriting?
25. How can I use the "listicle" approach in my copywriting?
26. What are some techniques for writing effective headlines for blog posts?
27. How can I use the "how-to" approach in my copywriting?
28. What are some strategies for writing effective social media copy?
29. How can I use the "checklist" approach in my copywriting?
30. What is the "value proposition," and how can I use it in my copywriting?
31. How can I use the "open loop" technique to keep my audience engaged?
32. What are some tips for writing effective product reviews?
33. How can I use the "call-and-response" approach to engage my audience?
34. What is the "unique selling proposition" (USP), and how can I use it in my copywriting?

35. How can I use the "how-to" approach to create tutorial videos?
36. What are some strategies for writing effective email newsletters?
37. How can I use the "story arc" approach to create compelling content?
38. What is the "core benefit," and how can I use it in my copywriting?
39. How can I use the "surprise" technique to capture my audience's attention?
40. What are some tips for writing effective subject lines for email newsletters?
41. How can I use the "bucket brigade" technique to keep my audience engaged?
42. What is the "elevator pitch," and how can I use it in my copy?
43. How can I use the "how it works" approach to explain my product or service?
44. What is the "power of three" principle, and how can I use it in my copywriting?
45. How can I use the "reverse psychology" technique to persuade my audience?
46. What are some strategies for writing effective video scripts?
47. How can I use the "conversational tone" approach to connect with my audience?
48. What is the "big idea," and how can I use it in my copywriting?
49. How can I use the "attention-grabbing statistic" approach to capture my audience's attention?
50. What are some tips for writing effective subheadings in my copywriting?
51. How can I use the "surprise ending" approach to create memorable content?
52. What is the "benefits over features" approach, and how can I use it in my copywriting?
53. How can I use the "imagery" approach to make my copywriting more engaging?
54. What are some strategies for writing effective product comparisons?
55. How can I use the "storytelling arc" to structure my content?
56. What is the "aspirational" approach, and how can I use it in my copywriting?
57. How can I use the "question and answer" format to address my audience's concerns?
58. What are some tips for writing effective headlines for social media posts?
59. How can I use the "emotional trigger" technique to motivate my audience?

60. What is the "inverted pyramid" approach, and how can I use it in my copywriting?
61. How can I use the "pacing and timing" approach to keep my audience engaged?
62. What are some strategies for writing effective product demos?
63. How can I use the "offer scarcity" approach to increase conversions?
64. What is the "negative space" principle, and how can I use it in my design and copywriting?
65. How can I use the "excitement and curiosity" approach to create buzz around my product or service?
66. What are some tips for writing effective captions for social media posts?
67. How can I use the "slippery slope" technique to persuade my audience to take action?
68. What is the "unique angle" approach, and how can I use it in my copywriting?
69. How can I use the "pop culture reference" approach to make my content more relatable?
70. What are some strategies for writing effective case studies?
71. How can I use the "social comparison" approach to appeal to my audience's sense of identity?
72. What is the "concise and clear" principle, and how can I use it in my copywriting?
73. How can I use the "power of association" technique to build trust with my audience?
74. What are some tips for writing effective product tutorials?
75. How can I use the "inclusivity and diversity" approach to make my content more inclusive?
76. What is the "bold and daring" approach, and how can I use it in my copywriting?
77. How can I use the "brand personality" approach to build a strong brand image?
78. What are some strategies for writing effective customer testimonials?
79. How can I use the "reframe the problem" technique to offer a new perspective to my audience?
80. What is the "mood and tone" principle, and how can I use it in my copywriting?

81. How can I use the "celebrity endorsement" approach to build credibility for my product or service?
82. What are some tips for writing effective email subject lines to improve open rates?
83. How can I use the "pain and pleasure" approach to motivate my audience to take action?
84. What is the "social proof multiplier" principle, and how can I use it in my copywriting?
85. How can I use the "wordplay and puns" approach to make my copywriting more memorable?
86. What are some strategies for writing effective blog posts?
87. How can I use the "personal touch" approach to connect with my audience?
88. What is the "emotional journey" principle, and how can I use it in my copywriting?
89. How can I use the "reverse psychology" approach to change my audience's perspective?
90. What are some tips for writing effective product packaging copy?
91. How can I use the "personalization and customization" approach to make my content more relevant to my audience?
92. What is the "power of one" principle, and how can I use it in my copywriting?
93. How can I use the "metaphor and analogy" approach to explain complex ideas?
94. What are some strategies for writing effective press releases?
95. How can I use the "content curation" approach to create valuable content for my audience?
96. What is the "pattern interrupt" technique, and how can I use it to capture my audience's attention?
97. How can I use the "social responsibility" approach to show my brand's values?
98. What are some tips for writing effective call-to-action (CTA) buttons?
99. How can I use the "contrasting benefits" approach to highlight the unique value of my product or service?

00. What is the "power of repetition" principle, and how can I use it in my copywriting?



100 Copywriting Prompts & Questions

1. How can I use the AIDA model to write compelling product descriptions?
2. What are some techniques I can use to create a sense of urgency in my sales copy?
3. How can I use storytelling to engage my audience and increase conversions?
4. What are the key elements of a persuasive headline?
5. How can I use social proof to build trust with my customers?
6. What is the PAS formula, and how can I use it to structure my sales copy?
7. How can I use the FAB model to highlight the benefits of my products?
8. What are some strategies for writing effective email subject lines?
9. How can I use the PAS model to write compelling ad copy?
10. What is the problem-agitate-solve approach, and how can I use it in my sales copy?
11. How can I use the 4 P's (product, price, promotion, and place) to create a comprehensive marketing plan?

12. What is the "hook" in copywriting, and how can I use it to capture my audience's attention?
13. How can I use emotional appeals in my copywriting to connect with my audience?
14. What is the difference between features and benefits, and how can I use them in my copywriting?
15. How can I use the PAS model to write effective landing page copy?
16. What are some techniques for writing effective calls-to-action?
17. How can I use the "before and after" technique to show the benefits of my products?
18. What is the "scarcity" principle, and how can I use it in my copywriting?
19. How can I use the "fear of missing out" (FOMO) in my copywriting?
20. What are some common mistakes to avoid in copywriting?
21. How can I use the "pain point" approach to address my customers' needs?
22. What are some tips for writing effective product descriptions?
23. How can I use the "testimonial" approach to build trust with my customers?
24. What are some common objections customers may have, and how can I address them in my copywriting?
25. How can I use the "listicle" approach in my copywriting?
26. What are some techniques for writing effective headlines for blog posts?
27. How can I use the "how-to" approach in my copywriting?
28. What are some strategies for writing effective social media copy?
29. How can I use the "checklist" approach in my copywriting?
30. What is the "value proposition," and how can I use it in my copywriting?
31. How can I use the "open loop" technique to keep my audience engaged?
32. What are some tips for writing effective product reviews?
33. How can I use the "call-and-response" approach to engage my audience?
34. What is the "unique selling proposition" (USP), and how can I use it in my copywriting?

35. How can I use the "how-to" approach to create tutorial videos?
36. What are some strategies for writing effective email newsletters?
37. How can I use the "story arc" approach to create compelling content?
38. What is the "core benefit," and how can I use it in my copywriting?
39. How can I use the "surprise" technique to capture my audience's attention?
40. What are some tips for writing effective subject lines for email newsletters?
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99. How can I use the "contrasting benefits" approach to highlight the unique value of my product or service?

00. What is the "power of repetition" principle, and how can I use it in my copywriting?



100 Social Media Strategy Prompts (1)

1. "What social media platforms are best for promoting my digital products? Can you suggest some platforms that work well for organic promotion?"
2. "How can I use social media to build trust and credibility with potential customers before they make a purchase? Can you suggest some credibility-building tactics or strategies?"
3. "What are some effective ways to use social media to showcase the benefits and unique features of my digital products? Can you suggest some benefits-focused marketing strategies?"
4. "How can I use social media to target my ideal customers and increase my chances of making a sale? Can you suggest some targeting or audience segmentation strategies?"
5. "What are some effective ways to use social media to create a sense of urgency and encourage potential customers to take action? Can you suggest some urgency-building strategies?"
6. "How can I use social media to provide value to my followers and establish myself as an authority in my niche? Can you suggest some thought leadership strategies or tactics?"

7. "What are some effective ways to use social media to highlight customer success stories and testimonials? Can you suggest some customer success story formats or examples?"
8. "How can I use social media to drive traffic to my website and increase conversions for my digital products? Can you suggest some traffic-driving strategies?"
9. "What are some effective ways to use social media to collaborate with other entrepreneurs and expand my reach? Can you suggest some collaboration or cross-promotion strategies?"
10. "How can I use social media to create a strong visual identity and brand for my digital products? Can you suggest some visual branding tactics or strategies?"
11. "What are some effective ways to use Instagram to promote my digital products? Can you suggest some Instagram marketing strategies or examples?"
12. "How can I use Facebook to reach a wider audience and increase my sales for my digital products? Can you suggest some Facebook marketing strategies or tactics?"
13. "What are some effective ways to use Twitter to build relationships and increase my brand awareness for my digital products? Can you suggest some Twitter marketing strategies or examples?"
14. "How can I use LinkedIn to target business professionals and promote my digital products to a more professional audience? Can you suggest some LinkedIn marketing strategies or tactics?"
15. "What are some effective ways to use Pinterest to showcase the visual elements of my digital products and attract potential customers? Can you suggest some Pinterest marketing strategies or examples?"
16. "How can I use TikTok to create engaging and viral content that promotes my digital products? Can you suggest some TikTok marketing strategies or examples?"
17. "What are some effective ways to use Clubhouse to connect with potential customers and promote my digital products through audio content? Can you suggest some Clubhouse marketing strategies or examples?"
18. "How can I use Snapchat to create fun and interactive content that promotes my digital products to a younger audience? Can you suggest some Snapchat marketing strategies or examples?"

19. "What are some effective ways to use YouTube to create video content that promotes my digital products and attracts potential customers? Can you suggest some YouTube marketing strategies or examples?"
20. "How can I use Reddit to connect with potential customers and promote my digital products to a more niche audience? Can you suggest some Reddit marketing strategies or examples?"
21. "What are some effective ways to use influencer marketing to promote my digital products through social media influencers? Can you suggest some influencer marketing strategies or tactics?"
22. "How can I use user-generated content to promote my digital products and engage my followers on social media? Can you suggest some user-generated content strategies or examples?"
23. "What are some effective ways to use hashtags to increase my reach and engagement on social media for my digital products? Can you suggest some hashtag strategies or best practices?"
24. "How can I use social media analytics to measure the performance of my organic social media strategy and improve my results? Can you suggest some analytics tools or strategies?"
25. "What are some effective ways to use social media to connect with potential customers and build relationships that lead to sales of my digital products? Can you suggest some relationship-building tactics or strategies?"
26. "How can I use social media to tap into trending topics and conversations in my niche and promote my digital products? Can you suggest some trend-jacking strategies or examples?"
27. "What are some effective ways to use social media to create contests and giveaways that attract potential customers and generate buzz around my digital products? Can you suggest some contest or giveaway formats or examples?"
28. "How can I use social media to provide customer support and answer questions about my digital products? Can you suggest some customer support strategies or tools?"
29. "What are some effective ways to use social media to create and promote events related to my digital products? Can you suggest some event marketing strategies or examples?"

30. "How can I use social media to target specific geographic regions and promote my digital products to a local audience? Can you suggest some local marketing strategies or tactics?"
31. "What are some effective ways to use social media to create and promote webinars and other online training sessions related to my digital products? Can you suggest some webinar or online training formats or examples?"
32. "How can I use social media to create and promote free resources related to my digital products, such as eBooks, whitepapers, or other downloads? Can you suggest some resource creation and promotion strategies?"
33. "What are some effective ways to use social media to partner with other entrepreneurs and brands in my niche and promote my digital products through their channels? Can you suggest some partnership or collaboration strategies or examples?"
34. "How can I use social media to provide previews and sneak peeks of my digital products that build excitement and anticipation among potential customers? Can you suggest some sneak peek or preview strategies or tactics?"
35. "What are some effective ways to use social media to highlight customer feedback and ratings related to my digital products and increase social proof? Can you suggest some feedback and rating highlighting strategies or examples?"
36. "How can I use social media to establish my brand as a thought leader in my niche and provide value to potential customers even before they make a purchase of my digital products? Can you suggest some thought leadership strategies or examples?"
37. "What are some effective ways to use social media to promote my digital products through micro-influencers or brand ambassadors who have a strong following in my niche? Can you suggest some micro-influencer or brand ambassador strategies or tactics?"
38. "How can I use social media to create and promote podcasts or other audio content related to my digital products that can reach potential customers through a different medium? Can you suggest some podcast or audio content creation and promotion strategies?"
39. "What are some effective ways to use social media to build a community around my digital products, where customers and followers can connect and engage

with one another? Can you suggest some community-building strategies or tactics?"

40. "How can I use social media to create and promote visual content related to my digital products, such as infographics or explainer videos, that can quickly convey the value and benefits of my products? Can you suggest some visual content creation and promotion strategies?"
41. "What are some effective ways to use social media to run paid advertising campaigns that promote my digital products to a targeted audience? Can you suggest some paid advertising strategies or channels?"
42. "How can I use social media to optimize my product pages on my website or eCommerce platform to increase conversions and drive sales of my digital products? Can you suggest some website or eCommerce optimization strategies?"
43. "What are some effective ways to use social media to create and promote live events related to my digital products, such as product launches or webinars? Can you suggest some live event creation and promotion strategies?"
44. "How can I use social media to engage with potential customers who have shown an interest in my digital products but have not yet made a purchase? Can you suggest some engagement strategies or tactics?"
45. "What are some effective ways to use social media to create and promote case studies or success stories related to my digital products, which can provide social proof and demonstrate the value of my products to potential customers? Can you suggest some case study or success story creation and promotion strategies?"
46. "How can I use social media to create and promote tutorials or how-to videos related to my digital products, which can help potential customers understand how to use my products and derive the most value from them? Can you suggest some tutorial or how-to video creation and promotion strategies?"
47. "What are some effective ways to use social media to create and promote user-generated content related to my digital products, which can provide social proof and engage potential customers in the buying process? Can you suggest some user-generated content creation and promotion strategies?"
48. "How can I use social media to run surveys or polls related to my digital products, which can help me better understand the needs and preferences of my

target audience and tailor my products accordingly? Can you suggest some survey or poll creation and promotion strategies?"

49. "What are some effective ways to use social media to create and promote quizzes or assessments related to my digital products, which can engage potential customers and help them self-assess their needs and suitability for my products? Can you suggest some quiz or assessment creation and promotion strategies?"
50. "How can I use social media to create and promote thought-provoking content related to my digital products, such as industry insights or trend analyses, which can position me as an expert and provide value to potential customers? Can you suggest some thought-provoking content creation and promotion strategies?"
51. "How can I use social media to create and promote thought-provoking content related to my digital products, such as industry insights or trend analyses, which can position me as an expert and provide value to potential customers? Can you suggest some thought-provoking content creation and promotion strategies?"
52. "What are some effective ways to use social media to create and promote seasonal or holiday-themed content related to my digital products, which can tap into seasonal trends and consumer behaviors? Can you suggest some seasonal or holiday-themed content creation and promotion strategies?"
53. "How can I use social media to create and promote product bundles or packages that offer greater value to potential customers and increase sales of my digital products? Can you suggest some product bundling and packaging strategies or examples?"
54. "What are some effective ways to use social media to create and promote limited-time offers or flash sales related to my digital products, which can create urgency and encourage potential customers to take action? Can you suggest some limited-time offer or flash sale creation and promotion strategies?"
55. "How can I use social media to create and promote customer loyalty programs or referral programs related to my digital products, which can encourage repeat business and word-of-mouth promotion? Can you suggest some loyalty program or referral program creation and promotion strategies or examples?"
56. "What are some effective ways to use social media to create and promote educational content related to my digital products, which can help potential customers understand how my products can solve their problems or meet their

needs? Can you suggest some educational content creation and promotion strategies?"

57. "How can I use social media to create and promote customer testimonials or reviews related to my digital products, which can provide social proof and help potential customers make informed decisions? Can you suggest some testimonial or review creation and promotion strategies?"
58. "What are some effective ways to use social media to partner with complementary businesses or influencers in my niche, and cross-promote my digital products
59. "Can you suggest some partnership or cross-promotion strategies or examples?"
60. "How can I use social media to create and promote free trials or demos of my digital products, which can give potential customers a taste of what they can expect and increase the likelihood of a purchase? Can you suggest some free trial or demo creation and promotion strategies?"
61. "What are some effective ways to use social media to target customer pain points and offer solutions through my digital products? Can you suggest some pain point targeting and solution-based marketing strategies or examples?"
62. "How can I use social media to create and promote FAQs related to my digital products, which can answer common customer questions and remove barriers to purchase? Can you suggest some FAQ creation and promotion strategies?"
63. "What are some effective ways to use social media to create and promote webinars or other online events that educate potential customers about my digital products and their benefits? Can you suggest some webinar or online event creation and promotion strategies or examples?"
64. "How can I use social media to segment my target audience and personalize my marketing messages for each segment, based on their interests and behaviors? Can you suggest some audience segmentation and personalization strategies or examples?"
65. "What are some effective ways to use social media to engage with potential customers and respond to their questions or concerns in a timely and helpful manner? Can you suggest some customer service or engagement best practices?"

66. "How can I use social media to build an email list and leverage email marketing to promote my digital products and nurture relationships with potential customers? Can you suggest some email list-building and marketing strategies or examples?"
67. "What are some effective ways to use social media to create and promote educational content related to my niche, which can attract potential customers and establish my brand as a thought leader in my industry? Can you suggest some educational content creation and promotion strategies or examples?"
68. "How can I use social media to create and promote interactive content related to my digital products, such as quizzes or surveys, that engage potential customers and provide valuable insights? Can you suggest some interactive content creation and promotion strategies or examples?"
69. "What are some effective ways to use social media to create and promote social proof, such as customer testimonials or case studies, that build trust and credibility with potential customers? Can you suggest some social proof creation and promotion strategies or examples?"
70. "How can I use social media to monitor and respond to reviews or feedback related to my digital products, and use that feedback to improve my products and customer service? Can you suggest some review monitoring and feedback response best practices?"
71. "What are some effective ways to use social media to create and promote user-generated content related to my digital products, such as social media posts or videos, that showcase the value and benefits of my products? Can you suggest some user-generated content creation and promotion strategies or examples?"
72. "How can I use social media to create and promote influencer partnerships, where influencers in my niche promote my digital products to their followers in exchange for compensation or other incentives? Can you suggest some influencer partnership creation and promotion strategies or examples?"
73. "What are some effective ways to use social media to segment my target audience and tailor my marketing messages to each segment, based on their demographic or psychographic characteristics? Can you suggest some audience segmentation and targeted marketing strategies or examples?"
74. "How can I use social media to monitor trends and conversations related to my niche or industry, and leverage those trends to promote my digital products and

engage potential customers? Can you suggest some trend monitoring and jacking strategies or examples?"

75. "What are some effective ways to use social media to create and promote live video content, such as webinars or Q&A sessions, that engage potential customers and showcase the value of my digital products? Can you suggest some live video content creation and promotion strategies or examples?"
76. "How can I use social media to partner with complementary businesses or brands in my niche, and create joint offers or promotions that promote my digital products to a wider audience? Can you suggest some partnership or joint promotion creation and promotion strategies or examples?"
77. "What are some effective ways to use social media to create and promote thought-provoking content, such as industry insights or trend analyses, that position me as an expert in my niche and provide value to potential customers? Can you suggest some thought-provoking content creation and promotion strategies or examples?"
78. "How can I use social media to showcase my brand personality and values, and create a relatable and authentic image that resonates with potential customers? Can you suggest some brand personality and values promotion strategies or examples?"
79. "What are some effective ways to use social media to build a referral program or loyalty program that rewards existing customers for promoting my digital products and encourages repeat business? Can you suggest some referral or loyalty program creation and promotion strategies or examples?"
80. "How can I use social media to create and promote limited-edition or exclusive versions of my digital products that create urgency and encourage potential customers to take action? Can you suggest some limited-edition or exclusive product creation and promotion strategies or examples?"
81. "What are some effective ways to use social media to create and promote gift guides or holiday-themed content that positions my digital products as ideal gifts for a specific occasion or recipient? Can you suggest some gift guide or holiday-themed content creation and promotion strategies or examples?"
82. "How can I use social media to create and promote case studies or success stories related to my digital products that showcase their real-world impact and provide social proof to potential customers? Can you suggest some case study or success story creation and promotion strategies or examples?"

83. "What are some effective ways to use social media to collaborate with industry influencers or experts in my niche, and create joint content or promotions that position my digital products as valuable resources in my industry? Can you suggest some influencer or expert collaboration creation and promotion strategies or examples?"
84. "How can I use social media to create and promote evergreen content related to my digital products, such as how-to guides or tutorials, that continue to provide value to potential customers over time? Can you suggest some evergreen content creation and promotion strategies or examples?"
85. "What are some effective ways to use social media to create and promote user-generated reviews or ratings of my digital products, and use that feedback to improve my products and customer service? Can you suggest some user-generated review or rating creation and promotion strategies or examples?"
86. "How can I use social media to build an engaged community of potential customers who share a common interest or need related to my digital products, and create content or promotions that cater to their unique needs or preferences? Can you suggest some community-building creation and promotion strategies or examples?"
87. "What are some effective ways to use social media to create and promote paid advertising campaigns that target a specific audience and drive sales of my digital products? Can you suggest some paid advertising creation and promotion strategies or channels?"
88. "How can I use social media to create and promote behind-the-scenes content related to my digital products, such as product development or team profiles, that humanize my brand and create a deeper connection with potential customers? Can you suggest some behind-the-scenes content creation and promotion strategies or examples?"
89. "What are some effective ways to use social media to create and promote affiliate marketing campaigns that incentivize other entrepreneurs or brands in my niche to promote my digital products in exchange for a commission or other compensation? Can you suggest some affiliate marketing creation and promotion strategies or examples?"
90. "How can I use social media to target potential customers who have previously shown an interest in my digital products, but have not yet made a purchase, with personalized and targeted messages that encourage them to take action? Can

you suggest some re-targeting or personalized marketing strategies or examples?"

91. "What are some effective ways to use social media to create and promote email marketing campaigns that educate potential customers about my digital products and their benefits, and encourage them to take action? Can you suggest some email marketing creation and promotion strategies or examples?"
92. "How can I use social media to monitor and respond to brand mentions or hashtags related to my digital products, and leverage those mentions to engage potential customers and promote my products? Can you suggest some social listening and engagement strategies or examples?"
93. "What are some effective ways to use social media to create and promote interactive contests or giveaways related to my digital products, that engage potential customers and build excitement around my brand? Can you suggest some interactive contest or giveaway creation and promotion strategies or examples?"
94. "How can I use social media to create and promote strategic partnerships with complementary businesses or brands in my niche, that offer cross-promotion opportunities and create a win-win scenario for both parties? Can you suggest some strategic partnership creation and promotion strategies or examples?"
95. "What are some effective ways to use social media to create and promote influencer marketing campaigns that leverage the reach and credibility of social media influencers in my niche, and promote my digital products to their followers? Can you suggest some influencer marketing creation and promotion strategies or examples?"
96. "How can I use social media to create and promote authentic and engaging stories related to my digital products, that showcase their benefits and connect with potential customers on a deeper level? Can you suggest some storytelling creation and promotion strategies or examples?"
97. "What are some effective ways to use social media to create and promote webinars or online courses related to my digital products, that educate potential customers and showcase the value of my products? Can you suggest some webinar or online course creation and promotion strategies or examples?"
98. "How can I use social media to create and promote a referral program that incentivizes existing customers to refer new customers to my digital products,

and drives word-of-mouth promotion? Can you suggest some referral program creation and promotion strategies or examples?"

99. "What are some effective ways to use social media to create and promote digital product bundles or packages that offer additional value and convenience to potential customers, and increase sales? Can you suggest some digital product bundling or packaging strategies or examples?"
00. "How can I use social media to build trust and credibility with potential customers by sharing testimonials, case studies, or other social proof related to my digital products, and addressing common objections or concerns? Can you suggest some social proof creation and promotion strategies or examples?"



100 Social Media Strategy Prompts (1)

1. "What social media platforms are best for promoting my digital products? Can you suggest some platforms that work well for organic promotion?"
2. "How can I use social media to build trust and credibility with potential customers before they make a purchase? Can you suggest some credibility-building tactics or strategies?"
3. "What are some effective ways to use social media to showcase the benefits and unique features of my digital products? Can you suggest some benefits-focused marketing strategies?"
4. "How can I use social media to target my ideal customers and increase my chances of making a sale? Can you suggest some targeting or audience segmentation strategies?"
5. "What are some effective ways to use social media to create a sense of urgency and encourage potential customers to take action? Can you suggest some urgency-building strategies?"
6. "How can I use social media to provide value to my followers and establish myself as an authority in my niche? Can you suggest some thought leadership strategies or tactics?"

7. "What are some effective ways to use social media to highlight customer success stories and testimonials? Can you suggest some customer success story formats or examples?"
8. "How can I use social media to drive traffic to my website and increase conversions for my digital products? Can you suggest some traffic-driving strategies?"
9. "What are some effective ways to use social media to collaborate with other entrepreneurs and expand my reach? Can you suggest some collaboration or cross-promotion strategies?"
10. "How can I use social media to create a strong visual identity and brand for my digital products? Can you suggest some visual branding tactics or strategies?"
11. "What are some effective ways to use Instagram to promote my digital products? Can you suggest some Instagram marketing strategies or examples?"
12. "How can I use Facebook to reach a wider audience and increase my sales for my digital products? Can you suggest some Facebook marketing strategies or tactics?"
13. "What are some effective ways to use Twitter to build relationships and increase my brand awareness for my digital products? Can you suggest some Twitter marketing strategies or examples?"
14. "How can I use LinkedIn to target business professionals and promote my digital products to a more professional audience? Can you suggest some LinkedIn marketing strategies or tactics?"
15. "What are some effective ways to use Pinterest to showcase the visual elements of my digital products and attract potential customers? Can you suggest some Pinterest marketing strategies or examples?"
16. "How can I use TikTok to create engaging and viral content that promotes my digital products? Can you suggest some TikTok marketing strategies or examples?"
17. "What are some effective ways to use Clubhouse to connect with potential customers and promote my digital products through audio content? Can you suggest some Clubhouse marketing strategies or examples?"
18. "How can I use Snapchat to create fun and interactive content that promotes my digital products to a younger audience? Can you suggest some Snapchat marketing strategies or examples?"

19. "What are some effective ways to use YouTube to create video content that promotes my digital products and attracts potential customers? Can you suggest some YouTube marketing strategies or examples?"
20. "How can I use Reddit to connect with potential customers and promote my digital products to a more niche audience? Can you suggest some Reddit marketing strategies or examples?"
21. "What are some effective ways to use influencer marketing to promote my digital products through social media influencers? Can you suggest some influencer marketing strategies or tactics?"
22. "How can I use user-generated content to promote my digital products and engage my followers on social media? Can you suggest some user-generated content strategies or examples?"
23. "What are some effective ways to use hashtags to increase my reach and engagement on social media for my digital products? Can you suggest some hashtag strategies or best practices?"
24. "How can I use social media analytics to measure the performance of my organic social media strategy and improve my results? Can you suggest some analytics tools or strategies?"
25. "What are some effective ways to use social media to connect with potential customers and build relationships that lead to sales of my digital products? Can you suggest some relationship-building tactics or strategies?"
26. "How can I use social media to tap into trending topics and conversations in my niche and promote my digital products? Can you suggest some trend-jacking strategies or examples?"
27. "What are some effective ways to use social media to create contests and giveaways that attract potential customers and generate buzz around my digital products? Can you suggest some contest or giveaway formats or examples?"
28. "How can I use social media to provide customer support and answer questions about my digital products? Can you suggest some customer support strategies or tools?"
29. "What are some effective ways to use social media to create and promote events related to my digital products? Can you suggest some event marketing strategies or examples?"

30. "How can I use social media to target specific geographic regions and promote my digital products to a local audience? Can you suggest some local marketing strategies or tactics?"
31. "What are some effective ways to use social media to create and promote webinars and other online training sessions related to my digital products? Can you suggest some webinar or online training formats or examples?"
32. "How can I use social media to create and promote free resources related to my digital products, such as eBooks, whitepapers, or other downloads? Can you suggest some resource creation and promotion strategies?"
33. "What are some effective ways to use social media to partner with other entrepreneurs and brands in my niche and promote my digital products through their channels? Can you suggest some partnership or collaboration strategies or examples?"
34. "How can I use social media to provide previews and sneak peeks of my digital products that build excitement and anticipation among potential customers? Can you suggest some sneak peek or preview strategies or tactics?"
35. "What are some effective ways to use social media to highlight customer feedback and ratings related to my digital products and increase social proof? Can you suggest some feedback and rating highlighting strategies or examples?"
36. "How can I use social media to establish my brand as a thought leader in my niche and provide value to potential customers even before they make a purchase of my digital products? Can you suggest some thought leadership strategies or examples?"
37. "What are some effective ways to use social media to promote my digital products through micro-influencers or brand ambassadors who have a strong following in my niche? Can you suggest some micro-influencer or brand ambassador strategies or tactics?"
38. "How can I use social media to create and promote podcasts or other audio content related to my digital products that can reach potential customers through a different medium? Can you suggest some podcast or audio content creation and promotion strategies?"
39. "What are some effective ways to use social media to build a community around my digital products, where customers and followers can connect and engage

with one another? Can you suggest some community-building strategies or tactics?"

40. "How can I use social media to create and promote visual content related to my digital products, such as infographics or explainer videos, that can quickly convey the value and benefits of my products? Can you suggest some visual content creation and promotion strategies?"
41. "What are some effective ways to use social media to run paid advertising campaigns that promote my digital products to a targeted audience? Can you suggest some paid advertising strategies or channels?"
42. "How can I use social media to optimize my product pages on my website or eCommerce platform to increase conversions and drive sales of my digital products? Can you suggest some website or eCommerce optimization strategies?"
43. "What are some effective ways to use social media to create and promote live events related to my digital products, such as product launches or webinars? Can you suggest some live event creation and promotion strategies?"
44. "How can I use social media to engage with potential customers who have shown an interest in my digital products but have not yet made a purchase? Can you suggest some engagement strategies or tactics?"
45. "What are some effective ways to use social media to create and promote case studies or success stories related to my digital products, which can provide social proof and demonstrate the value of my products to potential customers? Can you suggest some case study or success story creation and promotion strategies?"
46. "How can I use social media to create and promote tutorials or how-to videos related to my digital products, which can help potential customers understand how to use my products and derive the most value from them? Can you suggest some tutorial or how-to video creation and promotion strategies?"
47. "What are some effective ways to use social media to create and promote user-generated content related to my digital products, which can provide social proof and engage potential customers in the buying process? Can you suggest some user-generated content creation and promotion strategies?"
48. "How can I use social media to run surveys or polls related to my digital products, which can help me better understand the needs and preferences of my

target audience and tailor my products accordingly? Can you suggest some survey or poll creation and promotion strategies?"

49. "What are some effective ways to use social media to create and promote quizzes or assessments related to my digital products, which can engage potential customers and help them self-assess their needs and suitability for my products? Can you suggest some quiz or assessment creation and promotion strategies?"
50. "How can I use social media to create and promote thought-provoking content related to my digital products, such as industry insights or trend analyses, which can position me as an expert and provide value to potential customers? Can you suggest some thought-provoking content creation and promotion strategies?"
51. "How can I use social media to create and promote thought-provoking content related to my digital products, such as industry insights or trend analyses, which can position me as an expert and provide value to potential customers? Can you suggest some thought-provoking content creation and promotion strategies?"
52. "What are some effective ways to use social media to create and promote seasonal or holiday-themed content related to my digital products, which can tap into seasonal trends and consumer behaviors? Can you suggest some seasonal or holiday-themed content creation and promotion strategies?"
53. "How can I use social media to create and promote product bundles or packages that offer greater value to potential customers and increase sales of my digital products? Can you suggest some product bundling and packaging strategies or examples?"
54. "What are some effective ways to use social media to create and promote limited-time offers or flash sales related to my digital products, which can create urgency and encourage potential customers to take action? Can you suggest some limited-time offer or flash sale creation and promotion strategies?"
55. "How can I use social media to create and promote customer loyalty programs or referral programs related to my digital products, which can encourage repeat business and word-of-mouth promotion? Can you suggest some loyalty program or referral program creation and promotion strategies or examples?"
56. "What are some effective ways to use social media to create and promote educational content related to my digital products, which can help potential customers understand how my products can solve their problems or meet their

needs? Can you suggest some educational content creation and promotion strategies?"

57. "How can I use social media to create and promote customer testimonials or reviews related to my digital products, which can provide social proof and help potential customers make informed decisions? Can you suggest some testimonial or review creation and promotion strategies?"
58. "What are some effective ways to use social media to partner with complementary businesses or influencers in my niche, and cross-promote my digital products
59. "Can you suggest some partnership or cross-promotion strategies or examples?"
60. "How can I use social media to create and promote free trials or demos of my digital products, which can give potential customers a taste of what they can expect and increase the likelihood of a purchase? Can you suggest some free trial or demo creation and promotion strategies?"
61. "What are some effective ways to use social media to target customer pain points and offer solutions through my digital products? Can you suggest some pain point targeting and solution-based marketing strategies or examples?"
62. "How can I use social media to create and promote FAQs related to my digital products, which can answer common customer questions and remove barriers to purchase? Can you suggest some FAQ creation and promotion strategies?"
63. "What are some effective ways to use social media to create and promote webinars or other online events that educate potential customers about my digital products and their benefits? Can you suggest some webinar or online event creation and promotion strategies or examples?"
64. "How can I use social media to segment my target audience and personalize my marketing messages for each segment, based on their interests and behaviors? Can you suggest some audience segmentation and personalization strategies or examples?"
65. "What are some effective ways to use social media to engage with potential customers and respond to their questions or concerns in a timely and helpful manner? Can you suggest some customer service or engagement best practices?"

66. "How can I use social media to build an email list and leverage email marketing to promote my digital products and nurture relationships with potential customers? Can you suggest some email list-building and marketing strategies or examples?"
67. "What are some effective ways to use social media to create and promote educational content related to my niche, which can attract potential customers and establish my brand as a thought leader in my industry? Can you suggest some educational content creation and promotion strategies or examples?"
68. "How can I use social media to create and promote interactive content related to my digital products, such as quizzes or surveys, that engage potential customers and provide valuable insights? Can you suggest some interactive content creation and promotion strategies or examples?"
69. "What are some effective ways to use social media to create and promote social proof, such as customer testimonials or case studies, that build trust and credibility with potential customers? Can you suggest some social proof creation and promotion strategies or examples?"
70. "How can I use social media to monitor and respond to reviews or feedback related to my digital products, and use that feedback to improve my products and customer service? Can you suggest some review monitoring and feedback response best practices?"
71. "What are some effective ways to use social media to create and promote user-generated content related to my digital products, such as social media posts or videos, that showcase the value and benefits of my products? Can you suggest some user-generated content creation and promotion strategies or examples?"
72. "How can I use social media to create and promote influencer partnerships, where influencers in my niche promote my digital products to their followers in exchange for compensation or other incentives? Can you suggest some influencer partnership creation and promotion strategies or examples?"
73. "What are some effective ways to use social media to segment my target audience and tailor my marketing messages to each segment, based on their demographic or psychographic characteristics? Can you suggest some audience segmentation and targeted marketing strategies or examples?"
74. "How can I use social media to monitor trends and conversations related to my niche or industry, and leverage those trends to promote my digital products and

engage potential customers? Can you suggest some trend monitoring and jacking strategies or examples?"

75. "What are some effective ways to use social media to create and promote live video content, such as webinars or Q&A sessions, that engage potential customers and showcase the value of my digital products? Can you suggest some live video content creation and promotion strategies or examples?"
76. "How can I use social media to partner with complementary businesses or brands in my niche, and create joint offers or promotions that promote my digital products to a wider audience? Can you suggest some partnership or joint promotion creation and promotion strategies or examples?"
77. "What are some effective ways to use social media to create and promote thought-provoking content, such as industry insights or trend analyses, that position me as an expert in my niche and provide value to potential customers? Can you suggest some thought-provoking content creation and promotion strategies or examples?"
78. "How can I use social media to showcase my brand personality and values, and create a relatable and authentic image that resonates with potential customers? Can you suggest some brand personality and values promotion strategies or examples?"
79. "What are some effective ways to use social media to build a referral program or loyalty program that rewards existing customers for promoting my digital products and encourages repeat business? Can you suggest some referral or loyalty program creation and promotion strategies or examples?"
80. "How can I use social media to create and promote limited-edition or exclusive versions of my digital products that create urgency and encourage potential customers to take action? Can you suggest some limited-edition or exclusive product creation and promotion strategies or examples?"
81. "What are some effective ways to use social media to create and promote gift guides or holiday-themed content that positions my digital products as ideal gifts for a specific occasion or recipient? Can you suggest some gift guide or holiday-themed content creation and promotion strategies or examples?"
82. "How can I use social media to create and promote case studies or success stories related to my digital products that showcase their real-world impact and provide social proof to potential customers? Can you suggest some case study or success story creation and promotion strategies or examples?"

83. "What are some effective ways to use social media to collaborate with industry influencers or experts in my niche, and create joint content or promotions that position my digital products as valuable resources in my industry? Can you suggest some influencer or expert collaboration creation and promotion strategies or examples?"
84. "How can I use social media to create and promote evergreen content related to my digital products, such as how-to guides or tutorials, that continue to provide value to potential customers over time? Can you suggest some evergreen content creation and promotion strategies or examples?"
85. "What are some effective ways to use social media to create and promote user-generated reviews or ratings of my digital products, and use that feedback to improve my products and customer service? Can you suggest some user-generated review or rating creation and promotion strategies or examples?"
86. "How can I use social media to build an engaged community of potential customers who share a common interest or need related to my digital products, and create content or promotions that cater to their unique needs or preferences? Can you suggest some community-building creation and promotion strategies or examples?"
87. "What are some effective ways to use social media to create and promote paid advertising campaigns that target a specific audience and drive sales of my digital products? Can you suggest some paid advertising creation and promotion strategies or channels?"
88. "How can I use social media to create and promote behind-the-scenes content related to my digital products, such as product development or team profiles, that humanize my brand and create a deeper connection with potential customers? Can you suggest some behind-the-scenes content creation and promotion strategies or examples?"
89. "What are some effective ways to use social media to create and promote affiliate marketing campaigns that incentivize other entrepreneurs or brands in my niche to promote my digital products in exchange for a commission or other compensation? Can you suggest some affiliate marketing creation and promotion strategies or examples?"
90. "How can I use social media to target potential customers who have previously shown an interest in my digital products, but have not yet made a purchase, with personalized and targeted messages that encourage them to take action? Can

you suggest some re-targeting or personalized marketing strategies or examples?"

91. "What are some effective ways to use social media to create and promote email marketing campaigns that educate potential customers about my digital products and their benefits, and encourage them to take action? Can you suggest some email marketing creation and promotion strategies or examples?"
92. "How can I use social media to monitor and respond to brand mentions or hashtags related to my digital products, and leverage those mentions to engage potential customers and promote my products? Can you suggest some social listening and engagement strategies or examples?"
93. "What are some effective ways to use social media to create and promote interactive contests or giveaways related to my digital products, that engage potential customers and build excitement around my brand? Can you suggest some interactive contest or giveaway creation and promotion strategies or examples?"
94. "How can I use social media to create and promote strategic partnerships with complementary businesses or brands in my niche, that offer cross-promotion opportunities and create a win-win scenario for both parties? Can you suggest some strategic partnership creation and promotion strategies or examples?"
95. "What are some effective ways to use social media to create and promote influencer marketing campaigns that leverage the reach and credibility of social media influencers in my niche, and promote my digital products to their followers? Can you suggest some influencer marketing creation and promotion strategies or examples?"
96. "How can I use social media to create and promote authentic and engaging stories related to my digital products, that showcase their benefits and connect with potential customers on a deeper level? Can you suggest some storytelling creation and promotion strategies or examples?"
97. "What are some effective ways to use social media to create and promote webinars or online courses related to my digital products, that educate potential customers and showcase the value of my products? Can you suggest some webinar or online course creation and promotion strategies or examples?"
98. "How can I use social media to create and promote a referral program that incentivizes existing customers to refer new customers to my digital products,

and drives word-of-mouth promotion? Can you suggest some referral program creation and promotion strategies or examples?"

99. "What are some effective ways to use social media to create and promote digital product bundles or packages that offer additional value and convenience to potential customers, and increase sales? Can you suggest some digital product bundling or packaging strategies or examples?"
00. "How can I use social media to build trust and credibility with potential customers by sharing testimonials, case studies, or other social proof related to my digital products, and addressing common objections or concerns? Can you suggest some social proof creation and promotion strategies or examples?"

131 Actionable Ideas from Ten Books I Wish I Had Read Ages Ago | by Louis Tsai | Mission.org | Medium

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I highly recommend you read these books and form your own takes. But if you only have 45–90 seconds time blocks, here is a list of times to go through the actionable ideas from each book.

Find Your Element by Ken Robinson (60 seconds read)

Start With Why by Simon Sinek (45 seconds read)

Purple Cow by Seth Godin (30 seconds read)

Tipping Point by Malcolm Gladwell (30 seconds read)

Getting Things Done by David Allen (45 seconds read)

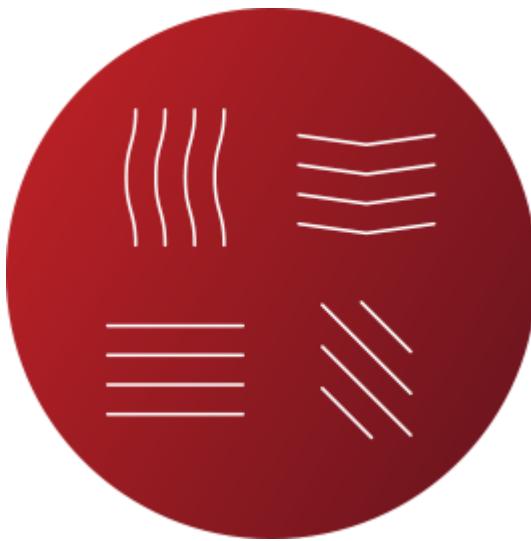
The Seven Habits Of Highly Effective People by Stephen Covey (60 seconds read)

The 4-Hour Workweek by Tim Ferriss (90 seconds read)

The Innovator's Dilemma by Clayton Christensen (60 seconds read)

The Lean Startup by Eric Ries (45 seconds read)

Zero to One by Peter Thiel (60 seconds read)



Find Your Element

by Ken Robinson

- Expose yourself to as many new opportunities as possible to discover your unrealized aptitudes.
- Strive to have a growth mindset. It will allow you to develop and improve your abilities.
- Find your passions, things you do without noticing the passage of time.
- Forge your own path, along with an understanding of your happiness, instead of blindly seeking wealth, immediate gratification, or other people's definitions of happiness.
- Don't plan your life when you're young because life is unpredictable.
- Don't assume you are bad at something because you performed poorly in that subject in school. Standardized tests only measure one kind of human intelligence and schools only cater to a few learning styles.
- Every person is special and different because of their genetic makeup (every human who ever existed in history has their own genes) and their environment (everyone has their unique mix of family, friends, and location).
- If you accept you can't predict or control the future, you will discover many new opportunities.
- Experiencing positive emotions from your passion reduces stress, chronic pain, and addictions. It also improves sleep and concentration.

- Finding a group of people who share your passion can be very beneficial, or even necessary, for both you and other members of the group to realize personal goals.



Start With Why

by Simon Sinek

- Think inside out (starting with why), not outside in (starting with what). Communicate *the why* as it fosters a sense of belonging.
- The goal is to do business with people who believe what you believe.
- People don't buy *what* you do, they buy *why* you do it. What you do simply proves what you believe.
- Excited employees and customers who believe in your cause are the most powerful resources an organization can have.
- Financial incentives or punishments do not motivate people on a deep and emotional level.
- Customer manipulation may work in the short term, but it doesn't foster trust and is ultimately counterproductive.
- The Golden Circle consists of three concentric circles. The *what* is the outer layer, the *how* is middle layer, and the *why* is the core.
- Making profit is a result of the *what* and the *how*, not the *why*.
- The Law of Diffusion of Innovation breaks down to 2.5% innovators, 13.5% early adapters, 34% early majority, 34% late majority and 16% laggards. If you want mass-

market success, you have to achieve a 15–18% tipping point.

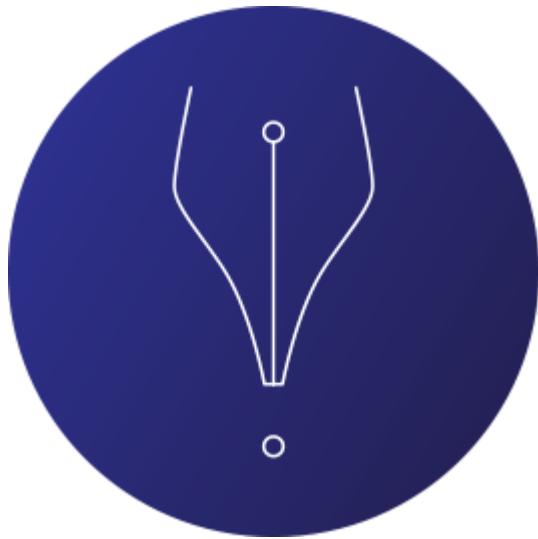
- The early majority won't accept something until early adapters have tried it and accepted it, and you won't get early adapters until they believe in what you have.



Purple Cow

by Seth Godin

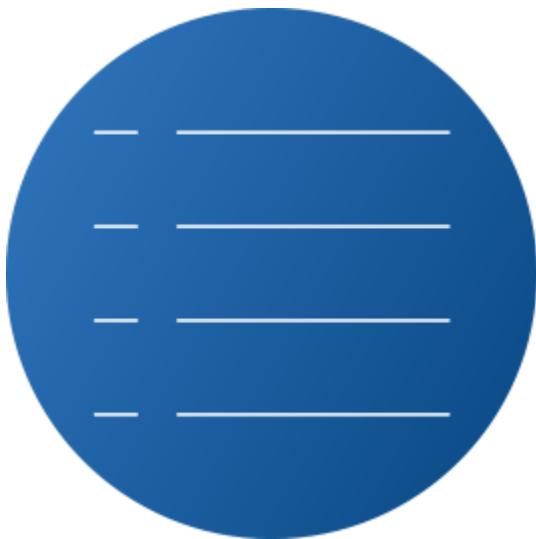
- Take risks at being remarkable, and don't worry about criticism.
- Target the people who are both willing to try new things and very vocal at spreading the word to others.
- Invent the product with marketing.
- Target and measure your marketing effectively.
- Don't emulate the leader, because you'll never learn the process of turning risks into success.
- The traditional form of advertising is no longer effective because in today's overwhelmingly advertised world capturing the consumer's attention is almost impossible.
- In today's crowded marketplace, there is no room for "ordinary."
- Being ridiculed can be a good thing, as it spreads word about you and your product.



Tipping Point

by Malcolm Gladwell

- To spread an idea, you must make sure it sticks first. It has to be something special, catchy, unique, and remarkable to cut through the market noise.
- Keep the group smaller than 150 if the goal is to effectively spread a message.
- The spread of ideas is similar in behavior to the spread of epidemics.
- The tipping point is when ideas spread from an initial niche user base into the mass majority.
- A select few types of people are generally responsible for ideas to spread: connectors, salesmen, and mavens.
- External elements influence our behavior. Such influence is generally greater than what we perceive it to be.
- Small changes in context caused by external elements can have a big ripple effect.



Getting Things Done

by David Allen

- Focus. When other thoughts enter the mind, record them on an external nearby Thought Bucket.
- Empty the Thought Bucket weekly and organize it.
- Remove unimportant items, finish 2-minute tasks, and enter deadlines, or appointments in your calendar.
- Practice outcome thinking by having a project list that tracks steps leading to desired goals. The most urgent step on the project list goes to the Next Action list.
- The Next Action list should stay with you at all times so you can choose to act on them when time frees up.
- The Waiting For list can help expedite things.
- The Tickler File consists of 31 days and 12 months into the future, and is for time sensitive reminders.
- The Someday/Maybe list is for ideas in the future that are not concrete projects yet.
- Set up a functional workplace to create a cockpit of control that eases your mind.
- Review and update all of your lists weekly.
- Natural planning turns ambiguous ideas into brainstorming sessions that reduce the fog and provide clarity into actionable steps.
- Don't multi-task. Focus 100% of your mental capacity on the task at hand.

- Our brain's nature is to think. Thus, thoughts might enter our mind that distract us from the current tasks.
- Daily to-do lists are inefficient because of their warped view of time.

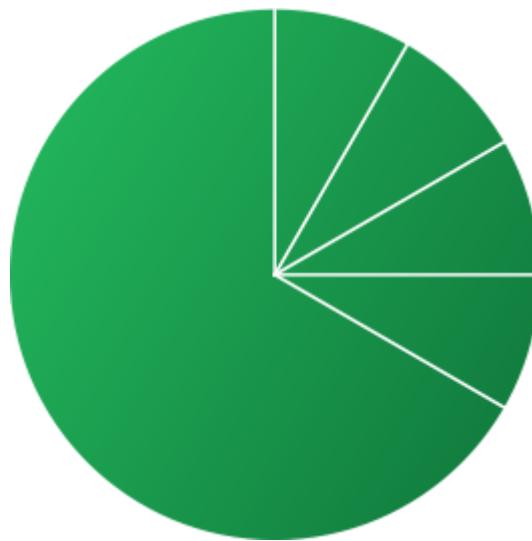


The Seven Habits of Highly Effective People

by Stephen Covey

- Effectively integrating into the world means aligning personal paradigms with universal principles.
- “Sharpen the Saw” to stay effective. Stay physically fit by exercising. Stay mentally healthy by learning new things. Stay socially and emotionally engaged by developing positive relationships. Maintain spiritual health by confronting and reflecting on your own values.
- Be proactive and take control of your own fate.
- Begin with the end in mind and set long term goals with an understanding of your personal mission statement.
- Visualize the outcome of every step toward your goal so it will be easier to translate into concrete actions.
- “Put First Things First” by prioritizing things that bring you toward your goals and are consistent with your values or norms.

- Practice the Win-Win mentality. It will create good relationships, mutual trust, and long term benefits.
- Forming stable relationships means listening empathetically to others and understanding their personal paradigms so you can contribute and invest in their goals.
- Engage in active listening by repeating back people's own words, mirroring their emotions, and helping structure their thought processes.
- Synergize with others by cooperating openly and respectfully. Collectives can achieve a result that is impossible for an individual.
- Don't say yes to everything.
- Don't view the world from a Win-Lose, competitive perspective.
- To change, you have to address your character, not your behavior.
- Our paradigms are our subjective perception of the world that shapes our habits.
- If you want to be able to influence others, first seek to understand. Only then can you be understood.



The 4-Hour Workweek

by Tim Ferriss

- Aim high so you can create your own reality and write your own rules.
- Step outside of your comfort zone and take action now.
- Try to gain the freedom of remote working within your current job.

- Be effective on the job by working on things with the goal of gaining remote work.
- The 80/20 rule applies with work: 20% of work will bring 80% of results. So, focus on being productive instead of busy.
- Time is money. Remove things that reduce your effectiveness at the job.
- Rate the importance of a task by asking yourself, “If this is the only thing I do today, would I be happy with today?”
- Finish your high priority items before noon.
- Address email and voicemail messages after completing the high priority tasks are done. Then bundle tasks to finish them.
- Have others play by your communication rules.
- Set up an automatic source of income by outsourcing everything. The key is to use as little of your time as possible.
- Have open communication and do not let your input be a requirement in the business process.
- Delegate as much responsibility as possible.
- Validate and test your products before selling. Set up an online store with out-of-stock items and an A/B testing ad campaign.
- Establish credibility in your product category.
- Appear bigger; because people trust larger companies.
- Be picky about your customers. The 20/80 rule applies. Top 20% of your customers will be responsible for 80% of revenue, so attend to them.
- Go premium with your product because premium quality brings higher profit and customer quality.
- Don’t lie to yourself and think that when staying within your comfort zone, things will magically be okay.
- Don’t start your day by checking emails.
- A fulfilling life can be achieved by being mobile and flexible. This means that you can do whatever you like, whenever you like.
- Moderate, automatic income you can manage anywhere around the world allows for the mobility required for the lifestyle you truly want.
- The worst-case scenario from making a decision is usually not as bad as you think.

- Five steps to independence: 1) start with a full time 9–5 job; 2) move to a full time remote 9–5 job; 3) gain efficiency to reduce 9–5 tasks to 9–1; 4) use other time to automate alternative income; 5) quit old job and live on alternative income.

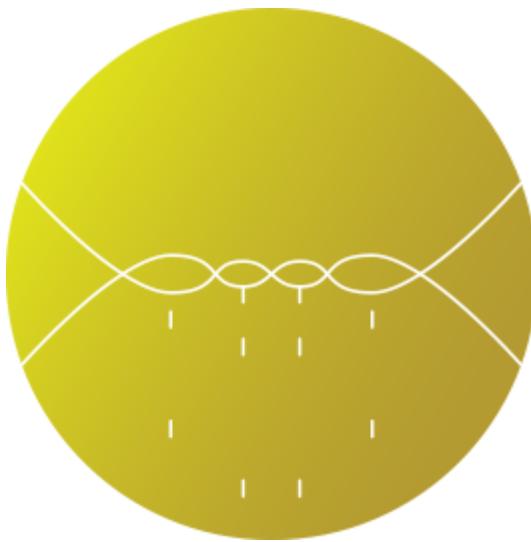


The Innovator's Dilemma

by Clayton Christensen

- Have two innovation incubation models for an established firm.
- Observe how customers are actually using the product.
- Have discovery-driven planning that is adaptable to various factors of change.
- Be creative at finding the right customers who can directly benefit from your innovation, rather than a large, less targeted market.
- Expect trial and error so that a new organization can fail early and without great expense.
- Don't develop products and services based on what customers say they would like.
- Don't innovate in a singular quality such as performance oversupply. What does innovation look like in functionality, reliability, convenience, and price?
- Established and entrant firms bring different types of innovations to market.
- Established firms bring sustaining innovations to maintain market positions and profit margins. However, they still lose market dominance because of their focus on sustaining profits while ignoring new markets brought by disruptive technologies.

- Knowing what customers want through surveys, focus groups, and interviews is good at incremental improvement, but not effective at creating the next thing.
- A tunnel-vision chasing of profit margin should be moderated with long term expectations.
- The difficulty of predicting emerging markets means an established company can't justify the investment. Consequently, they usually miss out on disruptive technologies and the emerging market that comes with it.
- Sometimes firms are too inflexible with its Resources/Processes/Values (RPV) framework to adapt to changing conditions.
- Theoretical models for innovation rarely work in the real world.
- Disruptive innovations are usually variations on existing technologies that open up a new customer base.
- The best way for an established company to take advantage of a disruptive technology is to create or acquire an organization that is small but utilizes flexible processes.

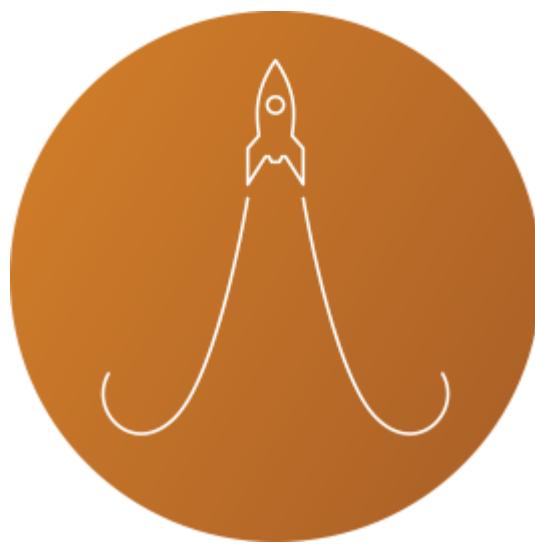


The Lean Startup

by Eric Ries

- Focus the whole team on finding a sustainable business model. The faster the model is found, the likelier the start-up is to succeed.
- Learn through a scientific approach, constantly validating your findings.

- Validate your hypotheses by speaking with real customers.
- Move from believing to knowing by testing the value and growth hypotheses of your product.
- Test the demand of your product by building a minimal viable product.
- Establishing the build-measure-learn cycle as fast as possible will get you to your sustainable business model quickly.
- Split-test all your features to distinguish what would be valuable to your customers and what would be a waste of time.
- Pick an engine of growth (sticky, viral, or paid) and focus.
- You must examine the right metric, not superficial metrics that don't help you towards your goal.
- Traditional strategies cannot manage start-ups because start-ups lack a history.
- Don't be afraid of pivoting your fundamental core assumptions.
- The main goal for a start-up is to find and build a sustainable business model.
- Value hypothesis assumes early adopters will accept a product.
- Growth hypothesis assumes a product will appeal to a larger group of people later.



Zero to One

by Peter Thiel

- Think about the future as a definitive vision. This is a vision you want to focus on and attain.
- When thinking about the future, think about the progress which stands between now and the future.
- Finding ideas most people don't know about, or agree with, is key to being successful.
- First aim to be a profitable monopoly at a specific and narrowly defined target market, then expand to other markets.
- The initial team members are critical. You must find the right mix of skills, vision, and personal connections with each other. This makes it easier to foster a strong company culture.
- Have balanced owner interests to avoid future misalignments that may cause the company to suffer.
- Two types of progress bridge the now and the future: horizontal progress (one to n) and vertical progress (zero to one).
- Vertical progress is hard because it does not exist yet. It requires you to see the present differently. It also requires you to find a truth most people don't see or agree with.
- A startup has only one specific future vision leading to success. One must parse decisions relevant to specific conditions.
- Perfect competition is good for consumers, but it does not drive progress.
- Real progress, the zero to one type of vertical progress, usually results in monopolies. That means you're producing something much better than everyone else is.
- Sales and distribution is vital because your products will never sell themselves. Optimize your sales effort per distribution point to include various sales strategies.
- Founders tend to be strange people. However, the vision they have is indispensable because the decisions are made to realize that original vision.

502 bad gateway

≡ CPC	R\$0.11
≡ Paid Difficulty	0.05
≡ SEO Difficulty	0.81
≡ Volume	12.1



A/B Testing Copy for Conversion (1)

FILL-IN-THE-BLANK PROMPTS:

Rewrite the following copy to be more persuasive and easy to read:
[Copy and paste the control copy].

Add the following elements to this facebook ad copy:
First line: Struggling with [pain point]?
Testimonials: [Testimonial 1] [Testimonial 2]
Call to action: We only have 3 models left, buy now!
[Copy and paste the control copy].

Rewrite 3 versions of this copy, adding more humor and connecting deeper with the reader:
[Copy and paste the control copy].

I am trying to make my ad copy for [offer] more interesting. Can you help me come up with a catchy headline and a unique selling point that will grab people's attention?

EXAMPLES:

D

Rewrite the following copy to be more persuasive and easy to read:

Are you tired of squinting your eyes on bright and sunny days? Protect your eyes in style with our premium sunglasses! Our sunglasses offer complete UV protection and are designed to be both comfortable and fashionable. Whether you're lounging on the beach, taking a hike, or driving to work, our sunglasses will make you look and feel great. With a wide range of styles and colors to choose from, you'll find the perfect pair that suits your personality and fashion sense. Plus, our sunglasses are made with durable materials that will last you for years to come. Order now and get free shipping on your first purchase! Don't let the sun get in the way of your style - get your pair of sunglasses today! #sunglasses #fashion #style #sunprotection



Looking for a way to keep your eyes protected and stylish on sunny days? Look no further than our premium sunglasses! Offering complete UV protection, our sunglasses are designed for both comfort and fashion. Whether you're lounging on the beach, taking a hike, or commuting to work, our sunglasses will leave you looking and feeling great. With a wide range of styles and colors to choose from, you'll easily find the perfect pair that suits your unique personality and fashion sense. Plus, our sunglasses are crafted with durable materials that ensure they'll last for years to come. Order now and enjoy free shipping on your first purchase! Say goodbye to squinting and hello to your new favorite accessory! Don't let the sun cramp your style - order your sunglasses today and step up your sun protection game. #sunglasses #fashion #style #sunprotection

D

I am trying to make my ad copy for promoting a new bicycle model more interesting. Can you help me come up with a catchy headline and a unique selling point that will grab people's attention?



Of course! Here's a sample headline and unique selling point for promoting a new bicycle model:

Headline: "Ride Like a Pro: Unleash Your Inner Athlete with Our Revolutionary New Bike!"

Unique Selling Point: "Experience the Ultimate Combination of Speed, Performance, and Style with Our New Bicycle Model. Whether You're a Weekend Warrior or a Serious Cyclist, Our Bike Will Take Your Riding to the Next Level. Don't Settle for Mediocre - Upgrade to the Best and Dominate the Road!"

This headline highlights the aspirational nature of cycling, and the unique selling point emphasizes the bike's combination of speed, performance, and style. By positioning the bike as a tool for unlocking one's inner athlete, the ad appeals to a wide range of potential customers, from casual weekend riders to serious athletes looking to take their performance to the next level.



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A Importância do Networking Para Garantir Novas Oportunidades

 Status	In Progress
 Link	
 Type	Video
 Media	
 Deadline	
 Publication Date	
 Content Area	Soft Skills
 Description	Escrever códigos é parte importante da rotina de um programador, mas fazer conexões também é! Você sabia disso? #programação #javascript #coding #vidadeprogramador #engenhariadesoftware
 Modulos	
 Trilhas	

Research

-

Goals

-

Shot list

1.

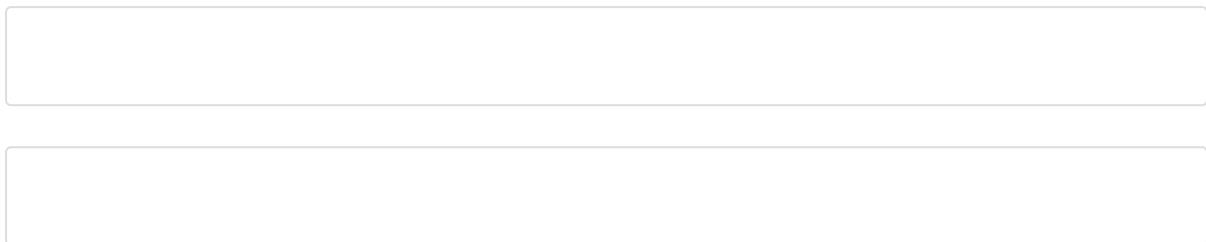
Script

Ter domínio sobre as linguagens de programação é importante para a sua carreira, mas você sabia que fazer networking pode te ajudar a ter mais oportunidades?

Desenvolvedor pode ser uma profissão muito introspectiva, apesar de estar sempre em contato com o seu time, mas você precisa quebrar essa bolha.

Frequente eventos físicos ou online de assuntos que te interessam, veja quem são os palestrantes e, no dia, entre em contato com aqueles que podem ter algo construtivo para te dizer. Faça perguntas, demonstre interesse no que ele tem a falar e fale um pouco do seu trabalho, você pode abrir uma porta que não conseguiria se não houvesse esse contato. Se quiser mais dicas como essa, siga o perfil, porque aqui tem conteúdo novo que pode te ajudar todo dia!

Footage



100

A maior mentira sobre... (algo comum no seu nicho)

⊖ Pirâmide de Conteúdo	
⊖ Tipo do Conteúdo	
⌚ Data de Publicação	
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⊖ CTA	
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# Curtidas	
# Comentários	
# Compartilhamentos	
# Salvamentos	
# Tempo Médio Assistido	
# Duração do Vídeo	
Σ Engajamento	



Exemplos dessa postagem: <https://www.tiktok.com/search?q=a+maior+mentira+sobre&t=1663659110620> + <https://www.tiktok.com/search?q=a+maior+mentira&t=1663659085630>



Coloque aqui os vídeos que você mais gostou 

| Ex:



Roteiro



Pauta



Ideias de Título

1.

2.

3.



Legenda

•



Tags / Hashtags

▼ Como utilizar Hashtags

→ # do seu nicho, do que que você fala

→ # específicas do seu nicho

(#marketingdigitalempreende

→ # do conteúdo da postagem, # que fazem relação com o conteúdo da publicação. Uma dica é você ir na barra de buscar tags e colocar uma palavra que deseja ter como # e na própria barra de busca irá te mostrar as # que estão sendo mais usadas que contêm a palavra mencionada

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postagem se abordada tal marca ou patrocinador, você pode colocar uma # deles > mas antes verifique se essa # é usada, porque de nada adianta usar uma # que ninguém olha

→ # de localização, procura alguma coisa que remeta o que você faz + a sua localização, pra quem tem um negócio físico > muito recomendado usar em todas as postagens (#dentistabh)

OBS: O algoritmo do Instagram é muito inteligente, ele sempre se baseia no conteúdo da postagem, na legenda da postagem, para que a # faça sentido

- #teste #teste2 # teste3

🎵 Música

Transições

Descreva as transições do seu vídeo (ex: 2 mudanças de roupa bater a mão na câmera)

-

O que você vai precisar para gravar:

Adicione aqui os itens necessários para o seu vídeo

Ideias de imagens/vídeos a serem usados



Imagem da Capa

Obs para a Edição

- cortar a parte que eu gaguejo
- colocar uma imagem da logo da Shein, quando eu falar o nome dela

Local de filmagem

A New Way to Schedule Your Work Week | Forge

↗ Aulas	
🕒 Created	@May 28, 2023 5:03 PM
☰ Tags	
🔗 URL	https://forge.medium.com/the-new-way-to-know-when-youre-done-with-work-84c4745fec03



Illustration: [Justin Cassano](#)



Back when “going home” was a thing we did after work, most teams had some sort of group norm for when was acceptable to shut down for the day. Maybe around 5 p.m., people started leaving, and the majority departed by 6 p.m., with a bump around the time the boss went out the door.

With millions of people working from home for the first time in the wake of Covid-19, though, those norms are now less clear. If people aren’t commuting, the workday theoretically never has to end, though, of course, it should. But there’s an approach beyond counting hours to determine when you’ve put in an honest day’s labor — and I think it’s ultimately more effective than watching the clock in any scenario.

When I first began working for myself and from home years ago, I immediately realized that I rarely felt fully “off.” There was nothing stopping me from watching TV all day, but the more common issue was that I would half work and half not work until it was time to sleep. There was always something I could be doing, so I felt guilty if I was in my apartment but I wasn’t doing it. This experience is common, according to a [JDP survey](#) of Americans who are newly working from home. And 66% of respondents said they are more likely to work nights and weekends than before.

Eventually, I learned how to effectively divide the workday into time on and time off: short, focused daily to-do lists. Some items were concrete tasks (“write draft of column for Medium”), some were more open-ended (come up with new article ideas, think about a new introduction for a book proposal), and some were administrative (“email triage” was a frequent one), but whenever something went on the list, it was a guarantee to myself that I would do it before quitting time.

Once I had my list for the day, I figured out when, roughly, I would tackle each item, based around what productivity guru David Allen calls the “hard landscape” of the day (appointments for specific times). Once I made it through the list, I could be done. Sometimes that would happen at 2 p.m. or 7 p.m., although 5 p.m. was more frequent.

Over time, I started getting a good sense of how many tasks would fit in eight hours. Still, if the list was chosen well, reaching the end of it felt like a good day no matter what time it was.

Granted, running my own business means I have more control over my time than most. But I have studied how other organizations work, and as much as you can make it work, I think managing by task, not time, is the superior approach. You can create solid priority lists for any given week, which can then be broken down into task lists for each day. There’s no need to micromanage yourself.

Even if time isn't the key measure of productivity, it's also fine to expect that a day's tasks will take about seven to eight hours. A one-hour day will leave people bored, and a 13-hour day will leave people exhausted. Best to aim somewhere in the middle.

But in the absence of group time norms, daily task lists give you permission to stop work. You can relax in the evening or on the weekend knowing you've met expectations — even if you can still see your workspace while watching TV.

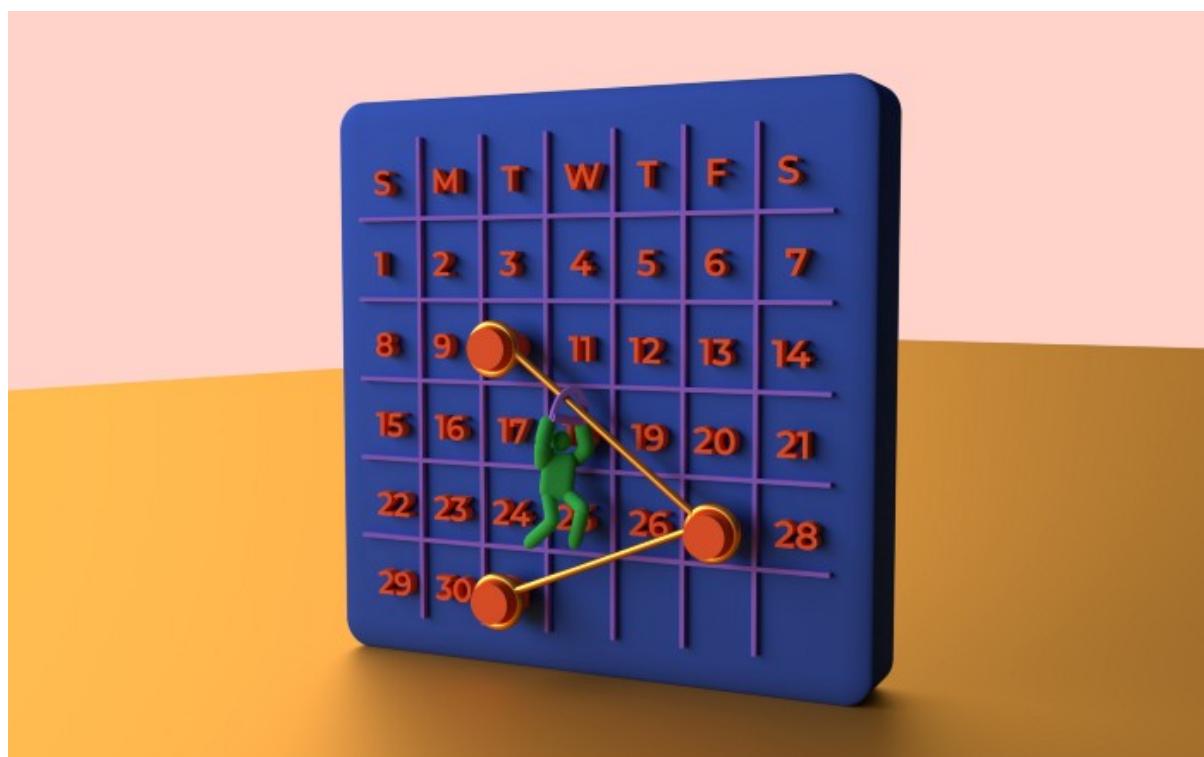
Focused task lists are also more efficient. People can waste eight hours sitting in their chairs at an office, doing little of consequence, but feeling okay because they're physically there. Managing by task, not time, means focusing on results. If people stop work some days at 3 p.m., that's fine — there's no ambiguity about what was accomplished, so everybody can be happy about what got done.

A New Way to Schedule Your Work Week | Forge

↗ Aulas	
⌚ Created	@May 28, 2023 5:03 PM
🏷️ Tags	
🔗 URL	https://forge.medium.com/a-new-way-to-schedule-your-work-week-55cdf4b213e8



Illustration: [Simoul Alva](#)



As a time-management consultant, I see a *lot* of schedules — so I know what I'm talking about when I say that Catherine Gillespie's schedule was a work of art.

Gillespie, a strategy consultant, tracked her time for me last year as part of a time-makeover project I recently led. She was freelancing 30–40 hours a week while homeschooling her five kids — *before* the pandemic. She exercised in the mornings; she got together with friends. She made it all work.

So why was she seeking advice from me? She told me that she wanted to protect time for creative writing in her full life. Her husband was happy to take the kids for a few hours on Saturdays so she could write. But when work took longer than expected, or a client asked for a new project, she'd log the extra hours during those Saturday windows. And just like that, her writing time would be gone.

Her schedule worked when everything went according to plan. But it had to go according to plan.

It's a common dilemma. People make time for things that matter to them. Then life happens, and the time gets taken away. It's easy to get discouraged, but that's not the only option. You can be more optimistic about life if you become more pessimistic about time. When you plan for what you'll do when plans go awry, you increase the chances of making progress toward your goals.

Everything in life needs a back-up slot

In Gillespie's case, I suggested the option of scheduling in a back-up slot for additional work, such as one to two designated weekday evenings, so that she wouldn't need to use her Saturday time for any lingering tasks.

Other people find success by scheduling a back-up slot for an activity they're trying to do. Elizabeth Morphis, a professor, needed to submit a journal article by a June 1 deadline. She planned to work from 6–9 a.m. each day during the week of May 18th to fit the writing in around her teaching commitments. "But I decided to carve out additional hours each day of the weekend to work on the manuscript, just in case," she says.

By the time the weekend rolled around, she was glad she did. "I needed it," she says. "My two-year-old was not sleeping well that week and I was up with her more than once during the night." Morphis could only use the 6–9 a.m. slot once, but instead of panicking over her four lost mornings, she used her designated extra time and submitted the article ahead of schedule. "Scheduling back-up slots has been how I have been able to stay productive this summer," she says.

The back-up approach isn't just a tactic. It's a mindset.

To be sure, designating a back-up slot is not easy in a full schedule. If finding one chunk of time for research or creative projects or exercise feels challenging, finding time for two or more — that you hope you won't need! — might feel impossible. Consciously leaving extra time open involves trade-offs, often difficult ones.

But good time management means planning a resilient schedule, not a perfect one. When you schedule one slot a week for something, you only get to it if nothing else goes wrong. If you schedule an extra slot, then the priority still happens even when all doesn't go perfectly. There is a big difference between spending zero time on something and spending some time. The narrative changes from "I never go to yoga" to "Hey, in a crazy week I still got to go to a yoga class!"

To achieve that victory, it's worth a little pessimism on time — assuming something might go wrong and planning accordingly. It's a smart calendar strategy, but it's also a smart mindset about life. We hope for the best, but design our lives to still work in other circumstances. Even if a client looks like she'll confirm a project — meaning your business makes its numbers for the month — you put out a few other inquiries, and have another project that could start earlier, just in case. You hope for sun at an outdoor wedding, but you scout out an indoor plan B as well.

The back-up option doesn't just keep you from scrambling — it lets you relax about life in general. When the client says she'll need more time, you don't think "How can you do this to me?" Instead, you can just smile and say "we're ready when you are!"

100

A nova “mentira” sobre...(algo relacionado ao seu nicho)

⊖ Pirâmide de Conteúdo	
⊖ Tipo do Conteúdo	
📅 Data de Publicação	
⊖ Formato do Conteúdo	
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# Duração do Vídeo	
Σ Engajamento	



Exemplos dessa postagem: https://www.tiktok.com/search?q=mentira_sobre&t=1663653575604



Coloque aqui os vídeos que você mais gostou 

| Ex:



Roteiro



Pauta



Ideias de Título

1.

2.

3.



Legenda

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Tags / Hashtags

▼ Como utilizar Hashtags

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Transições

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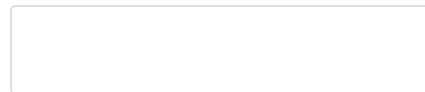
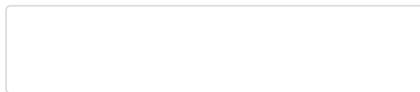


Imagem da Capa

Obs para a Edição

- cortar a parte que eu gaguejo
- colocar uma imagem da logo da Shein, quando eu falar o nome dela

Local de filmagem



A parte mais importante do meu setup (Caderno)

📅 Data de Publicação	@03/05/2023
🕒 Status	Em roteiro
☰ Plataforma	
🕒 Pirâmide de Conteúdo	
🕒 Tipo do Conteúdo	
☰ Intenção do Conteúdo	
☰ Formato de Gravação	
☰ Emoção	
☰ Lembretes	How to Save the Day, Repeatedly, with a Notebook by Michael A. LaPlante Medium
☰ Playlist do Conteúdo	
🔗 Link do Post	
# Visualizações	
# Compartilhamentos	
# Curtidas	
# Comentários	
# Salvamentos	
# Tempo Médio Assistido	
# Duração do Vídeo	
Σ Taxa de Retenção	0
# Taxa de Abertura / CTR	
☰ Dia da Semana	

 Análises e Ensimanetos	
# Assistiu Tudo	
 Conteúdo (Destrinche a sua Pirâmide em Tópicos)	
# Novos Seguidores	
 URL	



Legenda

Parte 1:

Você já passou por aquele momento em que precisa se lembrar de algo importante, mas não consegue encontrar a anotação que fez em seu celular ou computador?

Parte 2:  Sabia que manter um caderno à mão pode ser a solução para essa situação e outras mais?

Parte 3:  Às vezes, mesmo com toda a tecnologia disponível, precisamos de uma ferramenta simples e eficaz para organizar nossos pensamentos e tarefas diárias. E é aí que entra o caderno, que permite que você escreva e rabisque sem precisar de bateria ou internet.

Parte 4:  Além disso, o caderno pode ser uma ótima ferramenta para registrar ideias, anotar insights e reflexões sobre seu trabalho e carreira. E para aqueles momentos em que você precisa tomar notas rapidamente, o caderno é muito mais prático do que um celular ou computador.

Parte 5:  E você, já utiliza um caderno em seu dia a dia? Compartilhe nos comentários como ele ajuda na sua rotina e não se esqueça de seguir nosso perfil para mais dicas de produtividade!



Pauta



Música



O que você vai precisar para gravar:

- Adicione aqui os itens necessários para o seu vídeo



Imagen da Capa



Obs para a Edição

.



Local de filmagem

Parte 6:

#caderno
#produtividade
#organização
#programação
#carreiradeti
#desenvolvedor



Roteiro

Início com um vídeo de 3 segundos com uma mão abrindo um caderno em branco, e em seguida, corte para um close-up das primeiras palavras escritas "Por que meu caderno é o elemento mais importante do meu setup" em uma letra bem legível.

Narrador: Se você é como eu, ama um bom equipamento de tecnologia para o seu setup, seja um novo computador, um teclado mecânico, ou até mesmo um monitor ultrawide. Mas, há uma peça crucial que muitas vezes é negligenciada, um item que é mais importante para mim do que qualquer outro, meu caderno.

Transição para um vídeo de algumas folhas de um caderno com anotações, enquanto um cursor destaca algumas palavras importantes escritas à mão.

Narrador: Meu caderno é onde eu organizo minha vida, onde faço anotações importantes, onde registro minhas ideias e onde planejo meus próximos passos.

Corte para um vídeo de um ambiente de trabalho com um laptop e um monitor em segundo plano, com um caderno aberto ao lado e uma caneta.

Narrador: Quando estou trabalhando, o meu caderno é o meu companheiro constante. É onde faço minhas anotações e rascunhos, onde

desenho diagramas e mapas mentais, e onde registro minhas tarefas e compromissos.

Transição para um vídeo com algumas folhas do caderno mostrando anotações diferentes e um cursor destacando algumas palavras-chave.

Narrador: E quando as coisas ficam complicadas, é meu caderno que salva o dia. Eu já perdi o acesso à internet, tive o computador quebrado e a bateria do telefone acabada, mas nunca fiquei na mão porque sempre tenho meu caderno por perto.

Corte para um close-up do caderno aberto com um marcador destacando algumas palavras importantes.

Narrador: Quando tudo mais falha, o meu caderno é a minha rede de segurança. É onde posso registrar informações importantes e manter tudo em ordem. E, além disso, sempre tenho a liberdade de rabiscar algo quando não estou inspirado.

Transição para um vídeo de uma mão fechando o caderno e guardando-o em uma mochila.

Narrador: Então, se você quer ter um setup verdadeiramente completo, não se esqueça do item mais importante de todos, um bom e velho caderno. Você nunca sabe quando ele pode salvar o dia.

Finalização com uma mensagem de encorajamento para os espectadores experimentarem usar um caderno para manter seus pensamentos organizados e seus objetivos alcançados. Acompanhado por uma boa música de fundo para manter o público envolvido até o fim.

Aaron Levie

📅 Data	@11/12/1985
Σ Dia	11
📎 Imagem	
Σ Mês	12

Aaron Swartz

📅 Data	@08/11/1986
Σ Dia	8
📎 Imagem	
Σ Mês	11

Accepting Uncertainty: The Problem of Predictions in Software Engineering | by J. Meadows | Medium

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Key Takeaways

- The software industry has a dismal track record when it comes to predicting and planning in the face of uncertainty.

- There are significant biases preventing us from learning, including cognitive biases and compensation structures.
- Statistical approaches to predictions can be successful if we expend the effort to create learning-based models such as Monte Carlo simulations.
- Highly uncertain environments are best exploited using the iterative learning models inherent to Agile methods.
- Extremely uncertain, non-deterministic environments are best exploited by the incremental learning model of hypothesis testing (Hypothesis-Driven Development) and learning to accept the discomfort associated with uncertainty.

The Best Laid Plans...

“Prediction is very difficult, especially about the future.”

This quote is often attributed to physicist Niels Bohr. It's also variously attributed to one or all of the following: Mark Twain, Yogi Berra, Samuel Goldwyn, politician Karl Kristian Steincke, or simply an old Danish proverb. That's a healthy warning that things are rarely as simple as they seem, and they usually get more complicated the deeper we go into them. If we can't even determine who cautioned us about the difficulty of predictions, perhaps it's an indicator that predictions themselves are even trickier.

The software industry operates on predictions at nearly every turn. Yet our track record of success with them is dismal. Depending on which metrics we choose to quote, between 60–70% of software projects are delivered over-budget, over-schedule, or canceled outright [1], often after large amounts of money have been spent.

What causes this, and what can be done to increase the odds of success? Before we get into that, let's review the reasons for making software predictions.

Businesses need to budget and plan. Capital, the lifeblood of a business, must be allocated sensibly toward efforts providing the best return. We need to answer questions such as: How much should we spend? Which projects get approval to proceed? Over what time horizon are we allocating? Is it the two weeks of the next sprint or the twelve months of the next fiscal year?

Traditionally, allocation questions were answered by first creating an estimate of long-range project scope and cost, formulating a plan around them, and deciding whether the plan was worthy of capital. For many reasons, some of which we discuss below, a plan often started failing even before its ink was dry.

With the advent of Agile methods such as Scrum, planning cycles are as short as two weeks. But even shortened release cycles still result in disappointment at least 60% of the time [1]. So what's wrong? Why aren't we improving things? Why can't we learn to make things better?

Why We Don't Learn

Let's examine what mechanisms drive us to continue with strategies that often fail and leave us stuck in a non-learning cycle. If we can understand the motivations for our actions, it might make it easier to change them and learn something along the way.

We Get Paid Not To

In much of the corporate world, job security and incentives are tied to making accurate predictions, formulating a plan to achieve them, allocating scarce capital, and delivering on the plan. Additionally, there are often financial incentives to deliver at less than the predicted cost and completion date. As long as pay incentives are tied to predicting and planning the future, predictions and plans will be the bread and butter of business activity, whether they produce the desired outcome or not. Worse, the incentives often motivate us to see validity in this activity, regardless of whether it exists.

Unfortunately, the solution to failed predictions is often the alluringly plausible, “*We'll do better next time.*” But it's natural to wonder: how many attempts does it require to achieve success? At some point, we should realize a strategy isn't working, and we should try something else. What prevents us from realizing this? It's simple: we're paid to make predictions, not to understand the problem with them. Upton Sinclair captured the essence of this when he wrote (in gender-specific terms):

“It is difficult to get a man to understand something, when his salary depends on his not understanding it.”

If we want to improve our outcomes, we need to change our compensation structures, so they reward us for learning and move away from structures rewarding us for not understanding things.

An anecdote: Once, when describing to an executive how uncertain completion dates are in non-deterministic systems, he turned to me in exasperation and, holding his thumb and forefinger a fraction of an inch apart, said, “You're telling me you don't know when you will finish until you are this close to being done? That's nonsense.” It's hard to say who was more disappointed in the conversation. The executive, because to him, I seemed to lack a basic understanding of how business works, or me, because the executive seemed to lack a basic understanding of the mathematics of his business. In reality, we were both right, at least from our respective viewpoints. The real problem lay in the architecture of our compensation system that drove us to incompatible beliefs.

The Allure Of Simplicity

No matter how we practice it, software engineering is a difficult business undertaking. It was always thus. Fred Brooks, writing decades ago, concluded there was “*No Silver Bullet*” [2] that would eliminate the inherent complexity and difficulty of developing software. And yet here we

are, so many years later, still seeking a solution to the complexity, something that will make it simple. This desire for simplicity drives us to create over-simplified plans discounting the likelihood of the unknowns that will derail our project when they suddenly appear, often late in the plan after considerable sums have been spent.

When it comes to predictions, it's alluring to believe there's a universal methodology that always succeeds when we adhere rigidly to its practices. From there, it's a short leap to believing that failure is due to insufficient rigor in applying the methodology, and not the methodology itself.

Yet history shows us a never-ending parade of methodologies come and go, falling into and out of fashion with regular occurrence. What this suggests is the software industry deals with complex problems, and there's no simple, "*Silver Bullet*" solution that will solve them. From that wondrous wit, H.L. Mencken, we have this admonition to warn us about the allure of simplicity:

“... there is always a well-known solution to every human problem — neat, plausible, and wrong.”

The Sunk Cost Fallacy

Once we have invested time and money to create a prediction, the sunk cost fallacy rears its head. The sunk cost fallacy boils down to this: money already spent cannot be recovered, but we're often unable to see that and spend additional money seeking a return on our initial outlay. We're prone to this because our job security usually requires us to prove we're making wise financial decisions that turn out to be profitable. Worse, the more we spend, the more we feel the need to justify our investment, putting us on a spiraling path of ever greater cost. All of this means we will too often spend money to defend a failed prediction long after it would be better abandoned and the money reallocated to a more sensible idea.

There's an instructive example in the natural world, which has no sunk costs. If something doesn't work, if it's maladaptive to its environment, it's dealt a swift and pitiless blow that ends its reign, and a new idea quickly replaces it. It's an example worth remembering next time we find ourselves believing our prediction will come true if we just invest a bit more into it.

The Dogma Trap

Any successful business has, deliberately or accidentally, discovered a set of practices allowing it to exploit a niche in its environment. These practices are codified into a system of rules and organizational hierarchies intended to perpetuate the success of the business. The longer the success, the easier it is for these practices to become dogma. If any of these successful practices involve predictions, then belief in the efficacy of predictions may become dogma as well.

Of course, the cardinal problem with dogma is that, by definition, it's unchanging, thereby blinding us to a changing environment, which has no such definition. And when the

environment changes but the dogma doesn't, then it's a short step to extinction. Avoiding this requires us to reject dogma.

But rejecting dogma is often an unwelcome practice in an organization. Those who question it often are labeled as someone who "*isn't a team player*" or needs to "*get with the program*." Sidelining or removing such people is the typical response. After all, dogma exists in a business because it codifies a strategy that led to success and protecting that success is a principal mission of the organization. When it comes to predictions, however, a reasoned approach suggests thoughtfulness, not dogma, should guide decision making.

The Cruelty Of Randomness

Prediction typically has two troubling beliefs inherent to it. One, the future will proceed much like the past and, two, all past events were expected. In reality, at the moment they were occurring, events that reshaped the future were often entirely unexpected. By forecasting the future, we're often assuming there will be no unexpected future events. The cognitive trap is that new endeavors seem to be similar to those in the past, making us believe we have advance knowledge of events that would otherwise surprise us. But each new endeavor unfolds according to its own internal, and usually unknowable, set of unique characteristics whose complexities are revealed to us only after we're deep in the work. Complex problems, such as those found in software, never perfectly repeat themselves, no matter how similar they may seem to prior problems, and no matter how much our wishful thinking tries to make them so.

If we know what we don't know, then we can simply apply an appropriate fudge factor to account for it and proceed on our way, satisfied our plan accounts for unknowns.

Unfortunately, we're too often unaware of our own ignorance, much less how to plan for it. Additionally, we're incentivized to find reasons it "*failed last time because of X, but we have accounted for that this time*." While we may have accounted for X in the latest prediction, it's never X that surprises us the next time. It's Y or Z or any other unknown. While there are a finite number of alphabetic characters such that we can eventually account for all of them, there's no such upper limit in the possible range of real-world unknowns.

But what if we get lucky and are rewarded with a random success for one of our predictions? If we don't realize it's random, it will inevitably reduce our inclination to try a new strategy because of our natural belief that success was due to our skill instead of luck. That makes it more likely that random successes will be elevated to the status of perfect execution and repeated failures will be rationalized as poor execution. Unfortunately, the randomness of the reward we get from a lucky prediction causes us to try ever harder to reproduce it. Studies show the humble pigeon will quickly learn the pattern required to peck a lever to release food [3]. And if no food ever arrives, they will quickly give up. But if the reward is random, if there's no discernible pattern to when pecking the lever releases food, then the pigeons soon are driven into a superstitious frenzy of pecking in trying to determine the pattern. This behavior doesn't seem terribly dissimilar from repeated attempts to make our predictions come true.

The Charismatic

Add in another human bias: we like confident and charismatic people. Confident, certain, and assertive people are promoted quickly and rise to positions where they influence companies. From there, they orchestrate activities to show they can predict the future, formulate a plan, and execute on it. When faced with an unknown, they have a certain answer and a plan of action at the ready, even if the plan represents a mismatch between their confidence and their competence. So we marshal resources under their leadership and move ahead full of certitude. Contrast that to those who are uncertain and when asked about an unknown, shrug their shoulders and reply, "*I don't know. Let's do an experiment and see if we can figure it out,*" leading us to turn to the charismatic individuals instead of the cautious ones.

Overconfidence bias also comes into play. Charismatic and confident people are likely to be imbued with a sense of superior predictive ability over their compatriots. Rationally, we might look at the 70% failure rate of predictions and decide we're better off avoiding them because we stand only a 30% chance of success. Highly confident people are instead likely to take a different view, discount years of statistics from many projects, and believe their efforts will somehow succeed where others failed.

An anecdote: Many years ago, at the tail end of the dot-com bubble, I worked in a startup as a software developer. We were led by a young, energetic, and charismatic CEO who exuded confidence and certainty. At the time, we leased office space in a building that had been shedding software tenants one after the other as each one fell like so many dominoes. There were only a few of us left, and the nearly-empty building and parking lot had the eerie feel of a post-apocalyptic setting. It was in this environment that our CEO called an all-hands meeting to reassure the anxious staff that our future was promising. I recall him making an eloquent and impassioned case, filling the room with the belief we would make it.

In the end, of course, we were no different than any other of the innumerable dot-coms that failed in the wake of the bubble's bursting. Indeed, our denouement arrived shortly after our CEO's rousing speech when we failed to receive another round of financing and joined the exodus of the building's tenants.

Blinkered by confidence and faith in a charismatic leader, many in the company were unable to see what was obvious: we couldn't survive if we weren't profitable. This was clear in hindsight, but beforehand it seemed reasonable to believe we were different and would succeed where so many others recently had failed. It was an instructive lesson in maintaining a reserve of skepticism around charisma.

Being Mistaken, Usually

"Well, we won't make that mistake again. We even fired some people to make sure it never recurs." That's probably true. We won't make the same mistake because we're prepared for it on the next attempt. The problem is the first mistake was unknowable before it occurred, and the same thing will happen again, but this time with a different set of mistakes. The set of new mistakes, to which we will fall victim, is an inexhaustible supply because they're always

unknowable in advance. Winston Churchill perfectly described this scenario while addressing Parliament at the dawn of World War II. Members were concerned about repeating the mistakes of World War I and wanted assurance they would be avoided. Churchill replied:

“I am sure that the mistakes of that time will not be repeated; we should probably make another set of mistakes.”

We’re often mistaken and simply don’t yet know it. And being wrong and not knowing it feels just like being right [4]. Actually, being right and being wrong are indistinguishable until the moment we’re proven wrong. That should sound a note of caution about the inevitability of mistakes.

There’s an expression often heard in management meetings and boardrooms: “*failure is not an option.*” While this is usually intended to discourage half-hearted efforts, it excludes learning and discovery because failure is a necessary ingredient in learning. It also suggests to admit a mistake means to admit incompetence and possibly lose one’s job. Once this belief system is in place and cemented by financial incentives, it can lead to the idea that failure indicates we simply need to redouble our efforts, and we’ll succeed, even if the real lesson is we need to change course. Under these conditions, admitting an error and changing course is a difficult thing to do because we’re irreversibly invested in our belief system. History is filled with examples of businesses that failed to learn and continued to feed ever greater amounts of precious capital into failed strategies, even as those strategies drove them right off a cliff. A moment’s reflection will disabuse us of the notion that we’re somehow immune to such folly.

Strategies That Use Learning

That’s a rundown of some of the reasons why we’re often unable to learn and continue with strategies that fail us. But what if we can avoid these pitfalls? Are there strategies that focus on learning? Yes, and we’ll cover those now.

A Deterministic Approach

Historically, software projects used a Waterfall model of development. Requirements were gathered, estimates were made from the requirements, and schedules were created from the estimates. This approach is based on a deterministic view of software projects, and that with enough upfront data and analysis, we can make accurate predictions about cost and delivery dates. These projects often began failing early, usually due to inadequate requirements and inaccurate estimates. In the latter case, estimates were often faulty because they weren’t based on statistically rigorous methods but instead gathered from methods that were little more than guessing.

It turns out, though, a deterministic view can succeed by using calibrated statistical models gathered from a company’s historical software projects. One common statistical method is a Monte Carlo analysis [5] [6]. The underlying mathematics are rather complicated, but it boils

down to this: we gather a set of historical data, typically including parameters like effort and duration. We then run scenarios thousands of times, randomly varying input parameters to produce a probability distribution that a given amount of work will be completed in a given amount of time. For example, we might derive a distribution indicating a certain amount of staff effort has a 25% probability of being completed within a month, a 50% probability within two months, and a 90% probability within five months. The key point is we use historical data, unique to our organization, to calibrate our model and produce probability ranges for outcomes instead of single-point values. Notice how rigorous this approach is compared to someone's unsubstantiated claim, "*I can do that in a week.*"

With this approach, we're also choosing to learn. We gather data over time and use it iteratively to teach us about our organization's capabilities and the cost and time required to perform work. Of course, our model is only as good as the data we use to calibrate it. Vague requirements specifications, poor record-keeping for completed work, and other such shortcomings will yield disappointing results.

A Pseudo-Deterministic Approach

A fully-deterministic approach as described above works well if requirements can be specified in advance and are not subject to frequent revision. But this type of project is rarely seen. What if we're working on more typical projects with unclear goals, uncertain specifications, and unknown market needs? Deterministic predictions under these conditions are unlikely to succeed.

Enter Agile methods.

Agile methods take a pseudo-deterministic approach to software delivery. Born out of the frustration with repeated failures in traditional Waterfall projects, Agile methods abandon the belief in long-term predictions and planning. They instead focus on short-term delivery of working software and adapting to change as it occurs. By using Agile methods, we adopt the philosophy that requirements cannot be determined far in advance but must instead emerge over time.

One of the more popular Agile methods is Scrum [7]. Its two-week sprint minimizes error accumulation by shortening release cycles. We reprioritize with every sprint, and in so doing effectively reset our project clock, giving us the flexibility to adapt to change.

We can still use Monte Carlo-type methods to predict the volume of stories we can produce [6], but we surrender our belief in one aspect of determinism: that we can generate long-term plans determining project schedules. Instead, we once again focus on learning by iteratively discovering what we need to deliver.

But have we actually solved the problem of predictions and plans? Or have we just lessened the impact of being wrong about them? It seems we might still carry with us the same problem but on a smaller scale.

An Evolutionary Approach

We have progressed from the long-term release cycles of traditional methods to the much shorter cycles of Agile methods. We also abandoned the belief in long-term, fixed requirements and chose instead to focus on smaller stories. Both of these changes help us iteratively discover requirements and produce better results. This leads to an obvious question: if a little discovery is a good thing, is more discovery an even better thing?

Enter hypothesis testing.

Hypothesis testing (also called Hypothesis-Driven Development) takes its cues from the greatest experimental laboratory ever devised: evolution. Evolution makes no pretense at being able to predict what the future holds. It simply responds to change by constant experimentation. An experiment producing a better outcome is rewarded with longevity. A worse outcome is quickly subjected to an ignominious end. If we're willing to surrender our predictive beliefs, then evolution has a lot to teach us.

With hypothesis testing, we take a slightly more deliberate approach than the pure randomness of evolution. We proceed as scientists do when faced with the unknown: formulate a hypothesis and subject it to measurement and failure in the real world. If it's falsifiable and can't be proven false, at least not yet, then it has merit.

There are many ways to implement hypothesis testing [8] [9] [10], but here's a simple example. We formulate a hypothesis such as, "*We believe our customers want a left-handed widget feature on our data portal. We declare our hypothesis to be true if traffic to our portal increases by 5% in one week.*" If our hypothesis is correct, then we should see at least a 5% bump in traffic within a week. If not, we were wrong and reject our hypothesis and possibly remove the feature. We then reformulate our hypothesis or move on to another one. It's beyond the scope of this article to provide a detailed how-to of hypothesis testing, but the references provide links to articles with instructive examples and best-practices.

With hypothesis testing, we surrender our predictive beliefs envisioning how the future will unfold. Instead, we build incrementally, testing each small piece as we go, minimizing the risk to capital, and cutting losses early. In effect, we make ourselves intellectually humble and admit we have little knowledge of the future. We accept we don't know what we don't know and are unlikely to ever really know much in advance. We can only discover it through experimentation.

Most importantly, hypothesis testing minimizes the biases described above that slow our learning. With it, we get paid to learn and use objective data to validate or falsify our ideas. We minimize sunk costs, thereby making it less likely to cling to a failed idea. We use randomness to help us learn instead of fooling us into seeking a reward where none is to be found. Charismatic personalities have less sway when objective data is the measuring tool. And finally, being wrong is accepted as the normal state and part of the experiment. In short, we're using an evidence-based decision system over one based on omnipotence and superstition.

We can further inoculate ourselves against bias by placing strict, consistent limits on the amount of capital allocated to hypotheses and requiring short time-frames for proving them true. Otherwise, we're right back to endeavors needing "just a little more time" or "just a little

more money" to be proven right. Evolution allows no such exemptions. Ultimately, we need to decide if we want to be "*right*" or make money. We sometimes seek the former while claiming to seek the latter.

There's one further bias to address. Humans are first, and foremost, confirmation-bias machines. If we're compensated for producing successful ideas, then we inevitably will seek only confirmatory evidence for our hypotheses. We reduce this effect when, in the manner of scientists, we deliberately seek evidence to refute our hypotheses. In short, it's easy to find confirming evidence for a given hypothesis, but it's much harder to argue for its validity when we have evidence contradicting it.

Admittedly, hypothesis testing doesn't yield a particularly motivating rally cry like the predictive approach's "*Full speed ahead!*" By contrast, "*Let's run an experiment*" is hardly as energizing. But it has the potential to be more profitable.

A Common And Misguided Strategy

“The fault, dear Brutus, is not in our stars,
But in ourselves...”
Julius Caesar (Act 1, Scene 2)

Perhaps we have a biased sample set in our industry and hear only the stories of predictive planning nightmares and not the successes, making us believe the nightmare scenario is the common one. But given so many stories, from so many people, over so many years, it seems the scenario is probably representative of many work environments. It contains the worst possible choices and almost always leads to failed outcomes.

Here's how it occurs: We have a generic, somewhat vague goal like "*increase revenue from our website by ten percent next year.*" Or maybe it's more specific like "*add a left-handed widget to our data portal because customers will buy it.*" Whatever it is, it typically isn't well-specified, and the assumptions underlying the premise are just that: assumptions. And hidden details will surely appear as we begin work. We've done similar features in the past but, crucially, we've never done exactly the same thing before. But that should be "*good enough*" for the basis of our prediction. We then have a developer provide a prediction that's little more than an off-the-cuff guess. And then we're off to the races. It often goes like this in predictive environments:

Manager: "How long will it take to write the Widget feature?"

Programmer: "I don't know, maybe a month."

Manager: "What? That's ridiculous! There's no way it will take that long!"

Programmer: "Well, OK, I can probably do it in a week."

Manager: "That's more like it. I'll put it in the schedule. Do it next week."

In an Agile environment, it might look like this:

Manager: "How many story points are you estimating for the Widget story?"

Programmer: "I don't know, maybe it's a thirteen."

Manager: "What? That's ridiculous! There's no way it's that big!"

Programmer: "Well, OK, it's probably a three."

Manager: "That's more like it. I'll update the backlog. Do it in the next sprint."

This is little more than random guessing under extreme duress and creates the worst possible conditions: vague specifications, no rigorous collection of historical data upon which to draw for a careful, statistical analysis, off-the-cuff guesses from one programmer, and turning the guess into a commitment to deliver according to a schedule. To this mix, add incentives for managers to "*hold developers accountable*" for failing to deliver what they never realized was a promise instead of a guess, and the understandable fear of punishment for being wrong about their guess once it becomes a commitment. Is it any wonder failure is an inevitable outcome? The only way it's delivered is by cutting features, heroic overtime, and sacrificing quality. And yet, the lesson is rarely "*this isn't working so we need to try something else.*" Instead, it's often, "*we need to get better at predictions.*"

We get what we pay for. If we're required to use predictions to derive plans, then we must invest the time and money to do it right. If we use Agile methods, the delivery of working software must take precedence over predictions. To do otherwise is wishing to get something for nothing. As the Second Law of Thermodynamics makes clear, "*There's no free lunch.*"

Know Thine Environment

It's imperative to know the environment in which our businesses are operating. If we work on large, contract-driven projects where timelines are extended and the specifications are well-defined in advance, then quantitative prediction is usually a required skill to survive. On the other hand, if we operate in a more common environment where specifications are vague or non-existent, the market needs are unclear or unknowable, timelines are short and urgent, and competition for market share is fierce, then we should consider a hypothesis-driven approach.

A key problem is we often misunderstand the mathematical underpinnings of our environment. We often believe we operate in a deterministic world where more effort will reward us with a successful result. In fact, often we're operating in a non-deterministic, highly empirical world with an unstable foundation changing with time. Statisticians call this a problem with "*a non-stationary base*" where the mathematical foundation is not stable, and there's no base upon which to anchor our assumptions. Under these conditions, fixed, deterministic methods will not succeed outside of sheer, random luck. For all of the biases listed above, it's nearly irresistible to believe we can predict and plan even when we can't.

Unfortunately, if we're not operating under stable conditions, then greater effort put into a prediction has a higher chance of increasing our confidence in its accuracy than it does in improving the accuracy itself. We then become certain of our wisdom, making us prone to commit ever more capital to prove we're right, instead of cautiously guarding our resources and applying them when the data tell us we're on the right path.

Knowing the environment in which we operate means pay incentives are aligned with methods producing successful outcomes for that environment. We're incentivized to learn, in whatever form it may take for our environment.

Final Thoughts

One of the key difficulties with predictions lies in our natural human reluctance to accept uncertainty. Being in a state of uncertainty and doubt is extremely uncomfortable. So we're much more inclined to embrace those who are full of confidence than we are those who shrug and prefer to run an experiment to verify a hypothesis.

The external reality is this: the business environment is often governed by uncertainty, unknowable unknowns, and darkness we must navigate with only the faintest of lights. Our challenge is to accept the disquieting nature of that environment instead of clinging to the comfort of a belief system that provides us with a reassuring but misleading picture.

The road to knowledge is paved with the acceptance of uncertainty. If we can learn to live with its discomfort, then we open the path to learning. To paraphrase a famous saying: The price of learning is eternal unease.

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Research

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Goals

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Shot list

1.

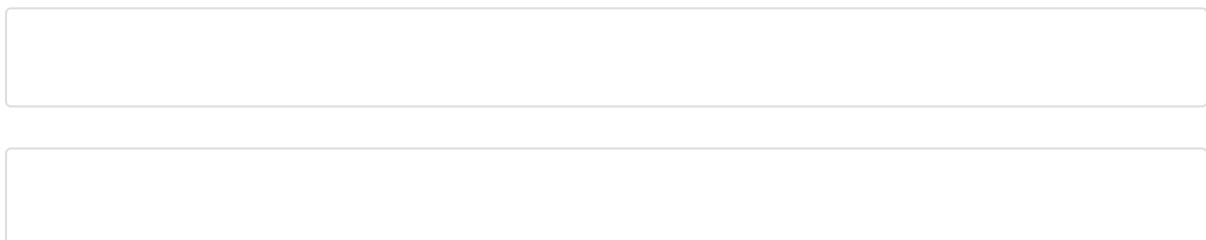
Script

“Se você acha que desenvolver um software acessível é perda de tempo ou que vai prejudicar a estética do seu produto, lembre-se que você pode ser responsável por um feedback desse tipo de um consumidor:



Você ainda acha que não vale a pena? São pequenas atitudes, mas que podem fazer muita diferença

Footage



acid

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≡ Paid Difficulty	0.02
≡ SEO Difficulty	0.33
≡ Volume	4.4

Ad Scripts

Magnet Ad

1. Dica útil 1: "Como dominar algoritmos e estruturas de dados"

Oferecemos conselhos práticos sobre como aprender e aprimorar habilidades em algoritmos e estruturas de dados.

2. Dica útil 2: "Como se destacar em entrevistas técnicas"

Compartilhamos estratégias eficazes para impressionar recrutadores e garantir uma vaga em empresas desejadas.

3. Conselho 1: "Invista em soft skills para se tornar um Dev Senior"

Explicamos a importância das soft skills para o crescimento profissional e como desenvolvê-las.

4. Conselho 2: "Aprenda a aprender: o segredo dos desenvolvedores bem-sucedidos"

Destacamos a importância de adquirir habilidades de aprendizado eficientes e como isso impacta na carreira de um desenvolvedor.

5. Vídeo inspiracional: "Histórias de sucesso: de Dev Júnior a Lead Engineer"

Compartilhamos histórias inspiradoras de desenvolvedores que alcançaram posições de liderança e sucesso em suas carreiras.

6. Hot Take Ad: "Por que ser um Dev generalista é melhor do que ser um especialista"

Debatemos as vantagens de ser um desenvolvedor com conhecimentos amplos e como isso pode impulsionar a carreira.

7. Exhibit A: "Como o Dev Elite transformou a carreira de João"

Apresentamos um estudo de caso de alguém que usou o Dev Elite para alavancar sua carreira e alcançar resultados incríveis.

8. Exhibit B: "O impacto do Dev Elite na vida de Maria"

Mostramos outro estudo de caso de sucesso, destacando como o Dev Elite

ajudou a desenvolver habilidades e impulsionar a carreira de outro desenvolvedor.

9. Coffee Date Ad: "Descubra nosso blog: dicas e insights valiosos para desenvolvedores"

Convidamos os espectadores a visitarem nosso blog para obter mais informações e recursos úteis para o crescimento profissional.

10. Oferta Irrecusável: "Acesso grátis de 7 dias ao Dev Elite"

Apresentamos uma oferta especial: acesso gratuito ao Dev Elite por 7 dias para experimentar o curso e descobrir como ele pode transformar suas carreiras como desenvolvedores.

Magnet Ad: As 4 trilhas de conhecimento que todo dev tem que seguir pra evoluir.

1. Dica útil 1: "Como dominar algoritmos e estruturas de dados"
2. Dica útil 2: "Como se destacar em entrevistas técnicas"
3. Conselho 1: "Invista em soft skills para se tornar um Dev Senior"
4. Conselho 2: "Aprenda a aprender: o segredo dos desenvolvedores bem-sucedidos"
5. Vídeo inspiracional: "Minha trajetória até me tornar um Dev Senior"
6. Hot Take Ad: "Por que ser um Dev generalista é melhor do que ser um especialista"
7. Exhibit A: ?
8. Exhibit B: ?
9. Coffee Date Ad: "Assista no Youtube minha entrevista com um Dev da Google"
10. Oferta Irrecusável: "30 primeiros ganham mentoria"

Ada Lovelace

📅 Data	@10/12/1815
Σ Dia	10
📎 Imagem	
Σ Mês	12

ada lovelace

≡ CPC	R\$0.53
≡ Paid Difficulty	0
≡ SEO Difficulty	0.85
≡ Volume	8.1

Ada Yonath

📅 Data	@22/06/1939
Σ Dia	22
📎 Imagem	
Σ Mês	6

Adi Shamir

📅 Data	@06/07/1952
Σ Dia	6
📎 Imagem	
Σ Mês	7

Adicionar Facebook Pixel LP

Status	Not Started
Assign	Luan Dias  Pedro Camponez 
Due	
Project	 Fase 1 - Pré-lançamento
Aulas	
Priority	

Adicionar GTM script LP

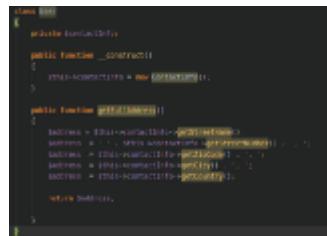
Status	Not Started
Assign	Luan Dias  Pedro Camponez 
Due	
Project	 Fase 1 - Pré-lançamento
Aulas	
Priority	

adminlte

≡ CPC	R\$0.00
≡ Paid Difficulty	0
≡ SEO Difficulty	0.66
≡ Volume	6.6

Advanced Coding Skills, Techniques, and Ideas | by Mohamed Aladdin | Medium

↗ Aulas	
🕒 Created	@May 28, 2023 5:03 PM
≡ Tags	
🔗 URL	https://maladdin.medium.com/advanced-techniques-and-ideas-for-better-coding-skills-d632e9f9675



Good developers are defined by the quality of their codes. In the software industry, writing good code means saving the money that may be invested in testing, updating, extending or fixing bugs. In this article, I will show you real-life examples of some techniques and ideas that will help you to clean up your legacy code and refactor it to make it more robust and modular. These techniques will not only help you to refactor your old code but will give you great ideas as to how to write clean code from now on.

What Is refactoring and why do we need It?

Refactoring refers to techniques and steps that help you to write clean code. This is important for other developers, who then will be able to read, extend and reuse the code without the need to edit much.

The next lines will show you some examples of refactoring a legacy code and make it better.

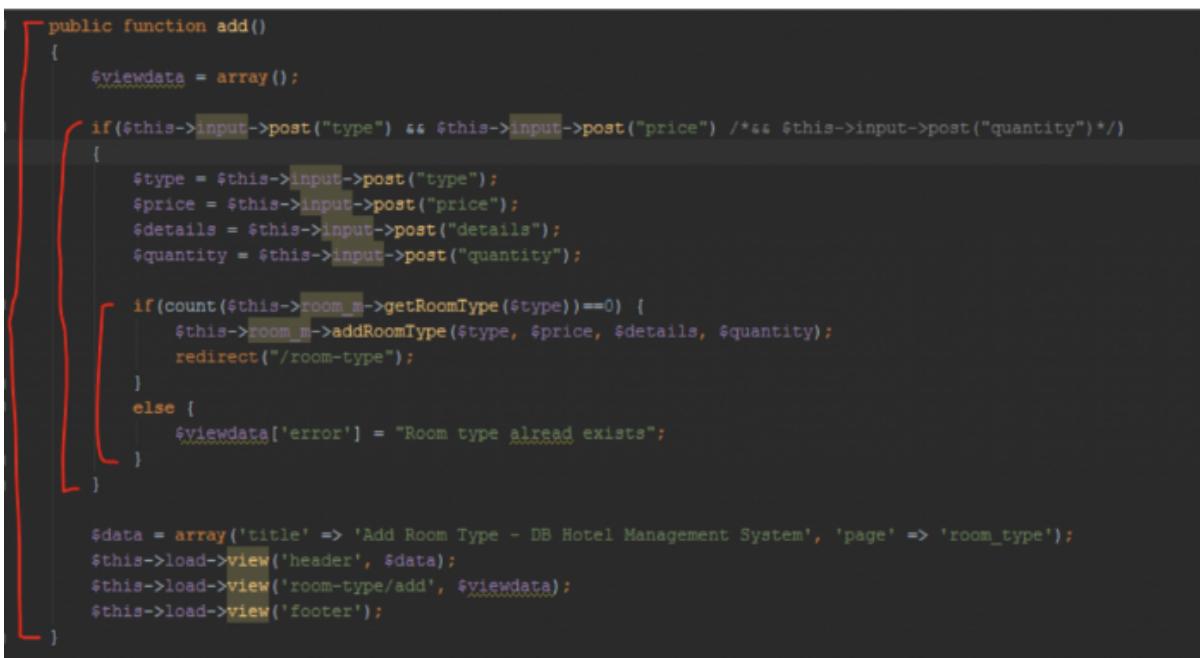
Never refactor a production code that does not have unit tests

My first advice is to not ever start refactoring a legacy code, which does not have proper unit tests. I guess the reason is obvious: You will end up with broken functionalities that are difficult to fix because you won't be able to figure what's broken. Therefore, if you need to refactor it, start with testing it first. Make sure the part you are going to refactor is covered by the tests. Check [PHPUnit code coverage analysis](#).

Start refactoring from the deepest point of your code

Take a look at the next picture. This is a real project for a hotel management system that I found on Github. This is a real open source project so the closed source can be worst.

example: refactoring deepest points first



```
public function add()
{
    $viewdata = array();

    if($this->input->post("type") && $this->input->post("price") /*&& $this->input->post("quantity")*/)
    {
        $type = $this->input->post("type");
        $price = $this->input->post("price");
        $details = $this->input->post("details");
        $quantity = $this->input->post("quantity");

        if(count($this->room_m->getRoomType($type))==0) {
            $this->room_m->addRoomType($type, $price, $details, $quantity);
            redirect("/room-type");
        }
        else {
            $viewdata['error'] = "Room type already exists";
        }
    }

    $data = array('title' => 'Add Room Type - DB Hotel Management System', 'page' => 'room_type');
    $this->load->view('header', $data);
    $this->load->view('room-type/add', $viewdata);
    $this->load->view('footer');
}
```

As you can see in this method, there are three levels marked in red. The deepest point should be the nested if/else statement inside the first if condition. Usually, the deepest point is focusing on a single logic which makes it easier to refactor.

Make your methods shorter by dividing them into smaller methods or configuration files/DB table

Maybe, in this case, we can extract it to a private method as following:

make your functions shorter

```
private function addRoom(RoomType $type, int $price, string $details, int $quantity)
{
    if(count($this->room_m->getRoomType($type))==0) {
        $this->room_m->addRoomType($type, $price, $details, $quantity);
        //this redirection will prevent the exception from being thrown
        redirect("/room-type");
    }

    throw new Exception("Room type already exists");
}
```

The next deepest point will be fetching the post data and loading the views. Now, take a look at the method add() after refactoring the other parts. It is much cleaner, readable and testable.

example: refactoring deepest points first

```
public function add()
{
    $viewData = [];

    if($this->input->post("type") && $this->input->post("price"))
    {
        $data = $this->fetchpostData();
        try{
            $this->addRoom($data['type'], $data['price'], $data['details'], $data['quantity']);
        }catch (Exception $exception){
            $viewData['error'] = $exception->getMessage();
        }
    }

    $this->initializeView($viewData);
}
```

Always use {} within if-statements

Most of the programming languages support one line if-statements and some developers use it because it is simple, however, it is not readable and it's easy to cause problems since only one empty line can break the condition and start crashing. See the difference between the two examples:

example: use curly braces

```
// NOT GOOD
public function check_login()
{
    if(!UID)
        redirect("login");
}

// VERY GOOD
public function check_login()
{
    if(!UID){
        redirect("login");
    }
}
```

Do not use magic numbers or magic strings:

In the next example, you notice if rooms are more than 250, it returns an error message. In this case, 250 is considered as a magic number. If you're not the developer who wrote it, it will be hard to figure out what it represents.

example: magic numbers

```
public function availableRooms($rooms){
    if( $rooms > 250 ){
        return 'No rooms available';
    }else{
        return true;
}
```

In order to refactor this method, we can figure out that 250 is the maximum number of rooms. Therefore, instead of hardcoding it, we can extract it to variable \$maxAvailableRooms. Now, it is more understandable to other developers.

example: fix magic numbers

```
public function availableRooms($rooms)
{
    $maxAvailableRooms = 250;
    if( $rooms > $maxAvailableRooms ) {
        return 'No rooms available';
    }else{
        return true;
    }
}
```

Do not use else-statements if you do not need to:

In the same function `availableRooms()` you notice the `if`-statement, in which we can easily get rid of the `else` part and the logic will still be the same.

example: ignore `else` statement

```
public function availableRooms($rooms)
{
    $maxAvailableRooms = 250;
    if( $rooms > $maxAvailableRooms ){
        return 'No rooms available';
    }

    return true;
}
```

Use meaningful names for your methods, variables and tests

In the following example, you can see that there are two methods from the hotel management system called “`index()` and `room_m()`”. For me, I cannot determine what their purposes are. I think it would be easier to understand if their names were descriptive.

example: bad methods names

```
public function index()
{
    $rooms = $this->room_m->get_rooms();

    $viewdata = array('rooms' => $rooms);

    $data = array('title' => 'Rooms - DB Hotel Management System', 'page' => 'room');
    $this->load->view('header', $data);
    $this->load->view('room/list', $viewdata);
    $this->load->view('footer');
}
```

Use the maximum capabilities of your programming language

Many developers do not use the full capabilities of the programming language they use. Many of these features can save you a lot of effort and make your code more robust. Take a look at the next examples and notice how it can be easy to achieve the same result with less code by just using the type hinting.

```
public function calcDiscount(string $name, int $age): array
{
    return [
        'name' => $name,
        'age' => $age,
    ];
}
```

```

public function calcDiscount($name, $age)
{
    if(!\is_string($name)){
        throw new \Exception( message: 'Provided name is not valid');
    }
    if(!\is_int($age)){
        throw new \Exception( message: 'Provided age is not valid');
    }
    $formattedInfo = array();
    $formattedInfo['name'] = $name;
    $formattedInfo['age'] = $age;

    return $formattedInfo;
}

```

I would like to end with a few more quick tips on better coding:

- Use a new array form instead of the old one array().
- Use === operator instead of == unless it is important to not check for the dataType.
- It is always a good idea to give public methods short descriptive names. It is ok for private methods to have longer names as they have a limited scope.
- Only use general names with methods that implement interfaces example add() and use descriptive names for single classes methods addUser() or addDocument().
- Remove unused methods from your classes.
- Use prefix is/has with functions that return boolean ex: isAdmin(\$user), hasPermission(\$user).
- Always use access modifiers in class methods and properties.
- Be careful with interface pollution: Only use methods that users can use publicly.
- Organize classes methods where public methods are on the top.
- Always apply the single responsibility concept to your classes.

Write clean code and get rid of code smells with real life examples

Code smells are a set of common signs which indicate that your code is not good enough and it needs refactoring to...

hackernoon.com

More to Read:- Software Architecture — The Difference Between Architecture and Design- Software Architecture: Architect Your Application with AWS- Write clean code and get rid of code smells with real life examples

Advice to new software developers | by Brenn | The Startup | Medium

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⌚ Created	@May 28, 2023 5:03 PM
≡ Tags	
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I've had the pleasure of managing and growing developers for a few years. Most new developers do not suffer from a lack of skill but instead a lack of perspective. This is true both on the structure of code but also on the structure of careers.

What to do those first few years.

Most people fresh out of school are going to end up at either a product company or a consulting firm. Think carefully going anywhere else. The consulting route has the benefit of seeing many projects over a short period of time. A product company has the benefit of watching a single product evolve and the stresses that come with it.

Both experiences are valuable. However, the career options tend to be better for the person working in consulting.

Why? Because consultants are rarely hired for out of date skills. As expensive "hired guns", they are hired to take on high-value projects that the company can't staff internally. The internal staff is often stuck with thankless maintenance of the code produced by the consultants — regardless of quality.

Which looks better on a resume:

Part of key team writing java code to ship {major project X}, on time and on budget

or:

Wrote code in java fixing bugs for company {major product X}.

The first one looks way better. A few years at a consulting firm and you'll have multiple projects under your belt. That means you get multiple lines on your resume and multiple things to talk about in interviews. The maintenance developer has no such benefit. As a junior developer, maintaining code is a very likely first job but it's not great for careers. When you are the maintenance team, you are seen as a pure expense by management so they hate paying you. Moreover, the lessons learned from maintenance simply don't mean as much. There's also the chance management decides to toss the legacy codebase — and the team with it. Naturally, this advice all depends on the company. Working on a product or doing maintenance for Facebook will do wonders for your career but that's simply not going to happen for everyone.

The lesson: *Avoid becoming a maintenance dev for your first few jobs, if you can. Being at a product company is ok, as long as you are part of a team that makes new things to sell.*

Once you are farther along in your career a product company is a great choice. Your existing experience will prepare you for higher responsibility and growing a product over time provides a new and very valuable perspective.

The economy right now is very strong. If you have the skills and the choice, take a job that will expose you to multiple projects, multiple managers, and multiple industries as fast as possible. That's at one of the consulting firms or an agency.

As a double bonus, the consulting world will also grow your network extremely quickly. Since most jobs are gotten through connections, the advantage here should be obvious.

Understanding the corporate world



Politics suck, but you need to learn anyway

The other advantage of working at consulting firm is the politics. You may recoil in horror but hear me out. You know that phrase “Nothing is certain in life except death and taxes”? Add politics to the list. Like it or not, no matter where you go there will be some level of company politics. At a consulting firm, you’ll get exposed to the politics of your own company as well as others. You don’t have to like it, but you do need to learn it. In fact, the more you hate politics the more important that you are good at it, because that’s how you avoid the bullshit.

Plus, those firms tend to be performance oriented. If you are good at what you do, that goes a lot farther in a firm where your work (and billing) goes directly to the bottom line.

It’s a balance. In my experience, the less political the workplace the better it is because people are genuine teammates. But you won’t always have that luxury. Try and make lemons into lemonade by learning what you can about those environments and then find somewhere better.

Understand your industry

Software exists to solve business problems. Computer science students get exposed to algorithms and complexity analysis and then get jobs where that stuff doesn’t

come up. In most languages, things like red-black trees and so on are already implemented behind the scenes. What really matters is that software gets shipped quickly and works ok. And since most software is a bunch of libraries talking to a bunch of services, you'll be working at a much higher level of abstraction. Should you still master data-structures? Yes. But that won't be enough.

So if it's not low-level implementation that matters, what does? Solving problems. And to solve a problem well, you need to understand why it exists and for whom. That means understanding the business.

Thus, one of the easiest ways to make a difference and shine as a developer is to know your industry and know your customers. I've seen so many developers stand out like this, but it's almost impossible to stand out just for code alone. Possible — but it happens about 1/10th as often.

Learning customer service, understanding the business, and making your life easy for your boss(es) is how to stand out. And your "boss" in practical terms is likely a project manager, product owner, business unit director, or lead developer. Three out of four of those will never look at your code. Half the time the lead may not either and just trust that to someone else. But all of them are obsessed about the product and the customer.

Interviews

Software development interviews are broken. Interviewing fads come and go, and none of the fads has any effect at all on finding the good people. In part, this is because companies don't really have a common definition of "good". And if the company doesn't know who will succeed there, you better believe the interviewer doesn't either.



Here's what usually happens: the team is told by HR that someone is coming in for an interview. One of the developers gets tasked to "interview the new person". They remember how they were interviewed, google "developer interview questions", and then write a bunch down 10 minutes before you show up. Whatever they saw on Google: that's your interview, plus a few specific questions about your past history.

These tactics are spectacularly ineffective. At best they know that you can't be too terrible because you did something on command on a white board. Or perhaps you re-implemented a well known algorithm by hand, even though that's never what you'll do in the job and if you did it would be a terrible idea.

How the hiring decision really gets made

At most companies, about 80% of the choice to hire or not comes down to personality and only maybe 20% on how good at code you are. A lot of times people will get interviewed and the company's official response is that they really want "*someone with a lot more experience at X*". When this happens, it's usually a personality thing. If they just totally loved you the response would be "*Well, they don't know X but they seem REALLY smart and they did Y which is similar, they will be fine*".

If you don't get a job offer and you felt you did ok at the tech — it's a personality thing. Charisma matters most.

You might think this is irrational, but it's not. Once hired, you'd be spending 40+ hours a week with that team. Everyone prefers to go to work with people they like every day. Hiring you isn't just gaining work capacity, it's also taking on forced socialization with someone they just met. So work on your code, but also work on your people skills.

Feedback and documentation

Every month, document your successes. If you increased unit test coverage — document. If you were in a meeting with senior management — document. If you took on a new project, document. You want this when reviews come around and also for your own resume when it comes time to move on.

Every 3 months, proactively get feedback from co-workers and anyone who interacts with you regularly. Take what they say to heart. Most companies have terrible feedback cycles that will not help you. Typically, feedback is handled with about as much planning and thought as interviews. Your boss thinks about you for maybe an hour, grumpily writes a bunch of stuff into whatever HR system the company has purchased, hits save and sighs with relief. It's the rare company and manager that really obsesses about growing their people. You'll know you have one when you get constructive feedback regularly without the enforcement of the HR bot.

Conclusion

If you are a newly minted graduate or early in your career, you want to look for positions that maximize your learning not just about code, but about people.

Relationships determine success at least as much as code ability unless you are a truly 1/10,000 developer — in which case start your own company.

When you are going into an interview, realize that you'll likely be asked to whiteboard, write out algorithms, or any number of other hoops. These will probably have no relation to your actual job, but you need to do them anyway. But the real key is to be personable. Liking you as a person will go farther in a quick interview than liking your code. But if you don't get the job, realize that it's quite possibly nothing to do with you.

Keep going. One day,..you won't be a junior developer any more.



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akinator

≡ CPC	R\$0.16
≡ Paid Difficulty	0
≡ SEO Difficulty	0.93
≡ Volume	301

Alan Kay

📅 Data	@17/05/1940
Σ Dia	17
📎 Imagem	
Σ Mês	5

Alan Turing

📅 Data	@23/06/1912
Σ Dia	23
📎 Imagem	
Σ Mês	6

alan turing

≡ CPC	R\$0.64
≡ Paid Difficulty	0
≡ SEO Difficulty	0.93
≡ Volume	33.1

alexa

≡ CPC	R\$0.53
≡ Paid Difficulty	1
≡ SEO Difficulty	0.83
≡ Volume	550

Alexis Ohanian

📅 Data	@24/04/1983
Σ Dia	24
📎 Imagem	
Σ Mês	4

Algoritmos e estrutura de dados

↗ Modulos	
↗ Níveis	Nível 1: Entende os conceitos básicos de algoritmos e estruturas de dados, e pode implementá-los em soluções simples, Nível 2: Implementa algoritmos e estruturas de dados comuns em soluções de média complexidade, com consideração para a eficiência do tempo de execução e utilização de memória, Nível 3: Desenvolve soluções complexas com algoritmos e estruturas de dados personalizados, com um entendimento diferenciado dos prós e contras das abordagens comuns, Nível 4: Projeta e implementa algoritmos e estruturas de dados personalizados para soluções complexas, estabelecendo novas melhores práticas, Nível 5: É um especialista reconhecido em algoritmos e estruturas de dados, publica pesquisas inovadoras e lidera a evolução de ponta em sua área
⌚ Trilha	Técnica