


Synthesizing Knowledge

I've mentioned this a few times, but you have to understand that books, courses, or cohorts are just deconstructed consulting services (and vice versa, many consulting services are based on educational content, curriculum, and personal systems). 

There is more than one reason why I asked you to write down your mentors and re-read your favorite books. Not only does it serve as ideas for good content, it can be used to structure the outline of your course curriculum.

My brand is a combination of my 5-10 mentors.

My courses are a combination of the 3-5 books / courses I've taken on the topic.

This is my favorite way of going about life, pulling from the best, combining them, and making them my own.

While I could create a plain old writing product, I've decided to create The 2 Hour Writer.

- The name is inspired by Tim Ferris' 4 Hour Work Week
- The writing section of the curriculum will be inspired by a few writing and copywriting books
- The lifestyle design section (hence the "2 hour") will be based on productivity and new-age work books
- I'll also bake in some of my philosophy and spirituality knowledge into it

Of course, this curriculum will include instructions for the system I've developed for myself in Notion as a writer, and I will be structuring the curriculum in my own way.

Not only are you a synthesizer when it comes to content creation, but offer creation.

In the book I'm writing, each chapter is one of the big ideas from the books that have changed my life — but of course under my own lens and experience. Since its been years since reading and implementing that knowledge.



Think about it, by taking the best ideas, I am almost guaranteeing that my product will drastically change people's lives. And I set the stage for compelling marketing — especially if the books or courses I'm pulling inspiration from are already selling well.

Even better if the ideas are spreading through word of mouth. Some courses and books are always recommended when people ask, that is a sub-goal of mine. Word of mouth marketing is like compound investing for authority purposes.



Why Would Someone Buy From Me?

If the info is already out there, why would somebody buy from you? Because you are assuming that they have the same exact experiences and perception as you.

Everyone gets what they want to get out of a course. They follow you because they like your perspective. You introduced them to your interest and they want to learn from you.

Also, people just read the same things over and over. How many self help books have you read? Exactly.

Might as well take a piece of the pie in a market where money is already flowing. Sell what's selling, but under your unique perspective through synthesis.

How To Pull Inspiration From What Already Works

In the video below I'm going to walk you through my thought process for outlining the curriculum of my new course.

Take this into account when creating a curriculum for your high ticket service AND digital product.



Synthesizing Knowledge

 9 min



1×

9 min

Conversational Sales Call

Onboarding & Offboarding



Module 8

Creating Your Own Customers

0/6 

Your Education System

Synthesizing Knowledge

How I Create Digital Products

Copywriting & Sales Pages

The Simplified Product Launch