

The Experience Model

Keep in mind — this is my philosophy behind personal branding, writing, and content in general. This section will be more theory than step-by-step processes or systems. Keep that in mind. This won't be inherently actionable. Treat it as a seed of awareness to make sense of over time.



I did not bring this up in the previous module so you can focus your attention and priorities on a select few interests or skills that you choose to master.

At the end of the day, your unique experience on this Earth **while pursuing those interests** is what people care about — not the interests themselves.

People care about **how those interests will help impact their life**. Your interests are the “how.”

They could care less what interest it is. *They care about how it will make their life better.*

If I have a desire to get a more lucrative job and you can create a persuasive argument that shows me web development (an example interest) is the best way to do that, I will listen to you.

You add firepower to this persuasive argument by considering all aspects of the lifestyle associated with it. **Your lifestyle is unique.** No matter how “boring” you may think your lifestyle is — it is not.

Once you have hooked them in with certain aspects of your life experiences, it is up to you to educate them on how to get there (through authoritative content, newsletters, and other things like a lead magnet, product, or service if you plan to monetize in the future.)

You attract a unique following of people by talking about your life experiences — your lifestyle. Your life experiences are the “why” behind your interests. The pains, benefits, and range of emotions associated with your lifestyle.

This is how you start to bridge the gap between “work” and “life.”

Your Domain Of Mastery Is A Vessel For Self-Development (Most Importantly, Mental Development)

Your Domain Of Mastery is a structured way of digging deeper into life and connecting its sub-components. **It is a way of guiding your learning.**



Learning, dissecting, connecting, and teaching is how you start branching into the iceberg of life itself.

You may not make this connection yet — but all worthwhile paths in life lead to the same endpoint, *which is life itself*. As you dig deeper and deeper into your Domain Of Mastery you will realize that everything connects.

This requires a foundation of self-development.

A foundation of self-development creates the opportunity for unlimited unique content ideas.

Self-development implies that you are actively improving your mind, body, spirit, finances, and life itself.

The most important pillar here is the mind. Mental expansion and intellectual development are the foundation of diving deeper into your Domain Of Mastery.

Think about it... the people that make the most money (and the greatest impact on the world) are not manual labor workers. There is a reason they are consistently being phased out.

The people that make the largest impact and most money are the creators, strategists, visionaries, leaders, and innovators of the world. They CREATE solutions with their mind.

Expanding your mind = increasing your creative potential.

You must become a “thought leader,” as cringe as that may sound.

That means you have to take yourself, your work, and your life seriously.

If you have yet to choose a 3rd developmental interest for your Domain Of Mastery, I would highly recommend self-development or mental mastery as a whole. This will help you master

 your Domain much faster and create unique perspectives for your content.

The iceberg of self-development contains things like:

- Psychology
- Spirituality
- Survival
- Metaphysics
- Human potential
- Philosophy
- Leadership
- Strategy
- Learning
- Creativity
- Cosmology
- Human behavior
- Performance & productivity



In general, understanding life itself and expanding your mind. The things that will help you create innovative solutions to modern problems (and eventually make some money doing so)!

Self-development as a whole will increase the impact of whatever money-making skill you choose to build authority in. Because once you understand how to develop yourself, you understand how to develop others.

Personal growth = business growth.

My favorite resource that everyone should be exposed to is [Actualized.org](https://actualized.org).

Listen to this lecture in your free time and tell me that you don't have LOADS of unique content ideas come to mind.

If you want books to read, [here are my favorites](#). **Flow and The Art Of Impossible in particular.**

Everyone that goes through these resources will have their own unique takeaways based on what sparks their curiosity.



Developmental Stages & Removing Saturation

If everyone wrote about what they do, the lessons they've learned, and the interests they are pursuing in a confident and persuasive manner — everyone would attract the right people.

That is — if you were your true authentic self pursuing your genuine curiosity while posting online, you would attract the perfect community of people (and be able to create an income source for yourself by providing a unique product or service to them).

This is quite possibly the hardest thing to wrap your head around and understand in this course. Mainly because people are out of touch with their nature and lack authenticity due to a lack of development in certain areas of life.

Ken Wilber talks a lot about developmental states and stages.

States are a temporary period — like if you felt extra creative for an hour or two.

Stages are permanent — like if you developed your mind to a point of a new baseline level of creativity.

Your job is to dive into each interest of your Domain Of Mastery and develop your knowledge, skill, and understanding of those areas until you hit a new stage.

This new stage implies that other people want to reach that stage and will pay to do so.

That is where monetization comes into play.

Or, it is how you write to someone who is *one stage behind you*.

Or even to your past self that was one stage behind.

 In order to reach those new stages of development in any given interest — your mind will need to develop to match that stage.

As you evolve, your content and products will evolve.



I no longer do freelance, coaching, or client work as a whole. I have reached a new stage of development and can help others get to those stages.

All of the products I've sold and type of content I've written have iterated into something completely different.

Every time I have evolved, **I have in essence “desaturated” that market.** (And so have all other one-person businesses, they evolve and open up room for the next generation).

I can create a ladder to help other people to that next stage and the cycle goes on.

That is how life works.

This is another reason why the “one-person business model” or creator economy can never be saturated. Individuals change and evolve so they can teach the next generation that they align with.

Insight: Become A Sense Maker

Your job is to make sense of life to the people that understand you.

The way you make sense of life is by developing yourself and your skills in your Domain Of Mastery.

Your job is to provide clarity to those that align with your values, vision, goals, beliefs, and other components of your identity (this is what forms your perspective on things).

Try To Find The Lesson In Every Experience

Stop trying to find your passion. Instead, cultivate a passion for life itself. All of its highs and lows. It SHOULD be difficult to have passion for a specific 1-3 things in life because you want to be passionate about everything.

_seek to understand and learn from everything in life. This makes life 10x more enjoyable when you start to see the depth in everything you come across.

The worst thing you can do is take everything you learn as law.



- Tweets
- Books
- Articles
- Podcasts
- Advice from your favorite guru
- What your parents conditioned you to think was the only way to go through life
- What society conditioned you to think was the only way to earn an income

Anything. You must take what you learned, apply it to your life, and seek to understand it through experience.

You need to run it through your current perspective, value system, beliefs, biases, and seek to understand that idea on a deeper level.

You were put on this earth to piece together the puzzle of reality – your writing is how you document your findings.

You understand by questioning everything, piecing things together, and creating clarity. You are learning, experiencing, and understanding to gain awareness to create unique solutions (filling in and connecting the dots of life).

I want you to start thinking of your content as a map.

For the next 3-5 years, your job is to document everything you can make sense of online. Your content is a map for navigating life from your unique perspective.

Your content is the world you are inviting people into.

Your content is a giant story that you are piecing together.



Your content is the projection of your mind that creates a world for others to explore.

Attracting Like-Minded People Without Focusing On A "Niche"

When you target your former, current, and future self by talking about your experiences, lessons, beliefs, and failures — **you are targeting the perfect niche**. You are attracting people  that want to learn from you. They want to have those same experiences and are open to diving into the interests that got you there.

By talking about your life with confidence and conviction is how you target an ultra-specific type of individual.

Throughout this section, I am telling you that “self-development is an absolute must.”

I FIRMLY believe that self-development is necessary for an interesting and fulfilling life. It's a part of my life philosophy. It's also classified as a basic need in Maslow's Hierarchy of Needs so you can pursue more fulfilling aspects of life. Others won't agree. That's fine, they won't get value from my message and that is exactly my point.

Do this enough and you will be attracting a very specific type of person.

I would not be surprised if everyone taking this course is here because of the “niche” I've created by doing this.

If you are looking for job opportunities OR have a service targeted at a more specific business or avatar:

I would still recommend going this route, but with a few nuances.

You have 2 options that are dependent on your current business goals:

1) Build a niche audience slow.

Audience building in this manner is usually slow because people don't like being sold from the start. If you have a pitch in your bio, it may even do more damage than good.

If you *know* you can get in front of your perfect customer avatar on Twitter or another platform, you can go this route.

This is where you would create hyper-targeted authority content around your service and the problems of your customer avatar.

However, an automated direct outreach campaign (or sending resumes) would get you results much faster — so the second option may be the best option either way.



2) Build a leverageable audience fast.

By going broad and using The Experience Model and Domain Of Mastery you build an audience fast.

When you talk about *what you do*, people remember.

When you educate people on the skills, results, and expertise you have, you will attract the people interested in those skills (or already using those skills).

You would attract people that are interested in what you are building. The people that are interested in that are probably in a similar space as you.

The people that are interested in those skills will potentially have access to your niche customer avatar and spread your name.

If you talk about marketing (your skill) and how that applies to startups (your work) even from a beginner, broad level — you are going to attract startup founders, marketers, and others interested in learning about marketing or startups.

That network can get you in front of the right people and spread your work as your audience grows.

In this case, you would focus on long-term leverage by building:

- Educational content for the lower levels of awareness (the beginner market)
- Establishing authority by talking about your results, skills, and how that expertise applies to what you do
- Growing by doing what works on any given platform — writing more broad, high impact content relating to your life experiences (and what we discussed above).

By doing this, you build an audience of 50-100K+ that knows exactly what you do and can spread your name to a number of people that is 5-10x that amount.

Start thinking about the opportunities you will generate with the impact of 30K tweets instead of the results you will get from the 3 you post today.



And, if you ever want to build out a value ladder of offers, pivot your main offer, create your own customers (through educational content), or not have to worry about direct outreach, you have the leverage to do that.

One example:

Do copywriters talk about their specific customers' problems? Or do they give beginner-level tips on copywriting and also post about the lessons they've learned *while* copywriting (that are applicable to a much broader audience)?

Do they have a profile that screams "I'm going to close you as a client!"

Or do they *show* their expertise and let people spread their name for them (while possibly doing direct outreach with a targeted message on the side)?

It's a difference in education, showing people what you do, and flexing your expertise without targeting a hyper-specific person.

In Summary (Focus On This)

I am telling you not to shy away from posting your beliefs, ideas, thoughts, experiments, insights, and anything else that crosses your mind (that can be woven into a high-performing tweet).

Something as simple as this hits all of the requirements for an engaging, polarizing, and authentic post:



Dickie Bush 🇺🇸
@dickiebush

Some ~personal news~



After 10 years of careful consideration, I am officially a Hot Coffee Maximalist.

Hot coffee is superior to iced coffee in 100% of circumstances and it is no longer up for debate.



We will dive into attention and engagement soon, but can you see how Dickie:

- Catches attention with a pattern interrupt (squiggly lines)
- Uses numbers to capture and hold attention further
- Implies a transformation
- Uses confidence and conviction to polarize hot and cold coffee drinkers (meaning they will comment their stance and boost engagement)



- The image “flexes” his lifestyle with something as simple — and what could be uninteresting to those he doesn’t want in his audience — as a journal

This is masterful for such a simple and seemingly innocent post.



Don’t become neurotic about ONLY posting about your interests or areas of expertise. That is not how you create a unique and timeless personal brand (but is still necessary to fulfill the 3 pillars of social leverage).

This is another reason why Twitter should be the center of all of your content. It is the perfect testing ground, it is raw, and you can post as many times as you’d like without much repercussion (unlike any other platform).

Then, you can take your best content and cross-post to other platforms.

Insight: Your Niche Is You

Don't be afraid to talk about your life, experiences, and expertise. You are attracting people like you — meaning they like what you like and want to do what you do. You are the leader of your followers.



Previous Lesson:
Lifestyle Design

The Content Synthesis System

Idea Generation, Dissection, & Insight

Lifestyle Design



Module 4
The 2 Hour Content Ecosystem

0/9 ✓

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