

# Don't Consume, Research

I am a big fan of EDM (electronic dance music), why?



Because there are hundreds (if not thousands) of genres and subgenres.

My favorite is bass music, which can be broken down into:

- Dubstep
- Riddim
- Drum N Bass
- Future bass
- Melodic bass

The list can go on for another 20-30+ subgenres.

*Why should you care?*

Because that's exactly what the creator economy is.

Traditional music was limited by physical instruments.

Traditional business was limited by physical environment.

Digital music has no limits. We are creating new sounds which open up room for entirely new and innovative music.

Not to mention how often the artists remix each other and completely change the song.

People are attracted to the unique combination of sounds, synths, rhythm, repetition, tone, and everything else that makes up a subgenre or "niche."

When EDM producers go to create a song, they have a library of sounds, textures, synths, plugins, and other things that allow them to be creative with their production. They develop their unique sound over time.

I can't get enough of Space Laces while others despise the screechy sounds he produces.



Since I love and trust that his music will give me a specific feeling — I will buy almost anything he creates outside of music (especially if it's something I will use in my day-to-day life... be it information, a physical tool, gadget, apparel, or anything else).

Even MORE bonus points if he creates a compelling argument as to why and how I can implement it in my daily life.

As a content creator, it is your job to create, produce, and remix from a database of content, quotes, anecdotes, metaphors, problems, benefits, topics, ideas, words, and other things that will lead to you creating truly unique content.

Over time, your voice develops.

Your “live shows” attract more fans.

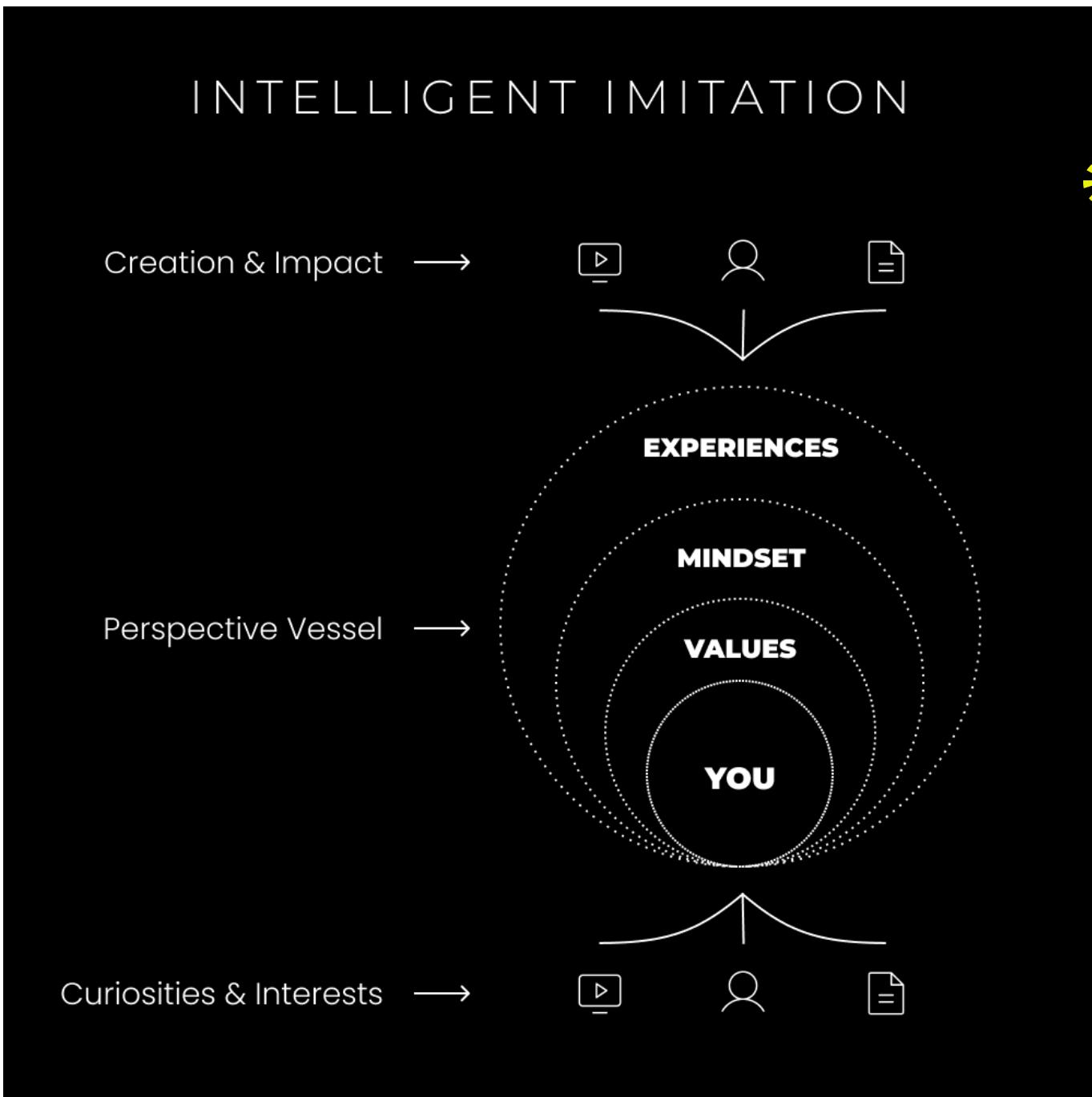
You attract more opportunities from “record labels.”

People start talking about your “music.”

They eventually keep your “music” in a regular rotation. It becomes a part of their life.

You spread your name by leveraging other people's listener base by doing collaborations and sharing each other's creations.

This is what Intelligent Imitation is. Curating and developing an arsenal of mental weapons to shoot your addictive creations out into the world.



Throughout this module, we will be turning you into an EDM DJ — but for content production instead of dance music.

You are speaking about what you learn through the lens of your vision, values, mindset, experience, and expertise — that alone will attract the right people to you.

If you want to read the original Intelligent Imitation article and the theory behind it, [here it is](#).

**Cornerstone Curiosity — Don't Consume, Research.**



## I can guarantee one thing:

If you aren't consuming (or "researching") quality information, you aren't producing quality information.



That is the underlying problem of most engagement, writer's block, and creative problems.

Cars need the right fuel to operate correctly.

Your job is to become an Epistemic Researcher.

In other words, a knowledge researcher.

The first step is pursuing your curiosity (your Domain Of Mastery should allow room for pursuing your curiosity within the depths of those interest areas. They run deeper than you think. Each interest is an iceberg that connect with everything else).

While diving deep into this Interest Iceberg, you will be taking note of ideas, content, inspiration, and anything else that can apply to a project you are working on.

These "projects" are:

- Your weekly newsletter outline
- Your content as a whole (noting content ideas)
- Any area of your life where you can apply what you learn and write about the lesson or experience you had

Everything you are developing in your life is a project (you can think of it as a science project).

Everything you consume (or research) now has practical application. Which areas of your life can it apply to? You will only know this if you are intentional when improving your personal and professional life — life itself is inspiration.

This will be dependent on what works best for you — so again... you need to treat this as a project itself.

 Create a consumption habit and routine for yourself, observe problems that come up, experiment with new ways of doing it, and slowly create a system you can stick with.

We will talk about creating a content synthesis system in the next section.

For now, understand that you **MUST be curious** about what you are consuming.



***Read things that make it hard to keep your mouth shut. You should feel compelled to take notes and talk about it with those select few people that “get you” (your eventual audience).***

If what you are reading is boring and not sparking excitement in you — your content will be boring and not spark excitement in others.

Even if you want to post about business, you will write better business content when *whatever* you are researching gives you inspiration and energy. Even if its something as “unrelated” as web development.

**(Hint: it's still related. Everything is and can be used as firepower for stories, metaphors, analogies, etc — like how I talked about EDM above to bring a unique angle to this post.)**

I will often cycle through different audiobooks, physical books, summaries, YouTube lectures, and everything else based on what I *feel* will interest me at the time.

This may seem counter-intuitive. Don't question it yet. Try it out and tell me it doesn't increase the impact and energy of your content (relating to ANY topic).

Pursue your curiosity.

### **Insight: Don't Know What To Consume?**

Start with your favorite book.

I guarantee the second time you read it you will get new insights, ideas, and be able to make more out of it with this process.

### **Writing Down High-Signal Information**

We are finally getting to the good stuff.

Kortex Capture is where ALL of the magic begins.

This is where ideas with high potential energy are stored before they are moved to anywhere else in your Command Center. 

For this module, we are focused on content ideas.

When content ideas are put in Kortex Capture, we need to run them through a process to dissect them, develop them, store them, and start creating a database of Genius Ideas we can pull from through our creative endeavors.

This entire process is how you actualize your life's work in a fun, unique, and impactful way.

**When you are researching information that interests you, look for:**

- Words and better vocabulary
- Examples and metaphors
- Stories or anecdotes
- Ideas and concepts
- Interesting facts
- Advice that hits just right
- Quotes that make you stop and think
- Novel perspectives
- “Aha!” moments that give you clarity

It doesn't matter what you read.

Most of the time, the inspiration you need comes from a random string of words that sparks the right idea in your head.

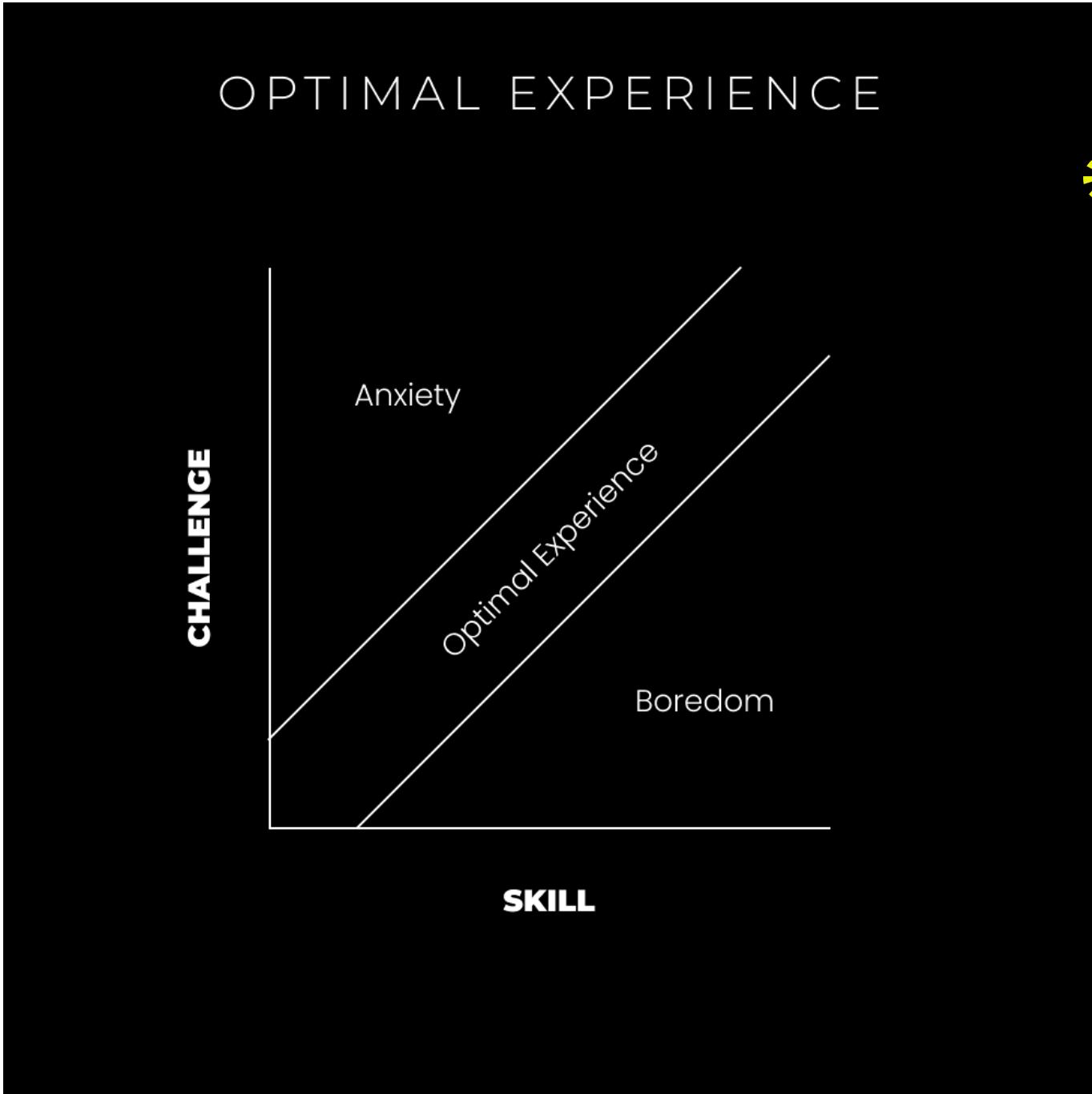
This brings up 2 important points:



- **You need a project to apply your learning to** — otherwise, you won't pick up on random information that has the potential to apply to the project you are working on. A project can be as simple as a tweet or newsletter in this case.
- **You need to consume information from a congruent voice** — you won't read or listen intently if you aren't interested in it. You will miss crucial pieces of information that could be woven into your newsletters, tweets, or content in general as new perspectives.



It's less about *what* you consume and more about *who* you consume it from. Do you understand what you are listening to? Is it challenging your understanding and potentially kicking you into flow?



**What you are reading should have a balance of challenge and skill to make your brain light up with ideas and potential connections.**

This alone shows that it doesn't matter what you are consuming, as long as you are curious.

Consuming something that makes little sense to you will close your mind off to potential connections and make it difficult to formulate novel perspectives.

If I study spirituality, but I am writing an article on business, a lot can transfer over.

 If what I am reading says “Stop worrying about the future, focus on the present” (as a bad example).

I can use that in a business article about creating content. I can introduce the source I got it from, start to write a story, and help people “stop worrying about how well their content will do, focus on writing highly impactful content.”



Another example:

I am listening to The Social Matrix by [Actualized.org](#) on YouTube right now.

I LOVE these kinds of visionary concepts. They make my brain light up with excitement and make me want to put the ideas to use.

Leo (the creator) paints a picture of society as a whole and how it is interconnected.

I want to apply this concept to the creator economy... how there is a “school system,”



Previous Lesson:  
**Creativity VS Productivity**



Next Lesson:  
**The Content Synthesis System**

Update: 2 Ways To Navigate This Course



Module 2  
**Introduction & Fundamentals**

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What Do You Write About?

Who Are You Writing For?