

Recommended Tools For The Challenge

My friends!

We have 3 days until the Build A Profitable Personal Brand In 30 Days Challenge starts.

Until then, I'm going to start sending emails with pre-requisite knowledge, what to expect, and a few more tips to make the most of the course.

Today, I want to give a quick tool rundown.

You don't *need* to use these tools. These are simply what I recommend as they will come in handy throughout your entire content creation journey. I'll give nuance as we go through them.

1) Content Scheduler

You can be a purist and post straight to the platform of your choice (we'll go over platforms tomorrow), but most social media platforms are the same.

X, LinkedIn, Substack Notes, and Threads are all writing based platforms (images also work well). You can, and should, post the same thing. I believe you should focus on putting your *best* ideas on all platforms rather than mediocre ideas on each of them individually.

Instagram, TikTok, and YouTube shorts are vertical video dominant.

My point is that if you can use a content scheduler, it becomes a lot easier to post to all platforms and have a backlog of content.

Here's what I recommend:

- Typefully for writing based platforms
- Postbridge for all platforms

Typefully has features for X, Threads, and LinkedIn that are specific to those platforms, like reposting your own content automatically.

Postbridge is very affordable and has access to all platforms unlike many others.

2) Searching For Top Posts

The most valuable tools I use are for *research*.

When we learn to write content, we are going to be studying *why certain posts have such high engagement*. You will also be studying other personal brands as inspiration for your own.

I personally use:

- SuperX – a browser extension that adds a sidebar to X so you can view top posts of an account (and more).
- VidIQ – another browser extension that adds an engagement rating next to YouTube videos.

Unfortunately, I haven't found any good tools to sort Instagram posts.

However, most of the best ideas originate on X and get spread to other platforms, so I often do content research solely on X and YouTube.

3) Note-Taking, Writing, Projects

In my opinion, it's best to write your content in a dedicated knowledge management app so you can have all of your ideas available to search in one place.

Pair that with AI and you have some magic.

Plus, you need a writing tool for long form content like newsletters *and* to brainstorm and build your digital products.

For this I recommend:

- Kortex – a minimalist workspace where you can reference notes, documents, PDFs, and YouTube videos with AI.
- Notion – an all-in-one workspace to build dashboards and workflows with AI as well.

As long as you have a place to store all of your ideas and writing, you're set.

4) AI To Get Unstuck

I don't see the value in AI writing content for you (marketing material is a different story).

I've tried it. I encourage you to try it. It just strips the magic from what a personal brand is.

Instead, I like to use AI in a few different ways:

- To analyze and break down why specific content works and compare it to my own
- To create prompts that give me structured ideas (not random ideas) that help me continue my writing
- To get unstuck by telling it everything I am doing and using it as a learning tool to continue
- To research topics or concepts that I know about, but need more explanation to continue writing
- To extract information from YouTube videos and PDFs that are too long for me to filter through without wasting time

I will give you a few prompts throughout the challenge that you can use for these scenarios.

Kortex and Notion have AI built in, so you can focus on using those if you'd like (Kortex specifically has all models to choose from).

But if you want to have a dedicated app for it, I would recommend using Claude over others like ChatGPT or Gemini. That's my recommendation, but you can experiment with them all if you'd like.

5) Hosting Digital Products & Services

As we will learn, the best way to monetize as a beginner is with a digital product or service.

And even if you're a seasoned entrepreneur, it makes sense to have a low ticket product that can educate and nurture people to become customers for your main business.

The only tool I recommend for this is Stan.

It's affordable. The founders are incredible people. Their support is top notch.

You can host coaching calls, courses, digital downloads, communities, and more – Steven Bartlett recently came on as a co-owner and launched his own community on the platform.

6) Newsletter + Website Platform

In this challenge, we're going to write newsletters.

Not just to send to an email list, but to build trust, develop the depth behind our ideas, and create a body of work that can be repurposed into things like YouTube videos or podcasts down the road.

For this I recommend 2 platforms:

- Substack – a free platform with social media-like features that is growing in popularity quick.
- Beehiiv – the best traditional newsletter platform.

Now, I'm going to go out on a whim and recommend Substack for a few reasons.

One, it's free... newsletter platforms can get very expensive for beginners.

Two, the culture is a lot less shallow than other platforms, it favors good ideas.

Three, you're already going to be posting content, so you might as well cross post to Substack since your newsletter will be there, but Substack may not be the only platform you should grow on since it is so new.

Last, at bare minimum, you can start monetizing with a paid tier of your newsletter quite easily.

For now, all you need to do is add the links to these tools somewhere safe, like a note-taking app or a bookmarks folder in your browser.

They will come in handy as we progress through the challenge.

We're still a few days out from starting!

A few tips for now:

- Set a reminder to check your email every day so you don't miss anything
- Search for the original email you received when you purchased this and save the login link to the dashboard somewhere safe

All lessons will be added to the dashboard as they are emailed out so you can review them in one place.

Talk tomorrow!

– Dan

< Previous Lesson:
Save This Challenge Somewhere Safe

Next Lesson: >
Choosing A Social Media Platform

Build A Profitable Personal Brand In 30 Days

12% complete

 Course Home

 Module 1
Welcome & What To Expect

4/4 ✓

 Save This Challenge Somewhere Safe

 Recommended Tools For The Challenge

 Choosing A Social Media Platform

 What To Expect + Tips

 Module 2
Content & Branding

0/9 ✓

 [Day 1] How To Think Like A Creator

 [Day 2] The Content Map

 [Day 3] Create An Idea Museum