



**INVENT ENDLESS
CONTENT IDEAS**

PROJECT-BASED IDEAS

- Work on interesting projects
- Overcome obstacles on your path
- Share your solutions with people

LEARN BY TEACHING

- Study a subject you're interested in
- Share everything you're learning

ORGANIZE YOUR NOTES

- Have a notebook or a file where you keep your notes
- Write down all useful ideas you encounter
- Organize your notes into a post

RESEARCH-BASED IDEAS

- Pick a topic you're interested in
- Do research:
 - Wiki articles
 - Blog posts
 - Forum threads
 - Youtube videos
- Compile and summarize the most useful ideas

IDEAS BASED ON READING

- Read books, watch video courses, listen to podcasts
- Take good notes, organize them into posts
- Share the most useful takeaways

EXPLAIN COMPLICATED SUBJECTS

- Take ideas that are boring, technical, hard to understand
- Make them accessible, concise, engaging, fun to read

MAKE CONNECTIONS

- Develop an expertise in different areas
- Apply useful ideas from one field to another

COPY WHAT ALREADY WORKS

- Find the most popular blogs, subreddits, and youtube channels
- Browse their most popular posts or videos
- Share your own take, or summarize the best ideas

CREATE CONTENT FOR BEGINNERS

- Imagine talking to the version of yourself from 10 years ago
- What are the most important things you'd like to tell yourself?
- How would you help yourself to learn what you know now?
- What are some things you wish you'd learn sooner?
- What are some common mistakes and pitfalls to avoid?

TARGET A GENERAL AUDIENCE

- Make your subject interesting and accessible to a layman
- Explain what you find interesting about the topic, get people excited

ANSWER QUESTIONS

- Help people in communities, answer their questions
- Keep a list of your own questions, ask for help in communities
- Share the answers you find, summarize most useful replies

BUILD IN PUBLIC

- Work on something cool
- Share your progress

SURFACE VALUABLE INFORMATION

- Mine already discovered information
- Use the sources not easily accessible to others
- Find gems, ideas most people haven't heard of
- Make them accessible and easy to discover

NEW AND RAPIDLY EVOLVING NICHEs

- Be on the cutting edge of a rapidly changing field
- Develop extremely niche interests/hobbies
- Share your discoveries

KEEP THE SNIPPETS FILE

- Keep the file of useful code snippets
- Organize the related snippets into a post

INTERVIEW PEOPLE

- Reach out to experienced and successful people
- Invite them to do an interview

ANALYSIS

- Analyze existing successful products
- Explain how they've been made
- Explain what makes them successful

INDUSTRY NEWS

- Summarize the most important things that happened in your niche during the last month
- Help people to stay on top of the important events and developments

THANKS FOR WATCHING!

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