

# Your Domain Of Mastery

There is one thing that creators stress over *all the time*.

## Choosing a niche.

I want you to eradicate the word "niche" from your psyche right now.

Constantly exposing yourself to content telling you to niche down will only make you live in a stressed-out state.

It is difficult to put **You** in a box, but you can **choose which areas of interest and expertise to prioritize** at specific points in your journey.

The main thing you should be focusing on is:

1. Having an interest that makes you money
2. Having interests that you love talking about and researching
3. Talking about those skills and interests in a way that attracts like-minded people at different levels of awareness (by talking about related interests.)

Those 3 things will be prioritized based on which phase of your journey you are in.

Here is my process for creating your niche of one:

## Your Domain Of Mastery

Don't think of this from a niche perspective, think of it from a mastery perspective.

The internet has opened up the opportunity to become an expert in multiple domains — each one complimenting and providing context to the next.

We are in another renaissance era where polymaths, autodidacts, and artists can thrive due to the streamlined information and abundance of ideas that are out in the world.

To start this process off, write down 3 interests:

- **One that has the potential to make you money** — like a marketable skill, coaching offer, or anything that you have seen others talking about and making a living off of online.

- **One that excites you when it is brought up in conversation** — this hints at passion and obsession which will transfer good energy to your audience.
- **One that compliments your other interests or you are curious about** — this will help you create unique, fusion-style perspectives like I do in my newsletter. You will start to realize that everything is connected.

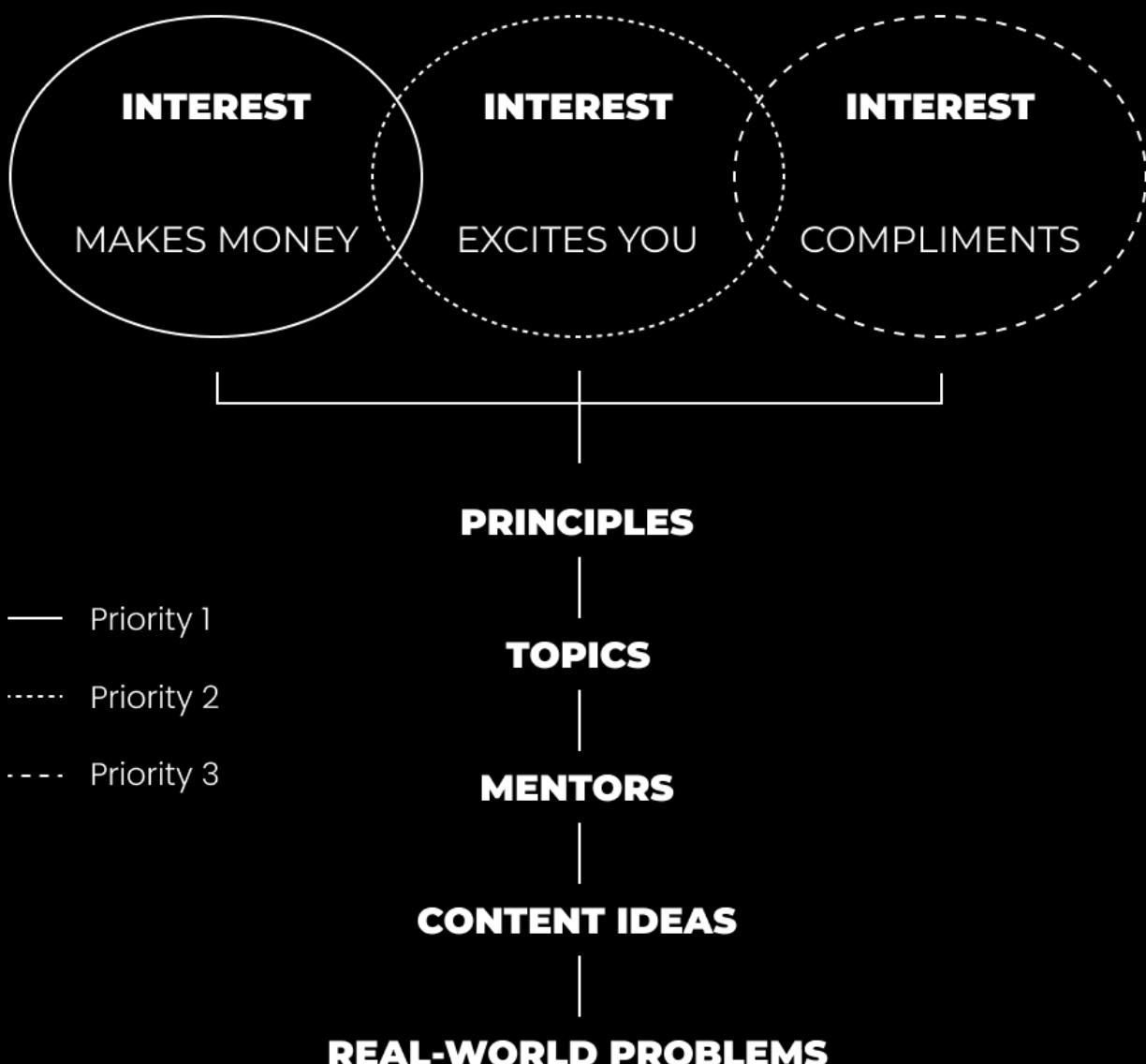
Number 3 is variable and optional. This gives you the opportunity to learn, teach, and gauge your interest in that subject — meaning you can try different things and see what sticks.

Every single one of you will be choosing slightly different interests. This alone is how you differentiate yourself.

Don't focus on niching your brand down — focus on the Domain Of Mastery instead — then focus on niching your content and products down to solve specific problems for your audience.

**Remember:** the perception of your brand (your "niche") is determined by your content over a 6-12 month span. Don't worry about getting it right just yet.

# DOMAIN OF MASTERY



Now, this can get overwhelming, especially if you are a beginner that hasn't established yourself in any specific interest.

See the areas where it labels the priorities?

The completely white circle is where your focus should be when you haven't established authority in a specific domain.

Once you have established authority, you can work in the second interest, then the third.

***The interests you choose should be broad at the start.***

This gives you ample room to try everything and see what sticks.

That is the key to a lot of this — making a lot of noise and honing in on signal according to feedback, engagement, and what you enjoy talking about.

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?

**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 growing as a beginner.

#### **5) Real-world problems so you can create compelling content and product 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 it down in your command center to use as marketing firepower later on.

We have not talked about content creation yet, so don't get to ahead of yourself here. However, ALL of these are content ideas. Everything you right down here is for the sake of creating content that hits all 3 pillars of social leverage.

Right now I want you to consider your interests and which one you will establish authority in first.

## **How To Establish Authority Quick**

Again, authority comes from **depth or social proof**.

Most beginners don't have social proof to leverage, so you must double down on depth.

Throughout this course, our focus will be on creating the most depth imaginable — and social proof of course — but you don't want to rely on one or the other. Leveraging both will bring you the most followers, clients, and sales.

How do you create depth? By talking about all aspects of that interest and educating people on what they need to know.

Whenever you plan to launch a product, run a promotion, pivot your brand, or just start talking about a new interest, here's what you do:

- **Outline a lead magnet (free download in exchange for their email) that educates them to the point of understanding that topic** — this is usually beginner level and primes people to buy your product or service (this is how you *create* your own customers... not just expect them to buy your products)
- **Dissect certain aspects of the topic in your newsletter** — you can either fill in the outline of your lead magnet by writing chapters of it as a newsletter, or just come up with content ideas and write about it.
- **Make it the 80/20 of your social media content** — 80% building authority and educating people from beginner to advanced on the topic at hand, 20% talking about your other interests.

The more you educate people on a specific topic, the more they will trust you as the expert on the subject and pay you for your products or services.

### Action Steps You Can Take Right Now

- 1) Solidify the interest that you want to establish authority in. (You can always change this, just commit to one for now)
- 2) Immerse yourself in that environment and study products and lead magnets that are in that space.
- 3) Outline a free eBook, loom video, checklist, or other form of lead magnet and focus on educating people that are at a beginner level.
- 4) Use the lead magnet outline to create newsletter content ideas — write newsletters at your own pace (this will be easier when we discuss content creation)
- 5) Use that newsletter as inspiration for content ideas and plug your newsletter issues under it to gain email subscribers
- 6) Eventually, start promoting your lead magnet under social posts and in your emails to lead people into purchasing your products or services.

This process will make more sense later in this course — but I wanted to plant that seed of awareness in your head ;)

I've created 10+ lead magnets in my time here. This has always been a first step to educating people on what I want to talk about so they are interested in it.

This shouldn't be seen as overwhelming because the lead magnet forms the foundation for your content. It is not a balancing act of both. It is about putting effort into creating a high-quality lead magnet and creating content *around* that. 2 in 1.

## The Mastery Method

The Mastery Method will help you understand the domain you want to master. It will also provide clarity on which interests you should prioritize first.

I would not give any less time than 1 month to pursue one specific interest.

Once you have an interest you want to pursue, again:

- Outline a project (or lead magnet) related to that interest so you can learn with context.
- Immerse yourself in an environment of social accounts, books, blogs, podcasts, and the rest so you are inspired and content creation comes easy.
- Evaluate and reflect on that specific interest and see if you want to keep that in your brand.

I was adamant on including health in my brand for the longest time. I recently got rid of it because it wasn't helping. If I want to start talking about it again, I can... I just have to attack that interest from all angles and educate people on topics I want to talk about.

>> The video below is in Notion. [You can duplicate the Kortex version of this template here.](#)



⌚ 23 min



1.2x

23 min ⚡ 19 min

At around 18:00 in the above video, we turn your interests into your Domain Of Mastery. [You can duplicate the Content Incubator Template in Kortex here.](#)

## Bonus: Name Your Domain & Broaden Your Interests

If you want to ease your worries about not being "niche" enough, here's what you can do.

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.

## Naming Your Domain

If you want to eliminate even more competition, you can brainstorm a new name for your domain as a whole.

< Previous Lesson:  
**Pieces Of A Personal Brand**

Next Lesson:  
**The Start Of Your Life's Work** >

## Digital Economics

5% complete

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