

Idea Generation, Dissection, & Insight

I want you to think of your writing as an experiment where we use The Scientific Method — but for your knowledge.



That is what we are as *unique* creators — Knowledge Workers that package up their findings and put them out in the world in the form of content, videos, audio, books, and other forms of media.

Remember: cognitive, mental, or intellectual development is necessary if you want your work to evolve over time. By doing this on a consistent basis, you are developing your mind.

If you want to be truly creative, you need a lot of information to pull from.

If you want a lot of information to pull from, you need to consistently expose yourself to new information (you need to expand your awareness / consciousness by pursuing your curiosity).

You need a mental (or digital) database of validated ideas that you can treat as digital legos for piecing together compelling content.

The traditional scientific method is used to make new discoveries through testing, experimentation, and iteration on the data you receive.

We will be focused on a few things:

- **Observation** — you need to observe every aspect of your life and the information you are consuming. Note ideas that come to mind.
- **Research** — you must research for more ideas, data, references, and other things that will make your argument more credible.
- **Experiment** — you experiment with the idea by dissecting it and seeing all of its parts. You can now piece those parts together in different ways.
- **Discoveries** — you make discoveries through experimentation and share them with the world.



- **Theories** — over time you will start to make connections between your own discoveries and create your own theories.
- **Processes** — you will be testing processes to come up with a replicable method that gets results.



Keep in mind that this is *baked into* the content ecosystem we will implement.

For now, we will be taking notes, fleshing out the idea, and creating personal firepower for unique newsletters, tweets, and other forms of writing.

Later, we will be piecing everything together in a cohesive, value-driven manner.

Dissecting & Making New Discoveries

When you run an experiment, you dissect something. You break it down into it's parts to gain a deeper understanding of what comprises the whole.

Like when you took apart pens as a kid. You unscrewed the pen, took out the little plastic thing holding the ink, played with the spring, and started to understand how it all works together.

Once you do this, you can not only explain what a pen is... but you can explain how it works, why it works that way, who it works best for, and what other use cases it can have.

You can also play around with the parts and give them new use cases.


This is what we are doing, but with the ideas we collect from the Intelligent Imitation process.

That is the first step, having an idea to dissect.

By dissecting the idea, we can dive deeper into its parts, understand the **depth** behind it, and open up room for better ideas (because your competition isn't doing this).

On top of all of the things that you are noting down inside Kortex Capture, here some ideas that you can choose to dissect:

1) Quotes or Tweets

 Are there quotes that make you think “Damn I wish I wrote that?”

Well, what's stopping you from understanding the depth behind it and creating your own way of saying it? (Usually, your mind and limiting beliefs behind taking your message seriously is what's stopping you. Authority is perceived. The only reason you take authors seriously is because they wrote a book based on what they have learned prior.)



You can use your own tweets for this as well. This will help you create and understand the depth behind your ideas.

2) Thoughts & Ideas That Come To Your Mind

As you are reading, writing, consuming, or just going about life — practice being observant of the ideas and thoughts that pop into your head.

With this method, anything can be turned into content. Anything. It's all a game of packaging up words, ideas, and thoughts into a structure that guides the reader to potential engagement.

This can be treated as a self-reflection and journaling exercise. Are there negative thoughts that you want to understand and reframe through your content? Write them down.

3) Previous Ideas Or Talking Points Of Yours

As you create content in all different forms — writing, speaking, visual (any other of the 5 senses) — you will start to gain a deeper understanding of the point you are trying to get across.


This will spark new mental pathways to go down. This is how you truly become an expert in any given topic. You follow the endless branches that one idea can take you down.

If you want to get philosophical, this is how you become more conscious. You realize that everything connects infinitely.

In essence, you are creating a web of ideas that you can connect and combine (like digital legos) for your writing and creations. This is where things start to get fun.

Once you have an idea you want to dissect, what does the process entail?



- **Write out the idea** — create a new document in Kortex and write out your idea.
- **Add a reference** — if the idea sparked from something you are consuming, note where you got it from.
- **Summarizing it in your own words** — how would you make sense of the idea? How does it make sense to you at your current stage of development? That is how it will make sense to the people you can help. 
- **Optional** — write out common problems, objections, benefits, metaphors, and personal experiences to set yourself up for great content for that idea. (You will be doing this when you write long-form anyway.)

We are using this process for content creation — but if you want to dive a bit deeper and have a guided course for this, you can enroll in the *free* [Kortex Second Brain Course](#) if you haven't already.

Keep in mind that the setup will be a bit different in that course. I would encourage you to keep everything you are learning here in mind. Use the Kortex templates throughout this course.

Insight: An All-In-One Solution

This is a journaling, idea generation, note-taking, and content creation process all in one.

When you have an idea, immediately jot it down in Kortex Capture and you can come back to it later.

Making New Discoveries & Forming Unique Perspectives

From all of the information that you wrote out in the experiment template, how would you summarize it in one sentence?

Can you create your own quote-like impactful way of getting that point across?

How can you help someone understand the complexity of what you wrote in a simple way?

These are the BIG ideas that much of your content will revolve around.



In essence, you are developing your ability to create profound insights that have depth behind them.

These can be used AS your content ideas, or used to explain the original topic you had.

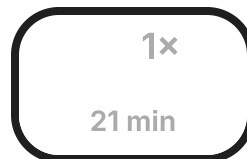
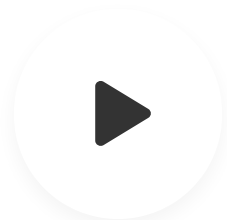


>> The video below is in Notion. In Kortex, you can simply duplicate this Note-Taking template whenever you want to expand on an idea to make it your own. As these notes fill up your Kortex, it becomes easier to write unique content.

Dissecting & Making New Discoveries



 21 min



Previous Lesson:
The Content Synthesis System

Update: 2 Ways To Navigate This Course