Creating Fusion Content

As your database grows in size, complexity, and impact you can start to treat your discoveries, theories, and processes as building blocks for your long-form content.

All of the:

- Examples

- Stories

- Metaphors

- Big ideas

- Quotes

- References

- Big problems and benefits

- Discoveries

- Concepts

Can be used as "drag and drop" pieces for your long-form content.

This is what completely changed the game for me in my content creation process.
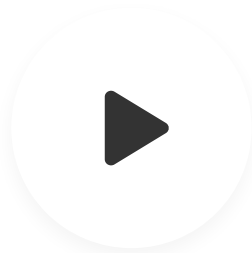
- My newsletters immediately started getting more praise

- My newsletters became fun to write

- My YouTube videos became seamless to record using the newsletter as a script

- My podcast episodes started to revolve around those big ideas and concepts

- I could visualize these concepts and start having an incredibly unique content style

I want to revisit the APAG framework and the long-form writing template now that we have more ideas to pull from.

>> **If you are using Kortex, the video below is going to look confusing. All of your documents in Kortex will simply be organized into relevant folders. You can quickly open and navigate different documents with the search and pane feature.**

Creating Fusion Content

🕐 18 min

▶

1.2×

~~18 min~~ ⚡ 15 min

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Digital Economics

5% complete

🏠 **Course Home**

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Before We Begin   3/3 ⌄