

Let's Get Started

My friend!

Welcome to the course. It's a pleasure having you here.

We have a lot to go over, so I'll keep this brief.

In this course, you will learn a practical writing process.

Meaning, you will learn high-impact digital writing, have a system to practice with in the real world, and start building digital leverage and experience for when it comes time to take the next step (like growing your brand or starting to monetize).

Who Will Benefit Most From This Course?

This course is for anyone that wants to secure their future as a creator, coach, consultant, one-person business, freelancer, or any other career path that has been or will be created by the internet.

60% of future jobs have not been created.

You can bet your a** that they will be created online.

You can double bet your a** that writing will be the main method for attracting people to pay for whatever that job is.

All of these things demand one thing: People.

How do you attract people? Value.

What is the best way to deliver said value? Media or content.

What is the foundation of media or content? Writing.



Yes, even the best YouTube videos and podcasts start with a written script (or at least a written outline and persuasive structure).

In essence, this course is for anyone that wants to talk about their interests, generate new opportunities, and set themselves up for future monetization of said interests.

My Writing Philosophy

This course is not for those that want to learn everything about technical writing.

This course will help you implement a system to practice writing in a leverageable way.

I see this as important because:

- The fundamentals of writing and language can be found online
- I rarely check my grammar, spelling, or other technical details of my writing
- You don't actually learn through reading, watching or listening. You learn through experience, trial, and error.

This course will not teach you how to "write well."

(Side note: please don't email me about typos in my emails, tweets, or even landing pages. While they aren't intentional, they lead to more engagement, and I couldn't care less about being labeled as a "writer" and the rules implied with that label).

A lesson along with that:

The ego cares about typos in writing. I've had drawn-out, calm conversations with those that mention typos, and I can tell you that they are just looking for something to "call out" instead of focusing on the message itself.

There is enough information about "writing well" out there, and frankly, it hasn't gotten people anywhere.

We still live in a world of "starving artists" and an abundance of "writers" that can't seem to do their job (which is to attract and impact their readers enough to write full-time).



This course will teach you how to write with impact. In a way that attracts attention, delivers a high-value message, and encourages people to follow you and your work.

With the strategies, principles, and systems you will learn in this course, I am confident that you can build an audience for your writing talking about the things you truly enjoy.

What are your future monetization paths?

- Writing a book
- Selling digital products
- Selling physical products (like a planner)
- Selling mentorship, coaching, or consulting services
- Freelancing with your writing skill or using it to enhance your other skills
- Really anything you want if it aligns with your writing topics (you will have traffic you can send anywhere)

Build a base of readers, then build whatever you want.

While our end goal is to write about whatever we want, you must understand that YouTubers didn't start as vloggers.

Meaning, creators or digital writers don't start by talking about whatever they want, however they want.

They write about potentially high-performing topics related to their interests that have been proven to lead to growth.

A fitness YouTuber didn't start off by making lifestyle vlogs.

Seriously, go study your favorite YouTuber and tell me if their content is the same.

That same fitness YouTuber started with education and actionable advice related to fitness.



Moreso, that actionable advice is beginner level. It is broad, impactful advice from your own unique voice.

Everyone has and will continue to have the same problems.

Your job, at the start, is to talk about the things that will guarantee audience growth, then start testing new ways of writing.

We will cover all of this and more in this course.

By the end of it, you should have clarity and confidence on:

- Who you are writing to
- What problems they have
- How you can help solve them
- Why they should listen

Given 1 year of consistency and “sticking to the plan,” 10,000 followers is more than possible. I’ve seen people do higher numbers.

Commit to writing for 1 year minimum. Tell me if anything good in your life has ever come from less than 1 year of effort. No? Keep writing.

How To Best Use This Course

My favorite method of going through courses is by:

- Reading through it once and taking detailed notes
- Going through it a second time and implementing everything
- Educate with other information along the way and get specific help

Systems aren’t linear.

You must understand the big picture strategy with all of its moving parts before you start trying to make the system work.



After you read through the entirety of the course, start building your writing habit by starting small.

This system will take time to implement. It is easy to get overwhelmed if you try to do everything at once. Start small, then work up.

Along the way, I would recommend reading, listening, or just immersing yourself in an informational environment conducive to your growth as a writer.

Not only will this give you topics to write about, but you will be fueled by novelty.

You will catch tips and tactics that you will want to implement. This will help you as you are building what could be a difficult writing habit. Leverage good dopamine and your psychology to form the habit.

Buy writing, business, and communication books.

Follow people on social media talking about your interests, writing, and business.

Listen to podcasts, lectures, and anything else you can get your hands on.

Keep the ideas flowing to wake up excited about your new life direction.

While novelty increases dopamine levels in the brain, so does pattern recognition. That is, when you are consuming information from multiple sources, you will start to notice patterns.

These patterns usually revolve around the fundamentals. Double down on these.

Next Lesson

The 2 Hour Writer