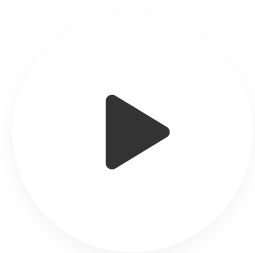# Action Steps + My Journey

My Content Journey

⏱ 5 min

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>> Link to Kortex master swipe file template.

In this module we learned:

- How to turn your life experiences into your niche with The Experience Model

- The 3 point content ecosystem you should focus on to build leverage on Twitter

- The power of lists and how they can be endlessly repurposed

- How to capture, hold, and convert attention into engagement

- My persuasive writing framework that I use for most content

- How to write Twitter threads that pull in followers and drive traffic

- How to come up with unlimited tweet ideas and develop your top tweets

- Creating a content flow and testing it over time

In the next module, we will start building a database of intellectual property. This will help you create novel perspectives, write long-form content with ease, and start to have genius-level ideas that nobody else on social media can compete with.

Lever Moving Actions

1) Create A Flow For Your Content

Do you write tweets better when you sit down for a set amount of time? Or just randomly throughout the day?

What days do you want to outline, write, and edit your newsletter?

Do you want to create threads from your newsletter? Or just write ones that you know will do well on top of your newsletter?

Start practicing the flow you want to get into, note problems that come up, and change aspects of your flow here and there.

2) Spreading Your Name On Twitter

It is good to practice writing your newsletter right now — but building an audience is more of a priority.

You should be:

- Writing 2-3 tweets a day

- Engaging with ~10 people you want to connect with or leverage for growth

- DM 1-3 people a day that you WANT to DM and connect with

- Writing threads IF you can get eyes on them (or just for practice)

The more you interact with people on Twitter, the more potential you have for growth (because your name is in more peoples mouths).

3) Generating Ideas

Ideas are the backbone of content.

You must create some form of consumption schedule that you can stick to.

I don't like sitting down and reading for 30 minutes. I can't focus. Maybe you can.

That's why I enjoy getting outside and walking — because I am forced to listen to an audiobook or YouTube lecture. MOST of my content is written on these walks.

4) Studying Your Domain Of Mastery

You have to be good at what you do in order to make money.

Read books, listen to podcasts, and watch YouTube videos on what you want to become an expert in.

Continue considering and outlining newsletter and lead magnet ideas.

As you write content and get feedback, one of these should click for you — making you want to go all-in on it.

Don't worry if you don't feel this yet. All of this takes time.

My Content Journey

There is one thing that I did differently from most beginners — I did what worked.

Too many people are trying to tweet whatever they want. That luxury is reserved for those that built an audience doing what works.

Go back and look at any of your favorite YouTubers, writers, or personal brands in general.

Did they start by writing whatever they want? Or did they talk about topics that worked well so they could eventually transition?

Most YouTube vloggers were educational accounts, then they transitioned because they had a foundation of authority and high-performing content.

Digital Economics

5% complete

🏠 **Course Home**

✓ Module 1
Before We Begin   3/3 ⌄

✓ Important Course Updates & Information

✓ The Kortex Workflow & Templates

✓ The Notion Templates

○ Module 2
The Most Profitable Niche Is You   0/9 ⌄

▤ Creating Clarity

▢◁ Self-Management

▤ Pieces Of A Personal Brand

▢◁ Your Domain Of Mastery

▢◁ The Start Of Your Life's Work

▢◁ Optimizing Your Profile

▢◁ Non-Needy Networking

▢◁ Growing As A Beginner

▢◁ Action Steps + My Journey

○ Module 3
Delivering A Unique & Impactful Message   0/8 ⌄

▤ The Experience Model