

Ideation System (1/5)

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Introduction

Welcome to Ideation System. In this video we explore how to systemise YouTube video ideation.

Ideation System Structure

Here's how YouTube video ideation works a system:

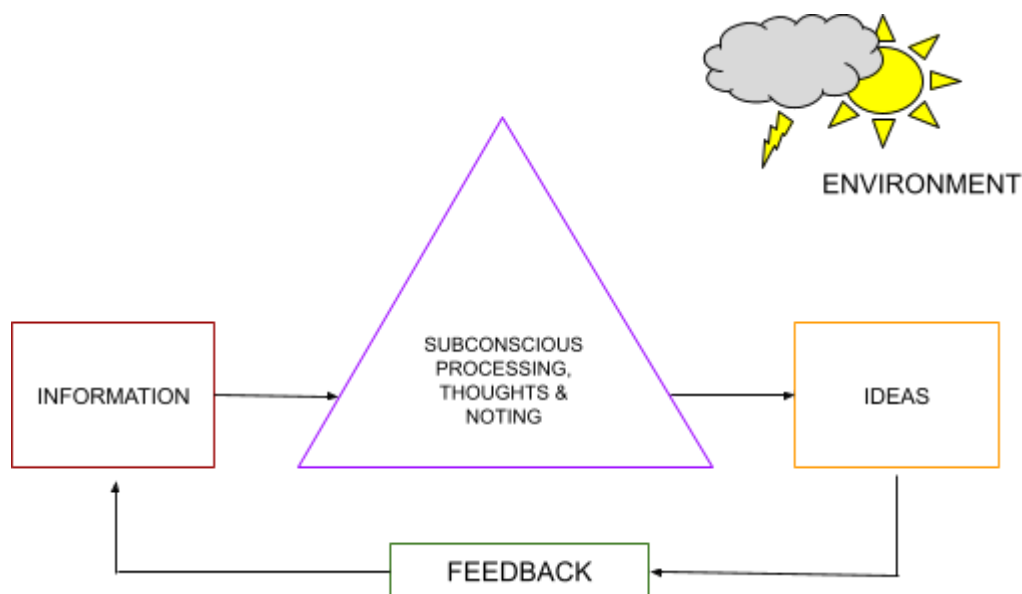
Input: Information and experiences

Process: Subconscious processing, thoughts & noting

Output: Written thoughts in the form of video ideas

Feedback: Ideas act as information to create more ideas

Environment: Provides information



What's the Process for ideation?

Step 1: conscious mind sets the goal to come up with an 'idea'

Step 2: conscious mind begins taking in information relevant to the idea

Step 3: subconscious mind prioritises the input of information relevant to the idea

Step 4: subconscious mind processes all the new information

Step 5: subconscious mind attaches new info to other info or a memory

Step 6: upon this subconscious 'information fusion' a tangible, articulate-able idea is made

Step 7: idea bubbles up to the conscious mind as a thought

Step 8: thought is given credence by the conscious mind ('that's a great idea')

Step 9: thought is written down and remembered

Step 10: idea becomes new information stored in memory for future ideas

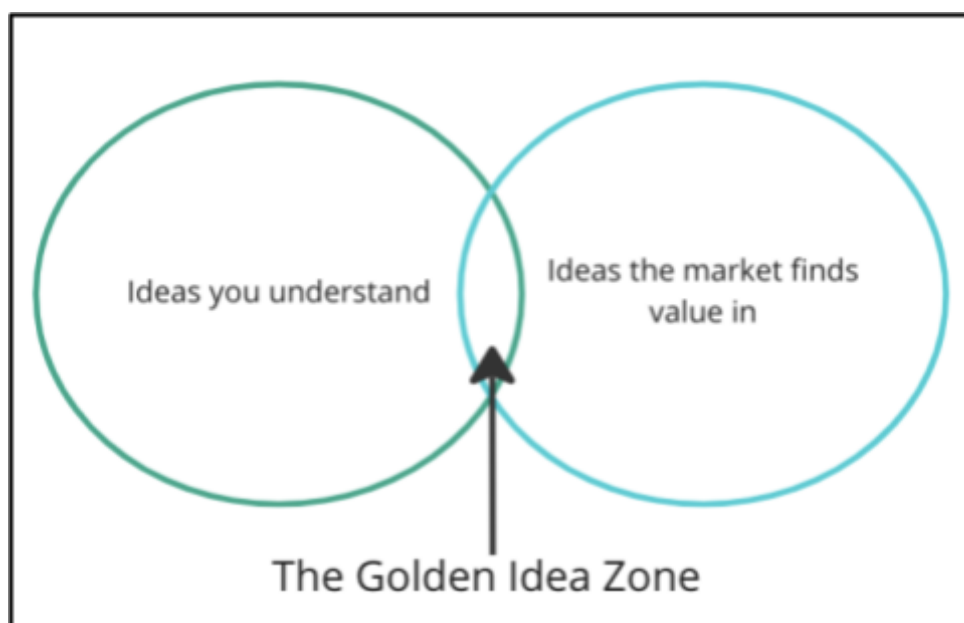
Golden Ideas

I recommend you come up with your own ideas for YouTube, instead of outsourcing or copying them. This is because:

- Your channel content will be unique
- People will only be able to get the stuff you teach from your channel
- You will deliver videos with more conviction as they are your ideas
- You will only talk about things you understand (this is the key)

What makes a 'golden idea'?

A golden idea is an idea you understand well enough to articulate it well and discuss it for 5-20 minutes, and one that the market finds value in.



The Garbage Principle

Garbage in, garbage out. Your entire channel hinges on the quality of your content, and the quality of your content hinges on the idea behind it.

Ideation is the most important step in the process of YouTube. If you have the best creation, packaging, storing & distribution process, but your ideas suck, your channel will fail.

Channel output quality (appointments & subs) depend on the quality of the inputs you put in (content).

Mind output quality (ideas) depend on the quality of the inputs you put in (information).

I've used a 2 step process to create a constant flow of **Golden Ideas** (200+ at this point).

- 1) Kick-start my creativity & channel by ideating 30 videos
- 2) 'Habitualise' ideation so it happens constantly

Video ideation is a skill. Like any skill, you'll suck at the start, improving with practice.

Step 1: Kick-starting Ideation

Before we can habitualise and subconsciously systemise ideation we need to kick-start our creativity and channel by filling our mind with idea-related information. Here we are going to ideate 30 videos that your market will find valuable and you will be able to explain on video.

For now we only want ideas. We'll worry about titles and thumbnails in packaging system (%)

The key here is to just go with your mind and don't 'try' too hard. During step 1, there are no bad mental tangents and there are no right or wrong answers.

Below are a list of action items you can follow to get inspiration for video ideas. Step 1 is all about taking conscious action to fill the mind with information it can use to subconsciously assimilate ideas.

Estimated time: 3-6 hours

- 1.1: in your immediate environment look around and see if any items can become ideas
- 1.2: go to competing youtube channels and read all of their titles (filter by popular)
- 1.3: use the auto-complete search feature in YouTube (start typing your niche or a topic)
- 1.4: list all of the problems your niche is facing
- 1.5: list 10 things that happened to you recently in your life
- 1.6: list what those 10 things taught you
- 1.7: find 10 written blog posts for your niche and note the titles
- 1.8: list 10 things you are interested in
- 1.9: list 10 things that are happening in the world right now
- 1.10: list 10 things you'd want your viewers to get from your videos
- 1.11: spend 15 minutes on your niche's Facebook, LinkedIn or Instagram profiles
- 1.12: find and watch 5-10 ads tailored toward your niche (from direct or indirect competitors)
- 1.13: list 5 favourite books you've read
- 1.14: list the 3 most important lessons from each book
- 1.15: list your 5 favourite movies
- 1.16: list the 3 most important lessons from each movie
- 1.17: find 1 long-form video discussion in your market or about your service (1.5hr+)
** watch them in 3x or 2x speed (use this [tool](#))
- 1.18: find the most popular books in your niche and read the titles and blurbs of all of them
- 1.19: Once you've completed all the action items, go for a 60-120 minute walk, or take a long bath (something relaxing). Take your phone, put it on airplane mode with a notes app open.

Open this resource and list 30 ideas: [📄 Kick-Start Idea List](#) .

If you are struggling with this or need some extra help, here are **26 ideas** to help.

1. Interview someone in your niche doing well
2. Interview a client you've had success with
3. First impressions video (first impression of X)
4. FAQ about your services or X
5. Rant video
6. Reviewing a product your niche will use, related to your biz
7. Best product under \$__ for niche
8. Tutorial
9. How-to series
10. Product comparisons
11. How to get started with X
12. Transformation video
13. Reaction videos
14. Idea videos (how do external ideas apply)
15. Storytime videos
16. First time experience
17. Word > video videos (from blogs or social media posts)
18. Interview clip
19. How __ did something (__ is someone in your niche with authority)
20. Do's and don'ts
21. News video on trending topics
22. Tips & tricks
23. For beginners video
24. Top software for niche
25. Top books for niche
26. Tools and resources

Step 2: 'Habitualise' Ideation

The second step is less structured, let me explain.

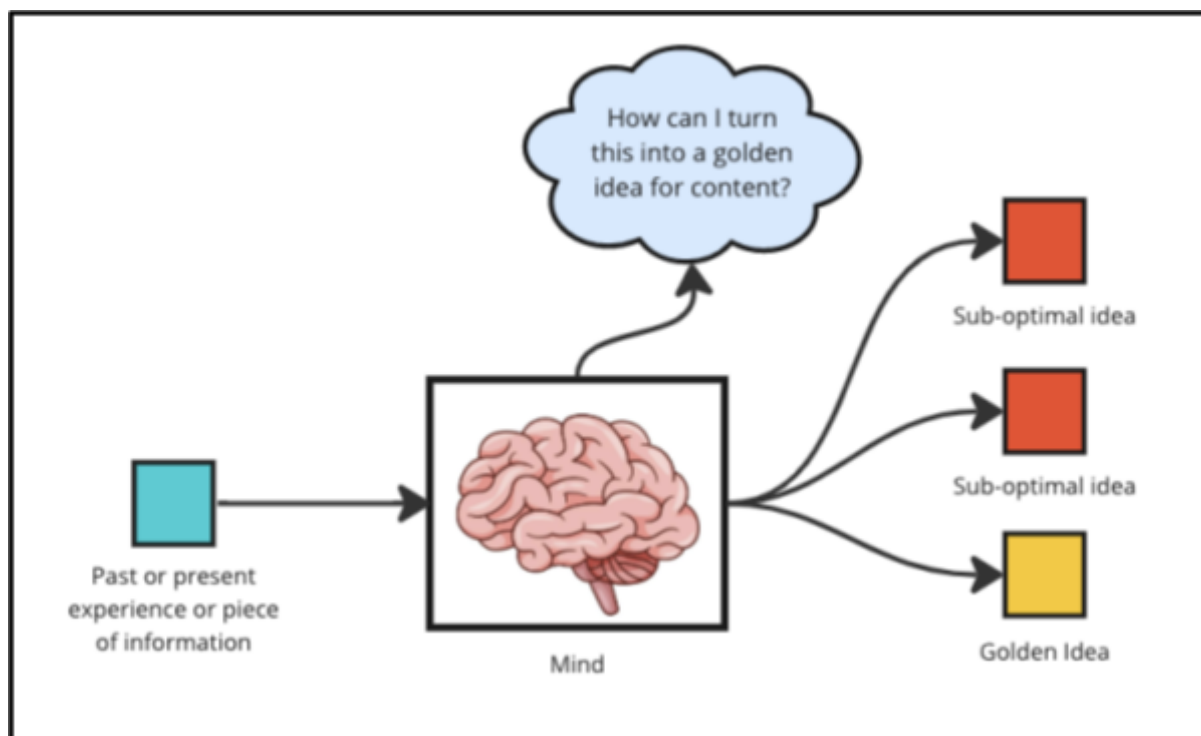
My strategy for video ideation revolves around one question, and I have habitualised asking it every time I learn anything or experience anything. I call this **the golden ideation question**.

"How can I turn this into a golden idea for content?"

The second step to ideation is to systemise your behaviour and mind by constantly asking this question when you encounter new information, ideas or experiences in your life.

You need to get into the habit of filtering all of the past & new experiences & pieces of information you are exposed to through the ideation question.

To begin with this will have to be conscious, but after a month or two it will become unconscious.



What you'll find is that you get better at this with time.

Golden Ideation Question SOP

1. Learn something, experience something, or re-live a memory from the past
2. Consciously ask yourself "How can I turn this into a golden idea for content?"
3. Apply this question and see if you can extend the thing to an idea for your channel
4. Write down this idea, no matter how bad or stupid it may seem or feel

** Step 4 must be done. You need to get into the habit of consciously extracting ideas and making them concrete, as this encourages your mind to come up with more new ideas.

5. Organise this idea as a 'golden idea' or a 'sub-optimal idea'

** a golden idea = an idea you understand and can explain, and an idea that adds value to the market. A sub-optimal idea = an idea that you can't explain, or doesn't add value.

** I'd recommend using trello to organise this, having 4 boards (all ideas, golden ideas, created ideas & sub-optimal ideas).

Get a notes app on your phone & bookmark it at the bottom of your home page so you can easily access it. You'll want to export all ideas on your notes to Trello.

Here's a ridiculous (but true) example of this:

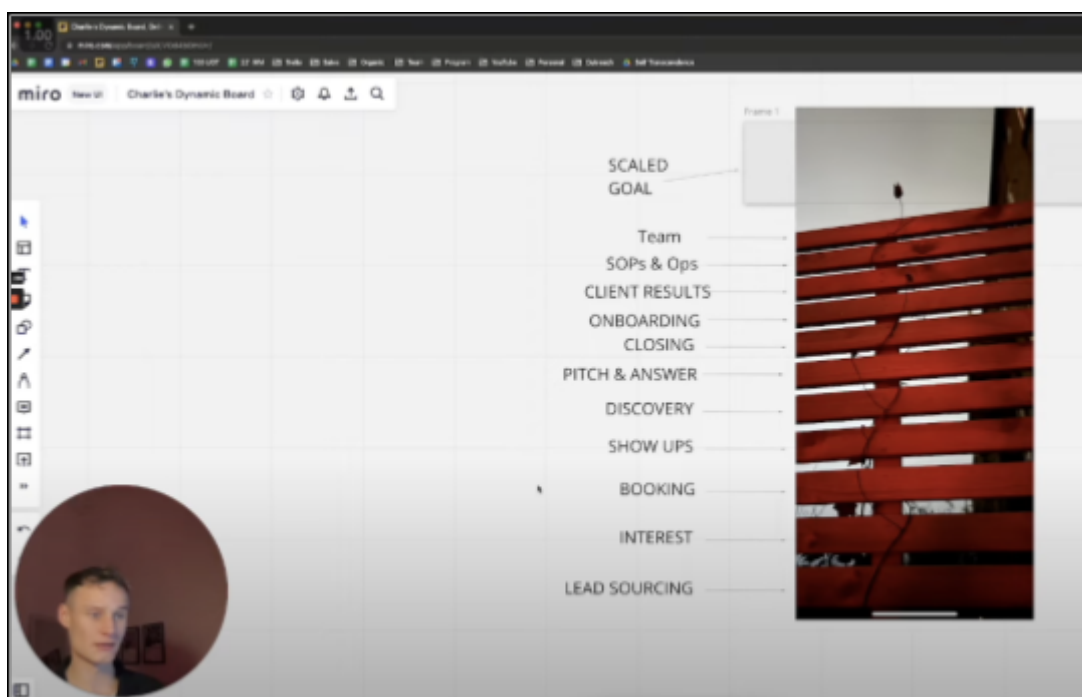
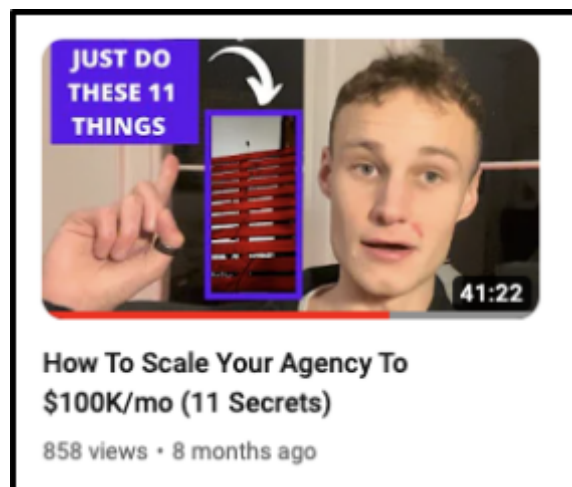
8 months ago I was sitting outside on my apartment balcony, next to a wooden panelled fence. Growing up the panels was a small plant.

As a joke (as you can tell I have a great sense of humour) I asked myself "How can I turn this into a golden idea for content?"

I counted up the slats, 11 total. I then looked at the plant and thought 'this plant has taken 11 steps to grow'.

I then thought about an agency owner and asked myself what the 11 steps or problems they'd need to overcome to successfully grow.

Here was the result:

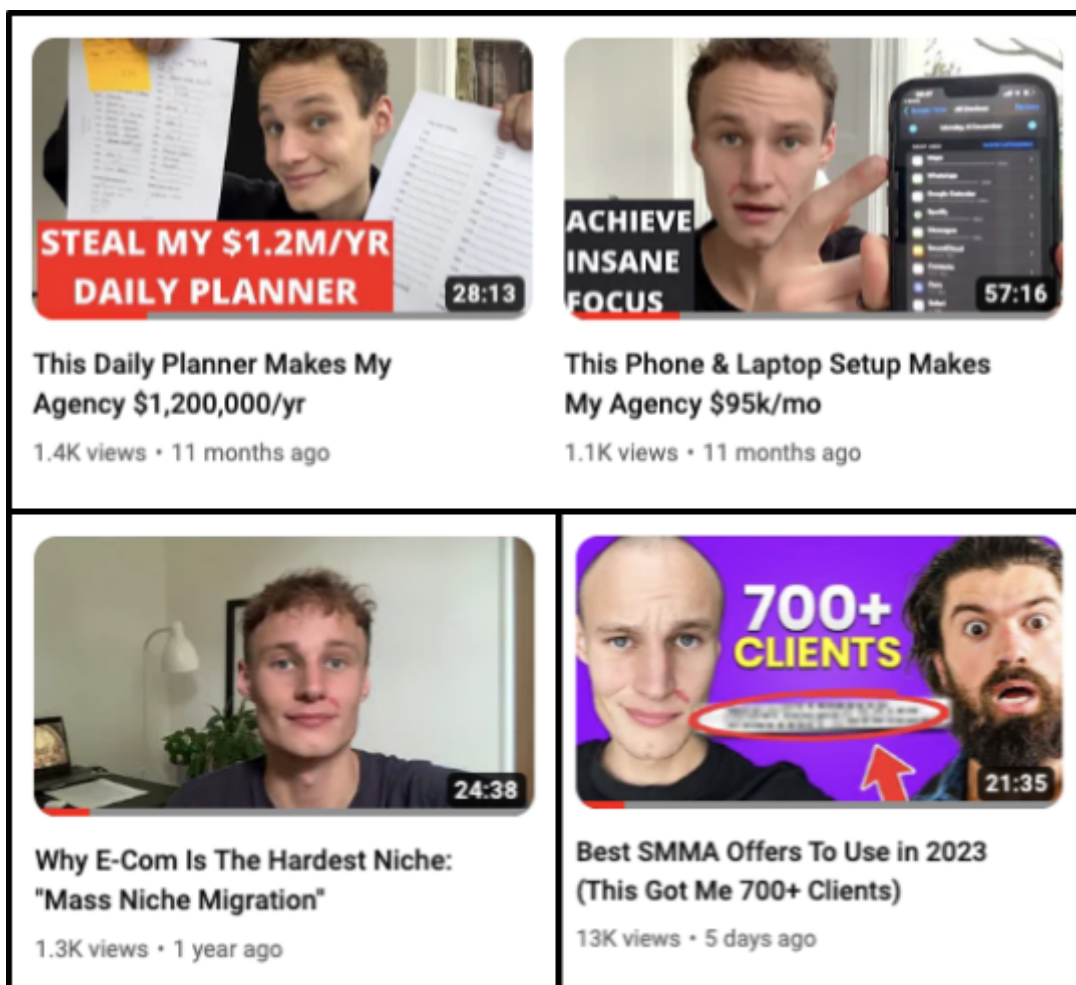


Check it out: [How To Scale Your Agency To \\$100K/mo \(11 Secrets\)](#) (or linked [here](#))

Fun fact: one of my favourite success stories, Michal Bohanes, cited this video as the reason for purchasing. All because I asked the question "How can I turn this into a golden idea for content?"

Michal' success: [How To Build A \\$25k/mo SMMA \(Michal's Experience\)](#) (or linked [here](#)).

More examples:



Method 1: Grab & Twist Ideation

One other strategy you can use is to look at your competitors' videos, grab their idea and 'twist' it to have your own unique spin. You never just want to grab, you always want to twist too.

"Good artists copy, great artists steal"

- Picasso

Method 2: Series Ideation

One great way to ideate content is to create a static series that you complete every week, e.g. where you interview someone in your market. One idea I had for a series was 'cognitive bias Mondays', whereby every Monday I explain a cognitive bias and how to use it to acquire clients (there's like 100 of them, so that's 2 years of 1x/week content sorted!).



Method 3: Comment Based Ideation

Ask your viewers every video to comment problems they are facing relevant to your content pillars, or any video ideas or requests they have for you. This can become a never ending source of ideation.

Method 4: Multi-Disciplinary Ideation

Take external disciplines that are seemingly unrelated to your topic, field or discipline. Learn the key points from each discipline. When you are ideating, see how you can use these points or key principles from external disciplines to explain the nature of your discipline. This is my favourite one, I do it all the time :)

Example: explaining client acquisition with natural selection, or explaining appointment booking with regression to the mean.

Ideation Beliefs

You are this system, so you need to be polished. What I mean by that is that if you have limiting beliefs around ideation, you will think and act out those beliefs.

Things I believe to be true about myself, relevant to ideation:

- Ideas flow freely to me
- I will never run out of ideas
- I have too many golden ideas to execute on

Check your beliefs and remove those that are holding you back from ideation. It's impossible to come up with unique creative ideas if your worldview around creativity is 'I'm not creative'.

You can change these things. If you don't believe me, watch self transcendence.

Remember: if the idea is bad, the video will perform poorly. If the video performs poorly, the channel becomes less valuable. If the channel becomes less valuable, you get less appointments and subscribers. The idea is everything.

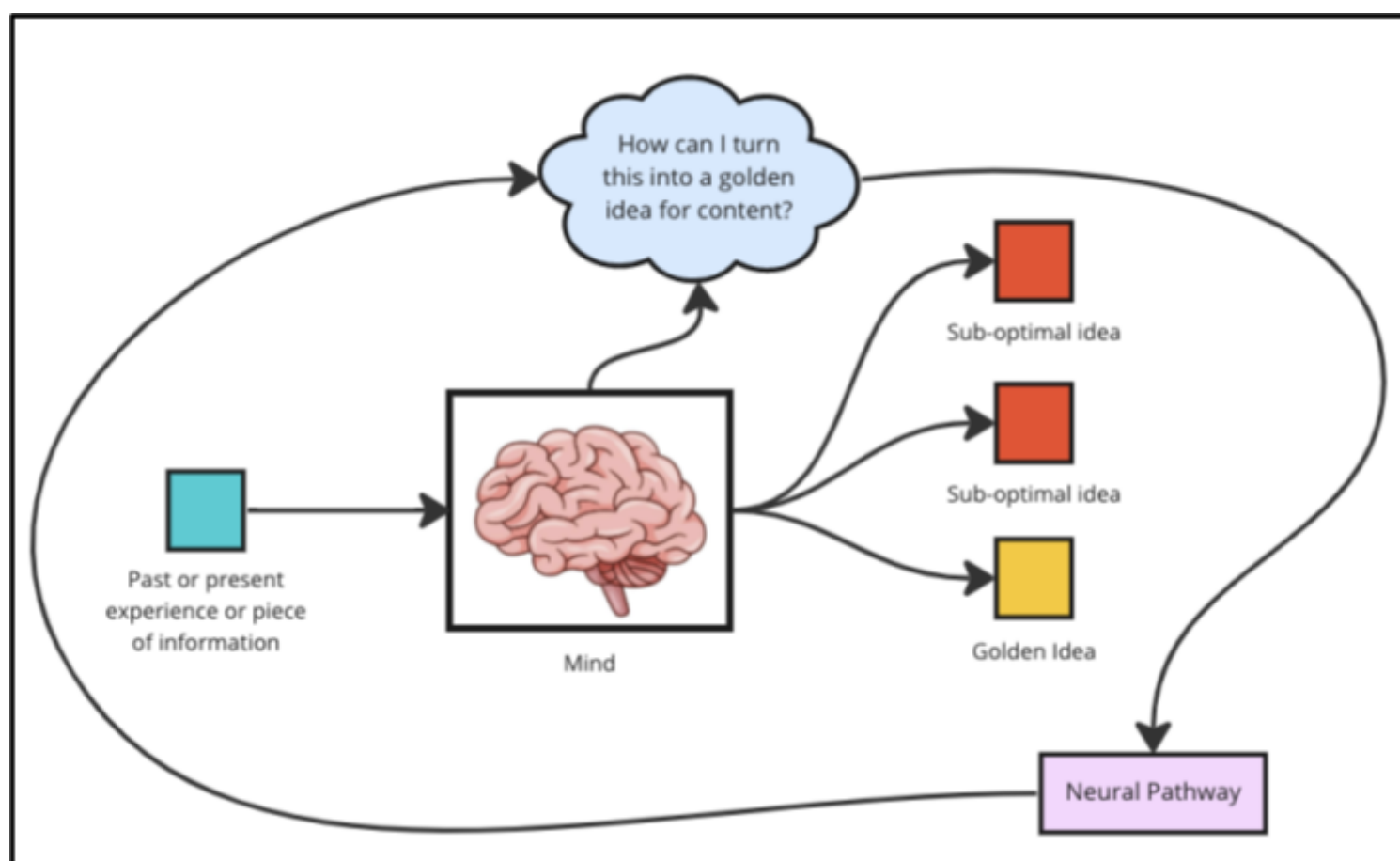
Ideation Creativity Feedback Loop

I've had a surplus of 30+ golden ideas for videos for the last year, and this has been my key to consistency. It's impossible to maintain content consistency without ideation consistency.

If you find the golden idea question doesn't work for you, you can always sit down once a week or once every two weeks and re-do the exercise I gave you earlier (the 19 steps).

Ideation is an exponential process and works on a feedback loop. Every time you come up with a new creative idea, you burn a pathway to reinforce this cognitive process. It's a habit.

Once you've done it enough, the process will become subconscious. For as long as you are experiencing and learning new things, you will have ideas for videos.



Key: Read as much as you can, and watch as much as you can. Creativity has no boundary.