

What Do You Write About?

Writing is more than just a tool to attract attention. As you will come to find, writing is the key to clear thinking, true learning, and deep understanding.

Writing is how you “connect the dots.”

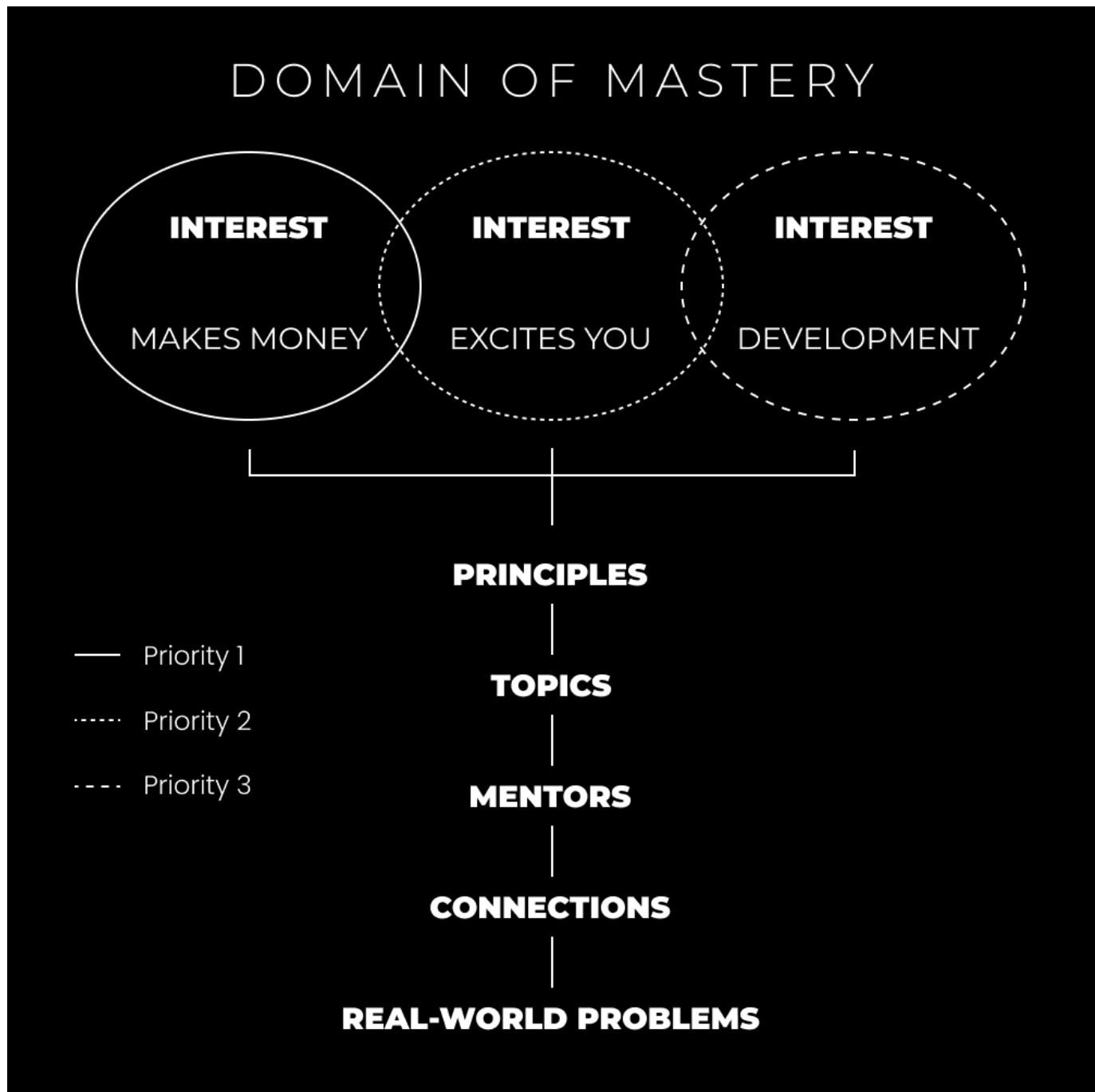
The dots being your thoughts, ideas, and the purpose behind them.

For that reason, it only makes sense to treat your writing as a vessel for self-mastery, skill-mastery, and interest-mastery.

With that, we need to find a balance of interests that:

- You are able to be monetized in the future (so we can write full time)
- You are curious to learn more about (so you are excited to learn and write every day)
- Allows you to understand yourself and the world for maximum impact of your writing

When the balance of all of these are met, writing becomes seamless and life becomes fun.



Let's break this down.

Your Money-Making Interest

In reality, this interest can be anything.

It should be something that you can see yourself doing for a long time.

 If you are unsure and want guidance, you must understand the eternal markets and what people are already buying.

The eternal markets are health, wealth, relationships, and happiness.

Those are where burning problems are. And if you look at people you follow on social media, they are all selling products that target problems in the eternal markets.

These break down into sub-markets like fitness, online business, dating, and spirituality.

These are the best markets to build an audience around and write about.

Those can break down further into niche-markets like bodybuilding, content creation, game, and mindfulness meditation.

These are the best markets to target a burning problem and sell a product or service around that.

Your Genuine Interest

What is something that you are excited to learn more about?

- The things in your browser history or YouTube watch history
- The books you buy or have been wanting to buy
- The interest you've been wanting to explore more but have been putting off due to other distractions

For me, this is spirituality and consciousness. Most books I buy and YouTube videos I watch are based around that.

I can't help you much with this. I am not you.

What is something you could see yourself learning about for a long time? What is the main thing YOU want to write about?

Pick something. Be decisive. Start writing.



You can change it at any time.

Second-guessing yourself will only delay you finding your true interest or passion.

Your Developmental Interest

You evolve. Your writing evolves. Others evolve.

If you want to bring true value to your writing (in a way that impacts other people and helps them grow) then you need to study development.

Psychology, spirituality, metaphysics, self-improvement, philosophy, or any other interest that helps you understand yourself.

If you understand yourself, you understand others (from a broad lens).

If you understand others, your writing will improve. You will get better at writing in a way that delivers value and generates opportunity.

Breaking Down Your Interests For Easy Writing

Let's use the example of a broad interest — online business.

Now, you can break this interest down into:

1) The principles, basics, or fundamentals you need to learn.

A game isn't fun if you don't understand the rules.

If you don't understand the principles, you don't understand the topic. Writing these down will give you a foundation for an evergreen newsletter, video, article, or lead magnet that you can send people to time and time again when they ask "How do I do X?"

This is how you start building authority in that area and start creating unique perspectives revolving around those principles.

For online business, the principles are:



- Create a product or service (physical or digital)
- Learn marketing and sales to communicate its value
- Send traffic to your product or service (social media, paid ads, referrals, etc)

That's about it, you can go deeper if you'd like.

Can you see how you can start educating people on this based on your current perspective and situation? How do those principles apply to the online business model you are pursuing? How do YOU get creative with the fundamentals or principles?

2) Topics & sub-topics to expand our awareness of the space.

Our job is to dive into the iceberg and networks of topics that our interest presents. This is how we create depth and deepen our understanding of the topic fast.

Attacking your interest from all angles is how you create depth and authority.

All of these can turn into multiple short-form content ideas and a series of long-form content ideas.

- Self-employment
 - Productivity
 - Focused work
 - Creating your niche
- Client acquisition
 - How to DM
 - Qualifying
 - Service onboarding
- Social media growth
 - Writing newsletters

- Writing threads
- The best types of content
- Digital product creation
 - Marketing and offers
 - Launch strategy
 - Best platforms to build on

Can you see how certain sub-topics start to branch into domains outside of online business? If you break things down enough, everything starts to connect. This is why I keep saying it doesn't *really* matter what you talk about — because people will know what your expertise is based on other content.

You can break these down all day and start to connect the dots.

ALL of these have problems that you can target and solve for yourself and others.

3) Mentors to emulate from those topics.

If you want validated content ideas and a business worth studying — follow the people that have put in the time and effort to refine their ideas (and have results to show for it).

I personally use [TweetHunter](#) and [Twemex](#) to write, schedule, and generate content ideas from writers that I aspire to be like.

This is also a part of interest immersion. By following everyone that talks about this subject, purchasing top-rated books on the subject, and exposing yourself to information left and right — you become a member of that "niche." Meaning that you have market research at your fingertips for when that time comes.

4) Content ideas that are validated and will nearly guarantee engagement.

From your topic breakdown and researching your mentors, you should have ample ideas flooding your mind.

We will discuss viral content idea generation in a few sections when we discuss writing long-form, medium-form, and short-form.

5) Real-world problems so you can create compelling content angles.

Now that you are immersed in that environment, you will be able to identify others problems and your own problems.

You can create content around these to build authority or just note them down inside Kortex/Notion for when you run out of ideas to write about.

>> The video below shows Notion, but you can [duplicate the Kortex template here](#) to fill out as you watch.

The Domain Of Mastery

14 min

1x

14 min

A video player interface with a play button at the top center. Below it is a volume control icon showing '1x'. At the bottom is a duration indicator showing '14 min'.

Broadening Your Interests

After helping people with this “Domain Of Mastery” concept before, the most common questions are:

“*What interests should I choose?*”



“What if my interests are too niche?”

“What if people aren’t interested in them?”

If you are interested in something, other people are. You aren’t that special ;)

For the other questions, these are refined with time.

If you feel like your interest is too niche or specific, broaden it a bit. Move up a market stage (niche market, sub market, eternal market).

Instead of “email marketing” being your interest, make it “online business,” “freelancing,” or “marketing.”

Why? We are aiming for building a large audience here, and you don’t want to put yourself in a box too soon. You can still primarily talk about email marketing, but you will get more readers and engagement when *using email marketing TO explain marketing concepts*.

If you are interested in bodybuilding, broaden it to health or fitness.

If you are interested in meditation, broaden it to spirituality or mindset.

You want to give yourself ample room in terms of writing and audience growth.

Once you have your 3 interests that you plan to master, you can write about anything related to those interests.



Previous Lesson:
Update: 2 Ways To Navigate This Course

Next Lesson:

Who Are You Writing For?





The 2 Hour Writer

11% complete

Course Home

Module 1

Start Here

3/3



Let's Get Started

The Recommended Digital Tool Stack

Update: 2 Ways To Navigate This Course



Module 2

Introduction & Fundamentals

1/5



What Do You Write About?

Who Are You Writing For?

Awareness & Attention

Influence, Persuasion, & Storytelling

Non-Needy Networking



Module 3

The 2 Hour Lifestyle

0/5



Creativity VS Productivity

Don't Consume, Research

The Content Synthesis System