

The **Secrets** of Successful Creators: Volume 2

Proven strategies to produce, promote, and profit from your creations.

A Josh Spector Creation



Hey!

Thanks for your interest in **THE SECRETS OF SUCCESSFUL CREATORS: VOLUME 2.**

Before you dive in, I want to give you some quick background about what you're about to see.

I'm [Josh Spector](#) and I've published the [FOR THE INTERESTED newsletter](#) every Sunday for the past six years.

Each issue includes articles, videos, and podcasts featuring proven strategies from the world's most successful creators you can use to produce, promote, and profit from your creations.

In the past year, I've shared 254 individual strategies in my newsletter and this book includes all of them, organized by topic to make it easy to find what you're interested in.

I've split each topic into two sections: One features articles I've written about the topic and the other features strategies I've curated from other experts.

If you find this book helpful, you'll LOVE my newsletter.

[Subscribe to get future issues.](#)

A few more things you may find helpful:

- [THIS IS HOW I DO IT](#) is a collection of resources offering a behind-the-scenes look into the tactics I use to grow my audience and business.
- [80-Minute Social Media Mastery](#) is a video presentation that shows you how to get more value out of the time and effort you spend using social media.

- [The Secrets of Successful Creators: Volume 1](#) features hundreds of strategies I shared last year and is still available here.

I'm also active on [Twitter](#) and would love to connect with you there.

Now, let's get to the good stuff...

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24 Concepts That Will Grow Your Audience Or Business

“Attention is reciprocal.”

In my years helping creators grow their audience and business there are some core concepts that come up all the time.

In this post I share [24 concepts that will grow your audience or business](#) including to focus on output instead of outcome, that you don't need to be everywhere, and that self-promotion isn't a selfish act.

[80-Minute Social Media Mastery](#)

Feel like your social media efforts aren't quite working? I put this together to help you figure out why and what to do about it.

How To Build Your Audience When Your Topic Is You

“You need to explain why people should care.”

I was recently asked a great question and turned my answer into this blog post.

In it I explain [how to build your audience when your topic is you](#) and give advice to a writer about how to attract people to his writing when it doesn't solve a clear problem and its main value is simply entertainment.

Read This If You're Struggling To Grow Your Audience

“Host a party, not a concert.”

If you're struggling to grow your audience, it's not because you suck (probably)—it's more likely because you misunderstand how audiences grow.

In this post I share [five concepts to help you grow your audience](#) including that you are (or were) your audience, your audience and your ideal audience aren't the same thing, and why closer relationships are more valuable than more followers.

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11 Ways To Grow Your TikTok Account

“You want to be posting about four to eight times a day.”

A lot more strategy goes into growing a social media following than most people realize and that’s especially true on TikTok.

In this six-minute video, Keenya Kelly shares [11 ways to grow your TikTok account](#) including tips on what features, hashtags, and formats to use in your content.

80 Ways To Go Viral

“1 Reason It Went Viral: Asks a question that requires big opinions. And people have lots of those.”

You can never guarantee virality, but you can increase the odds you achieve it by studying how others have.

Blake Emal shares [80 ways to go viral](#) including a collection of viral tweet examples and reasons why each worked.

[A Free 5-Day SEO Course For Beginners](#)

I took this email course last week and thought it was fantastic. It's made for people with beginner to intermediate level of knowledge about search engine optimization and will teach you the 20% of things you need to know to get 80% of the results.

Five Lessons From A Year Of Posting Every Day On LinkedIn

“When you share your ideas publicly, you attract others who think similarly.”

Brendan Gahan struggled with imposter syndrome. Then he forced himself to post on LinkedIn every day for a year.

He shares [five lessons from a year of posting on LinkedIn](#) including how it grew his tribe, helped him overcome his fears, and generated new business and partnership opportunities.

How A Creator Got 100k YouTube Subscribers In A Month

His first videos flopped. Then he figured out how to create videos on topics people wanted to see and everything changed.

If nothing else, watch this video for the section about how to strategically choose video topics.

How A YouTube Thumbnail Image Change Drove A 30x Increase In Views

A must-read if you publish YouTube videos and it likely will also improve the images you use on blog or social posts as well.

How Instagram's Algorithm Works

"The five most important things are if you're going to spend some time with the post, how likely you are to like it, comment on it, or save it, and how likely you are to tap on the profile."

This is a must-watch if you want to know how to get more people to see your Instagram posts or better understand how the platform decides what it surfaces in your own feed.

Adam Mosseri, the head of Instagram, explains [how Instagram's algorithm works](#) including how they rank content across the feed, Stories, Reels and more.

How To Avoid Five Common YouTube Mistakes

"Every video has a job to do."

If you're struggling to gain traction on YouTube, you'll likely find some reasons why in this video.

In a five-minute video, Diana Gladney explains [how to avoid five common YouTube mistakes](#) including a lack of optimization, too much promotion, and bad thumbnails.

How To Create An Online Challenge In Seven Steps

“The goal of your challenge is to take cold audiences and turn them into highly-engaged customers.”

Online challenges can be a powerful tool to grow your audience or business in any niche.

Eva Gutierrez explains [how to create an online challenge in seven steps](#) including how to figure out why you’re running a challenge, how long your challenge should run, and whether to run a free or paid challenge.

How To Create Posts That Stand Out On LinkedIn

“Break the scroll pattern with the first line.”

If someone has attracted 33 million impressions for their LinkedIn posts over the last two years, it’s a safe bet they know a thing or two about how to succeed on the platform.

Justin Welsh breaks down [how to create posts that stand out on LinkedIn](#) based on a simple three-step format he uses to write posts.

His tips include ways to provide value, attract attention, and make it easy for others to engage with your post.

How To Find People To Amplify Your Work

“Most creators believe that high quality work is the key to amplification. It. Is. Not.”

This is such an important article to read if you're trying to grow your audience.

Rand Fishkin breaks down [how to find people to amplify your work](#) including an overview of why people share things, why your success is dependent on people doing so, and how to give yourself the best chance of that happening.

How To Get 277,000 Instagram Followers Without Spending A Dollar

“Comments go up 10x when people know you'll acknowledge and chat with them.”

I've recently started to post more on Instagram (you can [connect with me here](#)), so I found this particularly interesting.

Alexander Boon breaks down [how he got 277,000 Instagram followers in a year](#) without spending a dollar including his approach to content, consistency, engagement, and hashtags.

How To Get Four Million YouTube Subscribers In Three Months

You probably won't get four million subscribers in three months. But, you'll definitely get more if you watch this video than you will if you don't.

How To Get Your First 1,000 Email Subscribers For Free

"The name of the group is very important because that is what's going to attract people to join your group."

There are a lot of strategies out there to grow your email list, but this is a great one if you're willing to put the necessary time and effort into it.

In a 10-minute video Sean Anthony reveals [how to get your first 1,000 email subscribers](#) for free by creating a Facebook group (or multiple groups) in your niche.

He breaks down how to start the group, get people to join, and get them to subscribe to your email list.

How To Get Your Music Heard On Spotify

This 11-minute video shows you how to get featured on playlists and other tactics you can use to get your music discovered even if you don't have a large social media following.

How To Grow Your Media Brand

"If you're one person, use that that to establish a personal tie to your audience that faceless brands cannot."

Whether you're launching a media entity by yourself or you're an established media company looking to grow, this one's got some good advice for you.

Brian Morrissey explains [how to grow your media brand](#) including to mostly ignore competition, say no by default, and not confuse tactics for strategy.

How To Optimize Your YouTube Videos To Get More Views

“The sheer size of YouTube’s active user base means that when this is set up properly, the algorithm will send more traffic to your song than any promotion you can do on your own or ads you can buy.”

This is written specifically for music videos, but its step-by-step process can be applied to whatever videos you produce and get you more views on YouTube.

Amber Horsburgh breaks down [how to optimize your YouTube videos to get more views](#) including what to do with titles, tags, descriptions, and more.

How To Use A Content Funnel To Grow Your Audience

“Don’t expect one type of content to accomplish different goals.”

It was a pleasant surprise to come across this helpful article and then discover I’m one of the examples featured in it!

David Ramos breaks down [how to use a content funnel to grow your audience](#) including the four stages of the creator funnel, examples of how creators (including me) have done so, and an overview of the big ideas driving the creator economy today.

How To Use Instagram To Get Clients

“People who find you through social media are often more comfortable with a little informality.”

This one’s about designers, but it conveys universal truths that will help you get clients for whatever service you offer.

Haley Chouinard interviewed four designers about [how they get clients on Instagram](#) including the importance of being personal, posting consistently, and finding your audience.

How To Use LinkedIn Creator Mode

“Think of your about section as a website.”

LinkedIn recently introduced a new “Creator Mode” for profiles and this is a quick crash course on how to use it and get the most out of it.

In a six-minute video, Judi Fox breaks down [how to use LinkedIn Creator Mode](#) including ways to optimize the featured, activity, and about sections of your profile (which can also be applied to your LinkedIn profile even if you don’t use Creator Mode).

How To Use Social Media To Sell Books

A step-by-step guide based on how publishers who are good at marketing help their authors use social media to sell books.

How To Use Worldbuilding To Grow And Engage An Audience

“When you build worlds, you’ll attract people who want to be insiders—part of your tribe—and you’ll naturally repel everyone else.”

Worldbuilding isn’t just limited to the creators of *Game of Thrones* and *Star Wars*.

Andre Chaperon and Shawn Twing explain [how to use worldbuilding to grow your audience](#) including a five-step framework you can follow to establish a “world” of your work that your ideal audience will want to inhabit.

How To Write For Instagram

“Don’t tell me what’s in the photo, tell me why I should care.”

Success on Instagram depends as much on the captions you write as the images you upload.

Ann Handley breaks down [how to write for Instagram](#) and shows you how to be personable (not personal), give critical context, and write your audience into your story.

Seven Ways To Improve Your Instagram Profile

This one’s aimed at creative businesses, but chances are you’ll find the tips about how improve your bio, highlights, and profile pic helpful no matter what you do.

Six Lessons I've Learned From Helping Thousands Of Creators

"Your content should help your audience transform into who they want to become."

I was recently interviewed by Stew Fortier as part of his Compound Writing group and you can watch the whole interview or read a summary of it at the link below.

In our conversation I share [six lessons I've learned from helping thousands of creators](#) including tips about how to create value, identify your ideal audience, and use constraints to make the creative process easier.

The Secret To Organic Growth

"Consistency is, it turns out, pointless without adaptation."

No audience grows without consistency, experimentation, and patience.

Dave Nemetz explores [the secret to organic growth](#) and discusses an often overlooked part of the organic growth equation: The importance of adaptation.

The Secrets To The Success Of TikTok's Second Most Popular Creator

Khaby Lame has 115 million TikTok followers...and he doesn't even speak in his videos.

What To Post On LinkedIn

"Instead of thinking of LinkedIn as a professional place to put content, replace the word professional with leadership."

If you're not sure what to post on LinkedIn, your problem's about to be solved.

In a 15-minute video, Judi Fox breaks down [what to post on LinkedIn](#) including a three-part strategic post formula designed to help you engage and convert your audience.

ENTREPRENEURSHIP

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12 Things You Don't Have To Do To Succeed As A Creator

Here's the permission you've been waiting for to do less.

A Suggestion For Your Sales Page

Show me the sales page for your product or service and I'll give you a suggestion to improve it (just reply to my tweet linked above). Or, just learn from all the suggestions I give others in the replies.

Five Creative Ways To Get A New Coaching Client This Week

Here's a list of tactics I came up with that won't cost you any money and will increase people's interest in paying for your expertise.

How To Get Clients

"A collection of the most valuable advice I've shared in my newsletter about how to get clients."

I've shared a lot of tips over the years to help you attract clients and now I've compiled all of them on a single [how to get clients](#) page.

You'll find links to every article, podcast episode, and video I've created or shared over the years that includes advice on how find the right clients and get them to hire you.

Seven Keys To Getting The Right Clients

“Pitch a result, not a tactic.”

In the process of building a successful consulting business, I’ve learned a ton about what works...and what doesn’t.

In this post I share [seven keys to getting the right clients](#) including how to figure out if you want to sell service or strategy, whether you want ongoing clients or one-off projects, and how to package the work you deliver.

The Five Ways I Make Money From My Creations

“You can’t just offer more, you have to offer something different.”

Simon Owens recently interviewed me for this deep dive into exactly how I earn money as a creator.

In this article I break down [the five ways I make money from my creations](#) including how I attract consulting clients, get paid for my writing, and monetize my newsletters.

What I Learned From The Book “Who Not How”

“You must stop asking yourself, ‘How can I accomplish this?’ A much better question is, ‘Who can help me achieve this?’”

I recently read the book [Who Not How](#) by Dan Sullivan and Dr. Benjamin Hardy.

It features a simple concept that might drastically improve your life and business.

In this post I share [what I learned from the book Who Not How](#) including how a shift in mindset can increase your vision of what’s possible, how to develop more impactful relationships, and why you should always be the buyer—even if you’re selling something.

[What It Takes To Build A Successful Creator Business](#)

In this interview I share my thoughts on how to get more value out of your content, figure out what your audience wants, avoid spreading yourself too thin and a whole lot more.

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10 Steps To Validating A Business Idea

“The biggest mistake new entrepreneurs make is treating their ideas carefully.”

This is a must-read if you're considering launching a new project.

SimonBlogs shares [10 steps to validating a business idea](#) including a deep dive into how to identify a problem, solution, customer and more.

12 Ways To Instantly Show Your Value

“Increase desire, don't just decrease friction.”

This will help you better communicate the value of your work, products, and even yourself.

Wes Kao suggests [12 ways to instantly show value](#) including to aim for “no brainer” status, avoid backstory scope creep, and focus on what your customer wants to hear about as opposed to what you want to talk about.

13 Books Worth Reading If You're A Consultant (Or Even If You're Not)

"The books I'm recommending in this list have helped me expand my mind, look at my business (and life) from a new perspective, and feel more confident about how to approach new challenges."

Luk Smeyers writes a great newsletter for creators so it shouldn't come as a surprise that he's also got some excellent books to recommend.

These [13 books worth reading if you're a consultant](#) include summaries of the key points from each book and are probably worth reading if you do any kind of creative work or want to become more productive.

13 Proven Pricing Principles

"How you charge is often way more important than how much you charge."

This an incredible, in-depth resource.

Pete Flint and [Monetizing Innovation](#) author Madhavan Ramanujam share [13 proven pricing principles](#) including how to think creatively about value, the four ways monetization fails, and frameworks to avoid those failures.

15 Psychological Tactics You Can Use To Get People To Buy More

“Once someone owns an item, forgoing it feels like a loss.”

There are so many reasons why people buy (or don't) and the more of them you understand, the more of your product or service you'll be able to sell.

Janel Loi shares [15 psychological tactics you can use to get people to buy more](#) including ways to nudge buyers, maximize perceived discounts, and create a sense of urgency.

20 Lessons From An eBook That Earned \$100,000

*“If you put everything behind a paywall too soon, your work can't *work* for you.”*

Steph Smith has had quite the success story with her ebook [Doing Content Right](#).

She shares [20 lessons from earning \\$100,000 with an ebook](#) including how she approached pricing, overcame imposter syndrome, and iterated as she went.

20 Lessons From An Expert In Course Creation

“Give your tribe a proper name to use for what you teach. Give your frameworks memorable names too.”

Every course may be unique, but the successful ones all have a few things in common.

Andrew Barry shares [20 lessons for course creators](#) including how to develop credibility, build an audience, and root your course in transformation.

42 Ways To Make Your First Dollar Online

“Never been a better time in history to make digital dough.”

If you want to monetize your expertise or creations, here’s a good place to start.

Blake Emal has compiled [42 ways to make your first dollar online](#) including recommendations of tools you can use to do so.

It includes suggestions about everything from how to create products, offer services, and do affiliate marketing.

50 Ways To Start Building Leverage Today

An actionable list of ways to use tools, products, people, and capital to make it easier to do and get what you want.

A 7-Step Process To Hire The Right Person

“Write an epic job description—that stands out amongst the crowded sea of other job applications.”

The better your hiring process, the better the person you ultimately hire is likely to be.

Noah Kagan shares [a 7-step process to hire the right person](#) including how to write a great job description, find the best candidates that apply, and give applicants a challenge to complete.

A Five-Step Process To Find Your Niche

“You can’t think your way into Creator-Market Fit. You have to dive into the ecosystem and experience it firsthand.”

This is a powerful and potentially game-changing article if you want to build an audience or business.

Rob Hardy outlines [a five-step process to find your niche](#) including ways to audit yourself, build a market map, and validate your niche hypothesis.

Five Ways To Turn Your Audience Into Income

“Free is not a business model.”

It’s one thing to attract an audience, but it’s another to attract an audience willing to purchase what you have to offer.

David Ramos suggests [five ways to turn your audience into income](#) including that people will pay for content that saves them time, content that gets them results, and to support meaningful movements.

Give Away 99% Of Your Expertise For Free And Monetize The Last 1%

“When people pay for the last 1%, what they’re really buying is the organization, implementation, and community surrounding all your ideas.”

I completely agree with the premise of this article and it’s an approach that’s been a key to my success.

Nicolas Cole suggests you [give away 99% of your creations for free and monetize the last 1%](#) and explains why trying to withhold value from people gains you nothing.

As he says, “If you can’t get people to pay attention to your free work, you aren’t going to be able to get people to pay attention to your paid work.”

How A Product Went From \$0 To \$20k In Three Months

“Do you see the pattern? Launch -> learn -> share learnings -> launch.”

Janel Loi went from a fragment of an idea to earning \$20,000 in sales of her [Newsletter Operating System](#) product in just three months.

Now, Poh Jie shares a look at [how she did it](#) including how she drove initial interest, sales, and built the product in public.

How Six Thought Leaders Make Money Online (Including Me!)

“This is a growing and highly viable career path.”

It’s one thing to attract an audience, but it’s another to turn that audience into an actual business.

Ellen Donnelly breaks down [how six thought leaders make money online](#) and I was honored to be included in the list.

You’ll learn how creators like myself approach creating content, sharing our expertise, and developing revenue streams.

[How To Build A \\$1 Million Business With Zero Employees](#)

It’s not easy, but these three examples prove it also may not be as difficult as you think.

How To Build A Million Dollar Spreadsheet

“Your goal as a content creator is to serve your audience—which means they dictate what you make, not the other way around.”

This is an interesting way to think about creating “content.”

Fio Dossetto reveals [how to build a million dollar spreadsheet](#) and explains why the most valuable content you can create for your audience may not be blog post, video, or podcast—it may be a simple spreadsheet.

And they might even pay you for it.

How To Build A Million Dollar, One-Person Business

“Build your own dreams, or someone else will hire you to build theirs.”

It’s always helpful to see what’s possible.

Dru Riley compiled a report on [how to build a million dollar, one-person business](#) including a look at who’s doing so, how they’re doing it, and a collection of resources to help you get there yourself.

How To Build Once And Sell Twice

“You want to create demand instead of responding to demand.”

Jack Butcher has a great course (I’ve taken it) called [Build Once, Sell Twice](#) that helps creators and entrepreneurs be more efficient in how they earn money.

But even without buying the course, you can get a ton of valuable information in this free breakdown of [how to build once and sell twice](#).

It features an hour-long video interview with Jack as well as a text breakdown that summarizes all the key points.

How To Create A Profitable eBook And Course In A Month

“Just because you know how to do something doesn’t mean you’re necessarily good at teaching it to others.”

If you’ve got some expertise to share with the world, this will help you figure out a profitable way to do so.

Felicia C. Sullivan shares a step-by-step guide to [how to create a profitable eBook and course in a month](#) including how to choose a topic, build an outline, and pre-sell the book.

How To Create A Six-Figure Email Course

"I'm now at the point where I can spend about \$2.50 on a Facebook ad opt-in and get back \$55.80."

This is a deep dive into the steps and experimentation Brennan Dunn has gone through in the process of creating a free email course which ultimately converts to sales.

He explains [how to create a six-figure email course](#) including how he automates it, personalizes it, and ultimately gets people to purchase.

[How To Double Your Revenue By Launching Every Month](#)

This concept may sound stressful, but it actually removes a lot of the pressure you feel to sell and helps you earn more at the same time.

How To Estimate How Much You'll Earn From A Membership Program

"You can get a decent sense of this by calculating your total addressable audience, and then using industry benchmarks for membership conversion to come up with a reasonable target."

This was written for news organizations, but it provides a strong framework for how to estimate the potential of any membership or subscription product you offer.

The Membership Puzzle Project explains [how to estimate how much you'll earn from a membership program](#) including how to calculate your total addressable audience, estimate monthly site traffic, and set targets to convert free subscribers into paid members.

How To Find Your Unfair Advantage

"These unfair advantages aren't just for people who are rich and famous, they're for everyone. We all have our own unfair advantages in our own way."

No matter what your circumstances or background, there are unique advantages you have that will help you succeed...if you can identify them.

In this 12-minute video Ali Abdaal explains [how to find your unfair advantage](#) using a framework that revolves around money, intelligence, location, luck, education, and status.

How To Launch A New Product Or Service

“If you think this is a numbers game, you will never launch.”

There are a lot of gems in this one whether you’re already established or just starting out.

In a 70-minute episode of *The Business of Authority* podcast, Jonathan Stark and Rochelle Moulton break down [how to launch a new product or service](#).

In particular I recommend checking out their conversation about product ladders and the three-coupon approach at the 15-minute mark.

[How To Make \\$10,000 A Month With One Online Course](#)

In a 15-minute video Krystal Wascher breaks down exactly how she sells her course on an ongoing basis including how she promotes it, how much she spends to do so, how she turns people’s curiosity into sales, and more.

How To Make A Living As A Creator

“You must behave like a venture capitalist, a book publisher, or a major film studio. You must have a portfolio of enough things going on that you can expect a few payoffs to be happening regularly.”

This Twitter thread is an interesting take on how to approach building a sustainable career as an independent creator.

Daniel Vassallo explains [how to make a living as a creator](#) and emphasizes the importance of minimizing your input while maximizing the number of small bets you’re able to place in the hopes some will pay off.

How To Master The Creator Demand Curve And Maximize Your Earnings

“The creator demand curve shows how many fans are willing to pay for your content at a particular price.”

Your fans are not all the same.

Peter Yang explains [how to master the creator demand curve and maximize earnings](#) by understanding the difference between casual, active, and super fans as well as figuring out what types of products, services, or content is most likely to appeal to each.

How To Price Your Information Product

“If you’re new to this you’re probably inclined to charge too little, so finding a number you’re comfortable with and then doubling it is a good way to get over that hump.”

Pricing is tricky—especially when it comes to information products.

In a 10-minute video, Nat Eliason breaks down [how to price your information product](#) including how to avoid charging too little, frame your price, and decide if you should optimize for influence or revenue.

How To Provide Value To People

“There are infinite paths and ways you can succeed—the key is to not get paralyzed by that.”

This is one of my favorite interviews I’ve done and it’s packed with information to help you grow your audience and create more valuable stuff.

In a 53-minute episode of The One Percent Better Podcast, Joe Ferraro interviews me about [how to provide value to people](#) and I share my thoughts on how to make your art, work, and life better.

How To Run A Successful Membership Or Subscription Program

“A membership program should be seen as an accelerant for work you must do.”

Now THIS is a deep dive.

Craig Mod has written 7,000 words about [how to run a successful membership or subscription program](#) based on his own experience including advice about why to launch a membership, how to price it, the technical side of memberships, and a whole lot more.

How To Set The “Perfect” Price For Your Product

This article covers everything from how to set an initial price, to how psychology influences pricing, to how visuals influence price.

How To Use A Sales Ladder To Sell Your Products And Services

Selling's about more than just making things people want to buy—this will show you how to get strategic about what you offer and what you charge for it.

How To Use The “Dream 100” Strategy To Connect With Anyone

“The exact methodology, templates, and tactics on how to deploy this strategy to connect with basically anyone you want.”

This is so clever.

In a 19-minute episode of the Hustle & Flowchart podcast, Joe Fier explains [how to use the “Dream 100” strategy to connect with anyone.](#)

The strategy involves creating a list of people you'd like to connect with, including a link to it in your email signature, and encouraging your existing network to help make it happen.

Key Lessons From The First 18 Months Of A Startup

“End every conversation with an expert about your industry with: ‘Why do you think I am going to fail?’”

There’s a lot of smart stuff in this one you can apply to any project you start from scratch.

Suhail Doshi shares [key lessons from the first 18 months of a startup](#) including that learning from users is a practiced skill, to be married to the problem—not the technology, and that you don’t need to persuade everyone.

The 19 Rules James Clear Set For His Business

“Spend as much time as possible doing the actual work (the thing that delivers value) and as little time as possible doing the ‘pre-work’ that fills the calendars of most people.”

It’s not often I come across a list of “rules” in which I agree with every single one, but this fits that description.

James Clear shares [the 19 rules he set for his business](#) including to optimize for time before money, optimize for reach over revenue, and continually reach out to people who do the kind of work you aspire to do.

[The Course Creator Lab Will Help You Run And Scale Your Course For Free!](#)

This is an amazing collection of resources and templates to help you create, run, promote, and sell your course.

The Product Launch Formula Mini-Masterclass

“The whole idea is turn your marketing into an event.”

I’ve heard about Jeff Walker’s Product Launch Formula for years, but never knew exactly what it was until I came across this mini-Masterclass on it.

In a 22-minute video, Jeff [explains the Product Launch Formula](#) including how you can use stories, sequences, and triggers to build excitement, get attention, and sell anything you create.

The Seven Stages Of Income Growth For Entrepreneurs

“Stop thinking, researching, and stalling.”

This is aimed at women entrepreneurs, but it’s a fantastic resource for anyone trying to monetize their work.

Hello Seven shares [the seven stages of income growth for entrepreneurs](#) including a breakdown of why you might feel stuck and specific action steps to take based on how much income you currently generate.

Tips From 102 Creators Who Have Earned More Than \$100,000

“Your audience will tell you what products to build if you listen carefully.”

There are so many ways to earn money as a creator these days and it’s helpful to hear what’s worked for others.

Gumroad shares [tips from 102 creators who have earned more than \\$100,000](#) including advice about what they sell and how they’ve sold it.

What To Say When Someone Says Your Price Is Too High

"If they are not meeting you at your price, you don't have to meet them at their deliverable."

Get ready to have your mind blown.

In this 13-minute video Chris Do reveals [what to say when someone says your price is too high](#) by role playing a scenario in which a client only wants to pay him \$1,000 for a video that typically costs \$4,000.

MARKETING

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10 Ways To Boost Sales In One Minute

“Send a 9-word email.”

If sales of your product or service have stalled a bit, there are plenty of simple things you can do to jump start them.

In this post I share [10 ways to boost sales in one minute](#) including to re-share your best converting piece of content on social media, offer to help someone in your audience, and raise your prices by 10%.

40 One-Sentence Product Sales Tips

“To get customers to say yes, remove the reasons they say no.”

I’ve sold and helped others sell a lot of products over the years and in the process of doing so learned a few things about what it takes to create something people want to buy.

In this post I share [40 one-sentence product sales tips](#) including advice about how to create products people want, find people who want them, and convince people to pay for them.

How To Position Your Product, Service, and Yourself

“When you are perceived as the real thing, you have also repositioned every other brand as an imitation.”

The book [Positioning: The Battle For Your Mind](#) was originally published in 1981, but I read it recently and it's one of the best marketing books I've ever read.

In this post I explain [how to position your product, service, and yourself](#) based on my favorite excerpts from the book.

They include advice on how to approach advertising, position yourself compared to your competitors, and create a message that resonates.

How To Sell Your Service To People Who Haven't Experienced It

“Saying many things usually communicates nothing.”

I recently read the book [Selling The Invisible](#) and highly recommend it.

In this post I break down [how to sell your service to people who haven't experienced it](#) based on excerpts from the book.

It includes advice about how to understand what you actually sell, set your prices, and position yourself among your competition.

Six Ways To Market Yourself Without Marketing Yourself

“Selfish doesn’t spread.”

I originally wrote this a couple years ago, but recently updated and expanded it to include the expertise of people like Judd Apatow and Gary Vaynerchuk.

I share [six ways to market yourself without marketing yourself](#) including to put a lot of things into the world, overdeliver, and share what you learn.

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10 Lessons From Spending A Billion Dollars On Online Ads

“No matter how long you’ve been doing this, what you think will work is often wrong.”

You probably won’t spend a billion dollars on advertising, but that doesn’t mean you can’t learn from someone who has!

Craig Clemens reveals [10 lessons learned from spending a billion dollars on online ads](#) including that your ad must match what comes next, great ad ideas can come from anyone, and leading with “a benefit + curiosity” is magic.

100 Examples Of Successful Self-Promotional Posts On Reddit

Reddit is not the friendliest platform when it comes to self-promotion, but you can still find success there if you approach the community the right way.

This resource will help you do that.

Tom Jacquesson has put together a database featuring [100 examples of successful self-promotional posts on Reddit](#) including posts from a variety of different subreddits and stats on how each performed.

11 Email Marketing Tips To Boost Engagement And Sales

“The real goal of email marketing is to build authentic relationships with your audience where they count on you to deliver value.”

If you implement any of the suggestions in this article, I guarantee you’ll see an increase in engagement with your emails.

Email Mastery shares [11 email marketing tips to boost engagement and sales](#) including how to write triggering subject lines, master the welcome email, and re-engage dormant subscribers.

13 Ways To Stand Out And Get Noticed In A Crowded Market

“Turn your insecurities into your trademark.”

I often say you don’t get noticed by fitting in and this article is right in line with that philosophy.

Jake McNeill reveals [13 ways to stand out and get noticed in a crowded market](#) including to fight the status quo, leverage the exposure effect, and use the skyscraper technique.

17 Keys To Getting People To Take Action On Your Website

“Don’t be clever, be clear.”

Blake Emal has audited 500+ websites over the past six years and compiled a list of what he’s found works best when it comes to creating landing pages that convert.

His [17 keys to getting people to take action on your website](#) include to only use images that move the story along, include only one call to action, and make it about the user.

21 Ways To Market Your Work Without Using Social Media

“Challenge yourself to email 45 people over the course of 45 days.”

Social media isn’t the only way to grow your audience or business.

Alexandra Franzen shares [21 ways to market your work without using social media](#) including to do something noteworthy to get people talking, encourage word-of-mouth from your existing audience, and teach a free class.

50 Call-To-Action Buttons That Convert Well

A handy cheat sheet you can use to get people to click your subscribe, download, or buy buttons.

A 10-Step Checklist To Make Sure Your Emails Don't Get Caught In Spam Filters

“Auditing your current situation is the first step towards improving your overall email deliverability rate.”

The best emails in the world are useless if they don't land in people's inbox.

Michael Leszczynski shares [a 10-step checklist to make sure your emails don't get caught in spam filters](#) including how to analyze your current statistics, set up your technical configuration, and warm up your email address.

A 4-Step Framework For Communication That Converts

The title of this episode of the Social Media Examiner podcast doesn't do it justice—this interview with Pat Quinn will give you a ton of tips to improve your speaking, presentations, and ability to persuade people to take action.

Eight Tips To Make Your Home Page More Effective

“Make your differentiators clear and scannable.”

The home page of your website is likely the most visited page on your site, so it's important to make the most of it.

Annie Maguire shares [eight tips to make your home page more effective](#) including ways to make your value prop clear, remove unnecessary content and design elements, and incorporate proof.

Five Mostly Free Marketing Strategies That Will Grow Your Business

“Build free and affordable tools that bring potential paying customers into your business.”

Your marketing strategy will only succeed if it’s relevant to the moment we’re in.

In this 14-minute video, Noah Kagan shares [five marketing strategies that work well right now](#) including to leverage online marketplaces, weekly newsletters, and YouTube to attract customers.

How A Site Used SEO To Generate A 76% Increase In Search Traffic

“It is absolutely possible to optimize your content in a way that benefits both the reader and search engines.”

Don’t worry—this isn’t too technical and doesn’t suggest you do anything shady.

Alexis Grant explains [how The Write Life used SEO to generate a 76% increase in traffic](#) by updating and improving old content, deleting old content that wasn’t worth updating, cleaning up internal links, and more.

How A Super Signature Can Make Your Emails More Powerful

“People are begging to be led. So show them exactly, specifically, what you can do to help them.”

This is such a simple and obvious concept and yet...I bet you don't currently do it (I know I don't).

Cody Burch breaks down [how a Super Signature can make your emails more powerful](#).

It's a concept from marketer Dean Jackson that involves incorporating clear, specific, calls to action in your email signature or at the end of your content.

How To Attract 1,000 Paid Community Members In 10 Months

“Rituals build habits and answer the question. Why do we gather?”

After a couple failures, Dru Riley focused his attention building the [Trends.vc](#) paid community and has had incredible success in a short period of time.

He breaks down [how he attracted 1,000+ paid community members in 10 months](#) by using magnets, focusing on rituals, and decentralizing leadership.

How To Build An Online Presence Without Being Fake

“A niche is a market where there’s already demand. Positioning is the act of defining what makes you different amongst the other players serving that niche.”

You don’t have to present yourself as something other than yourself to attract an audience.

Stew Fortier explores [how to build an online presence without being fake](#) and suggests it’s helpful to lean into specific traits you have and serve a clear niche where there’s already demand.

How To Coin Terms That Make Your Creations More Successful

“How can I have a phrase that I can repeat a thousand times that people aren’t going to get tired of?”

The words you use to succinctly describe your ideas and creations can make or break their success.

In this 42-minute video, David Perell and Jack Butcher discuss [how to coin terms that make your creations more successful](#) and share the process they used to come up with terms that resonated with their audiences like “Personal Monopoly” and “Build Once, Sell Twice.”

How To Differentiate Yourself From The Competition

“Small, subtle differences are not enough.”

It’s not enough to be good—you’ve also got to be different.

Peep Laja shares a deep dive into [how to differentiate yourself from the competition](#) including ways to create categories, differentiate your branding, and leverage your personal brand.

How To Do Email Marketing Right

“It pays to treat email marketing as a feedback loop as well as a marketing stream.”

Most companies are bad at email marketing, but you can get exponentially better if you pay attention to a few basic principles.

Mae Rice interviewed Dan Oshinsky to get his take on [how to do email marketing right](#) including why your emails need a unique voice, how to use them to spark a two-way relationship, and why you can’t use personalization as a substitute for personality.

How To Find Language/Market Fit

It's so important to find the right words to explain your creations to your audience—this will help you do that.

How To Focus On One Channel For Your Content Distribution

“Pick a primary content distribution platform. Devote most of your time, effort, and money to growing your audience through that channel.”

I 100% agree with this concept and highly recommend you embrace it.

Ann Gynn explains [how to focus on one channel for your content distribution](#) and offers a fill-in-the-blank strategy to help you figure out which channel to use and what you want to get out of it.

How To Set Your Marketing Budget

Spoiler: You probably spend less than you should.

How To Tell Your Backstory In A Way That Resonates

“Everyone who has a backstory you admire has absolutely crafted it.”

I guarantee you’ve got a powerful backstory that can unlock tremendous growth and opportunities for you...if you figure out the right way to tell it.

Justin Welsh shares [a seven-step process you can use to craft your backstory](#) including tips on how to frame your obstacle, struggles, and change event.

How To Use A 9-Word Email To Improve Your Marketing

“The entire purpose of the email is to ask a question that engages and gets a response.”

I can't wait to try this out because it's incredibly simple and seems like it will be effective.

Jessica Lunk reveals [how to use a 9-word email to improve your marketing](#) based on a strategy created by Dean Jackson.

The basic premise is you send a one-sentence email to people who previously expressed interest in something as a way to re-engage them and turn cold leads into warm ones.

New Ways To Produce And Promote Your Creations

“If you actually believe what you're creating or doing provides value to people, then self-promotion is not a selfish act.”

This is one of the most fun and unique podcast interviews I've done in a while.

I was recently a guest on the *Office Hours* podcast where Ernest Wilkins interviewed me about [new ways to produce and promote your creations](#).

I shared advice about newsletters (shocker), but also touched on marketing, social media, culture, productivity, careers and a ton of other stuff I've never discussed on podcasts before.

Nine Ways To Improve Your Landing Pages

“Everything on the page is a trade off.”

This isn't a list of technical tips, but rather a collection of fundamental concepts you can employ to get people to take the action you want them to take on your website.

CJ Chilvers suggests [nine ways to improve your landing pages](#) including to focus on one action, think in five-second intervals, and realize every page on your site is a landing page.

Seven Ways To Increase Your Product's Virality

“People respond to incentives—what's in it for them to spread the good word about your product?”

Virality is the result of specific strategies creators employ.

Lenny Rachitsky breaks down [seven ways to increase your product's virality](#) including to nurture word-of-mouth, make the product better when more friends use it, and generate content users want to share.

The Best Thread I've Seen About SEO

"Make sure your website is super quick to load. Amazon found that every 100ms of extra load time they lose 1% of revenue."

I'm far from an SEO expert, but I found this incredibly interesting and helpful.

Yannick Veys shared [the best thread I've seen about SEO](#) in which he translates 15+ years of his digital marketing experience into a simple tweet thread that also features links to advice from other SEO experts.

This thread has been retweeted about 1,000 times already for good reason.

[The Five Segments Of Your Audience You Need To Consider](#)

Turns out every audience is actually five audiences.

The Racecar Growth Framework

“All four of these components help your business grow faster, but understanding your Growth Engine is the most important part because it’s the only component with the potential to be self-sustaining.”

This is as in-depth and thoughtful an explanation of what it takes to grow a business as you’ll find.

Dan Hockenmaier and Lenny Rachitsky explain their [Racecar Growth Framework](#) including how to grow your product, avoid common pitfalls, and put their system into practice.

The Secret To A Successful Email Marketing Strategy

“85% of people who buy don’t make a purchase until AFTER 90 days.”

This will change the way you approach your email relationship with your audience or customers.

Andre Chaperon and Shawn Twing break down why [the secret to a successful email marketing strategy](#) is relationships and explain how this realization should transform your approach to email marketing.

Words You Should Use (And Not Use) To Get People To Pay You More

Investing nine minutes to watch this video will more than pay for itself.

Your New Favorite Pitch Deck Templates

“At its core, the best way to present an idea is black text on white space with good content.”

I’m in love with this.

Studio Self has put together [two free pitch deck templates](#) you can adapt and use for just about anything you want to present.

They’re incredibly simple and likely more effective than whatever flashy, bloated, unnecessarily complicated deck you currently use.

NEWSLETTERS

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39 Helpful Newsletters For Creators

I read a LOT of newsletters. These are my favorites.

A Behind-The-Scenes Look At The For The Interested Newsletter

“I get more total link clicks on a weekday edition that has one link than I do on a Sunday edition that has 12 or 15.”

I was recently interviewed by Ashley Guttuso of [Curated](#) about how I approach writing my newsletter and what I’ve learned from my recent decision to incorporate weekday editions.

In this 75-minute video I share [a behind-the-scenes look at the For The Interested newsletter](#) including how I write it, how readers engage with it, and how I’ve successfully monetized it.

How To Get Newsletter Subscribers

“A collection of the most valuable advice I’ve shared about how to get newsletter subscribers.”

I’ve shared a TON of tips to help you grow your newsletter over the years and now I’ve compiled all of them on a single [how to get newsletter subscribers](#) page.

You’ll find links to every article, podcast episode, and video I’ve created or shared over the years that includes advice on how to grow your newsletter.

[How To Write A Newsletter](#)

I took everything I know about how to write a newsletter people want to open, read, subscribe to, and share with others and put it all into this one blog post.

My Audit Of The “Mollie’s Monday Obsessions” Newsletter

“Pitch the value of the newsletter, not just what’s in it.”

I’m doing a series of newsletter audits to help creators grow and improve their newsletters.

In my audit of the *Mollie’s Monday Obsessions* newsletter I share [10 ways to improve a newsletter](#), many of which you’ll find relevant to your own as well.

My suggestions include advice about how to grow a brand, when to use italicized/bolded text, and how not to undersell your content.

My Newsletter Mastermind Q&A

“If your newsletter was ‘The Jesse Newsletter’ and I don’t know who Jesse is, I don’t care how great it is, I’m probably not checking it out.”

I was recently invited to participate in a [newsletter mastermind Q&A](#) with the [Ness Labs community](#).

Even though it’s typically available to members only, they were kind enough to record it and allow me to share it with you.

In a 68-minute video you’ll see me answer a variety of questions about newsletters including my take on how to get over the fear of unsubscribes, grow your newsletter, and find your niche (or not).

Nine Free Mini-Lessons From My Newsletter Accelerator Course

“Make sure the description of your newsletter is focused on the value subscribers will get from it—not just a description of what the newsletter is about.”

My [Newsletter Accelerator course](#) is packed with strategies to help you grow your newsletter, but I put this post together to share some quick tips even if you don't purchase the course.

These [nine free mini-lessons from my Newsletter Accelerator course](#) include simple ways to get more subscribers, increase your open rate by 15%, and publish more consistently.

Read This Before You Launch A Paid Subscription

“Most products focus on monthly subscriptions, but that's a mistake.”

In the process of growing [This Is How I Do It](#) into a \$25,000+ annual revenue stream, I've learned a lot about what it takes to create a successful subscription product.

In this post I share [five keys to launching a successful paid subscription](#) including to find out if people want it before you create it, sell different instead of more, and nudge people to annual subscriptions.

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15 Strategies To Get You 1,000 New Email Subscribers

Step-by-step tactics you can use to get more subscribers from your blog posts, home page, giveaways, and more.

21 Ways To Grow Your Newsletter

“Stop showing every single website visitor the same signup form and message.”

As the newsletter boom continues to expand, so do the tactics creators can use to get more subscribers.

Louis Nicholls breaks down [21 ways to grow your newsletter](#) including clever ways to reduce unsubscribes, repurpose content, and implement a referral program.

There’s even an example in the article of how I’ve grown mine!

Five Lessons From Running A Paid Newsletter For A Year

“Send personal emails to new paying subscribers.”

It’s one thing to run a free newsletter, but a paid one is an entirely different can of worms.

Simon Owens breaks down [five lessons he’s learned from running a paid newsletter for a year](#) including to experiment with formatting, build a community for your audience, and promote your evergreen content.

How An Author Grew Her Newsletter By 1,200 Subscribers In One Summer

“I created a plan that prioritized what little time I have.”

Elle Griffin had a newsletter with 1,770 subscribers when she decided to commit a summer to growing it.

In this article she reveals [how she grew her newsletter by 1,200 subscribers in one summer](#) including what worked (buying ads in other newsletters, cross promotions with other newsletters, and publishing blog posts) and what didn’t (Twitter ads, cold email outreach).

Btw, if you want to experiment with using newsletter ads to grow your newsletter you should consider [placing one in my newsletter](#).

A recent sponsor got 80 new newsletter subscribers out of it.

How To Create A Newsletter People Will Pay For

“If free posts are the main concert, think of paid posts as the backstage pass.”

You’re about to learn what the team at Substack believes is the key to growing a successful newsletter.

[Bailey Richardson](#), Substack’s Head of Community, shares [how to create a newsletter people will pay for](#) including advice about how to identify your ideal audience, differentiate your writing, and figure out which of your work to release for free and which to put behind a paywall.

How To Design An Effective Newsletter Signup Page

“Make your signup landing page your home page.”

Have you noticed most successful newsletter signup pages look roughly the same?

Kolby Hatch breaks down [how to design an effective newsletter signup page](#) including what to include on it, how to style your signup form, and how to include social proof.

How To Get 1,000 Email Signups In A Day

“If every new user that signs up brings a few of their friends, that’s essentially the easiest way to grow.”

Zaurbek Starek built a simple app prototype in a day. Then, he spent a day promoting it.

In this 11-minute video he reveals [how he got 1,000 email signups in a day](#) and what he learned from experimenting with promotion on Reddit, Facebook, and using a tool to gamify his signup page.

How To Get 99 Newsletter Subscribers From A Single Twitter Reply

“This was the time to shoot my shot.”

Twitter replies are the most overlooked opportunity on social media and for most people you’ll get more reach and value out of a well-placed reply than you will an original tweet.

Honey Syed reveals [how he got 99 newsletter subscribers from a single Twitter reply](#) and suggests a tool you can use to find similar opportunities for yourself.

How To Get Your First 1,000 Subscribers

“Before you get too hung up on building an audience, first ask if what you’re writing is actually interesting.”

There’s no one way to grow an audience so it’s helpful to study how different creators have done so.

Stewart Fortier interviewed a bunch of creators about [how to get your first 1,000 subscribers](#) and they each reveal the way they built their audiences—from their initial outreach to friends and family, to how they used social media, to how they attracted word of mouth.

How To Price Newsletter Ads

“A general framework to use to price, or buy, your first couple newsletter ads.”

As more people realize how powerful newsletter ads are, it becomes more complicated to figure out what they should cost.

Swapstack breaks down [how to price newsletter ads](#) including an overview of the different types of pricing and estimates for how much an ad should cost depending on the audience.

These kinds of estimates are subjective, but based on this my newsletter ads are underpriced and a steal—you can [get one here](#) if you’d like to reach the 10,000+ awesome people who open this newsletter every week.

How To Price Your Newsletter Subscription

“Even if your audience has little disposable income, you can always justify a higher price if you add concrete value to people’s lives.”

This article is about Substack newsletters, but the advice applies to any newsletter you hope to monetize.

[Casey Botticello](#) breaks down [how to price your newsletter subscription](#) including a look at the typical price range, why it’s a good idea to offer promotional pricing to early subscribers, and how to handle monthly vs. annual pricing.

How To Use James Clear’s Instagram Strategy To Grow Your Newsletter

“James set up 4 types of posts and sticks with them, so he can also repurpose the design.”

This will help you grow your newsletter, but the truth is the strategies it features can be applied to any goal you have.

Karolin Wanner breaks down [how to use James Clear’s Instagram strategy to grow your newsletter](#) including how he has a clear focus for his posts, repurposes content, and uses carousels to drive engagement.

Seven Lessons From Three Years Of Writing A Newsletter

“An email newsletter is not a distribution strategy, it’s a relationship-builder.”

If you want to have a successful newsletter, it’s worth learning from people who publish great ones—people like Ann Handley.

Ann shares [seven lessons from three years of writing a newsletter](#) including that word-of-mouth is the most important driver of growth, you need to publish at least twice a month, and looking up from your phone is the best way to find things to write about.

The Secrets Behind How Morning Brew Grew To Two Million Subscribers

“Morning Brew’s new subscriber engagement varies wildly depending on acquisition source (Facebook, Instagram, influencer campaign, etc.).”

If you grow a newsletter to millions of subscribers, chances are you’ve learned a few things along the way.

The company’s former director of growth Jenny Rothenberg shares the secrets behind [how Morning Brew grew its audience](#) including a behind-the-scenes look at what metrics they optimize for, how they find potential audiences to reach, and what growth channel works best for them at the moment.

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12 Ways To Monetize Your Podcast

“Every podcaster needs a way to support their show, but the most successful ones have found ways to do so that still respect the listener.”

This article featured a few opportunities I hadn't previously considered.

Nick Loper reveals [12 ways to monetize your podcast](#) and shares his personal experience trying many of them.

They include tactics like selling your services to guests and selling your guest's services as an affiliate.

How To Get Booked As A Guest On 60+ Podcasts

“Keep the headline nice and simple. ‘Potential podcast guest?...' is short and to the point, and will usually get opened.”

You don't have to be famous to get interviewed on podcasts these days.

Daniel Daines-Hutt explains [how he got booked on 60+ podcasts in 90 days](#) including how he got 90% of the shows he emailed to say yes, how he found podcasts to approach, and what he said in his pitch emails.

How To Improve Your Podcast Listing

“How you can improve your show art, your podcast titles, and your descriptions, and attract more listeners to your show.”

This is an incredibly generous and valuable batch of suggestions for anyone with a podcast.

Justin Jackson offered to give anyone who reached out to him tips on [how to improve your podcast listing](#) and shared his feedback in a series of brief videos.

His advice includes suggestions about things like what to do with your brand image (don't include a microphone unless your show is about microphones) and how to write your show description.

PRODUCTIVITY

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40 One-Sentence Email Tips

“Your email signature can be used to promote more than yourself.”

Email doesn't have to be a nightmare.

In this post I share [40 one-sentence email tips](#) including ways to write more effective emails, optimize your inbox, and keep your sanity.

40 One-Sentence Productivity Tips

“Self-doubt doubles the time it takes to get something done.”

It doesn't matter how much you get done—it matters what you get done.

In this post I share [40 one-sentence productivity tips](#) based on lessons I've learned over the years including ways to make the most of your time, effort, and resources.

Five Ways To Overcome Perfectionism

“What you’re about to read isn’t perfect. And when you read the fifth item, you’ll know why.”

It’s possible nothing holds people back from potential success more than the feeling their work isn’t good enough.

In this post I share [five ways to overcome perfectionism](#) including to define perfect without referencing results, set a failure or rejection goal, and share a work in progress.

How I Went From Reading Zero Books To 20 A Year

“You don’t have to finish every book you start.”

I didn’t read a single book in high school, college, or for the first dozen years of my career.

But that’s changed over the past few years and in this post I share [10 habits that help me read 20 books a year](#) including how to place books in your line of sight, find better books, and get more value out of the ones you read.

How To Ship Creative Work

“We don’t ship the work because we’re creative, we’re creative because we ship the work.”

I just finished reading [The Practice: Shipping Creative Work](#) by Seth Godin and put together a collection of excerpts from the book that stood out to me.

In this post I share highlights from Seth’s take on [how to ship creative work](#) including advice about how to develop your creative process, why bad ideas are a good thing, and how to use genre and constraints as a lever to help you make something great.

The One-Sentence Formula That Reveals The Missing Ingredient In Your Goal

“I want to get _____ by helping _____ get _____ without doing _____.”

I start every [Creator Clarity call](#) with the same question: What’s your goal?

Most people struggle to answer it beyond a vague reference to what they want.

To help you figure it out, I put together this post featuring [the one-sentence formula that reveals the missing ingredient in your goal](#) and an explanation of how to use it.

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10 “Hustle Traps” To Avoid

“Many people only realize they have fallen into a trap when they find themselves burned out.”

If you’re anything like me (and I assume you are), you see opportunities everywhere.

But if you’re not careful, all those opportunities can become overwhelming and lead to all sorts of problems.

Paul Millerd breaks down [10 “Hustle Traps” to avoid](#) including the dopamine bomb of internet fame, chasing an audience instead of people you want to engage with, and setting an income goal as your metric of success.

How To Align Your Calendar With What Matters Most

“If you can’t connect how you spend your time to an overarching purpose, then you could work 60 hours a week but be running in the wrong direction.”

Your calendar’s going to look so much better after you do this exercise.

Steve Schlafman explains [how to align your calendar with what matters most](#) and shares a set of questions to answer about your values, mission, and habits which will help you clarify how to make the best use of your time.

How To Hire And Train A Virtual Assistant In Six Steps

“Before you post the job, take the time to outline your systems and processes.”

I’ve been thinking a lot recently about the value of getting help as a creator.

(I even sent [This Is How I Do It](#) subscribers a breakdown of how I work with a creator logistics manager yesterday.)

This Micala Quinn article about [how to hire and train a virtual assistant in six steps](#) is another helpful resource along those lines.

It explains how to define the role, select the right candidate, delegate effectively, and more.

How To Make Your To-Do List Less Overwhelming

“The infinite nature of your To-Do list makes it as likely to remind you of what you failed to do as it is what you did.”

To-Do lists have a fatal flaw—they never end.

In this post I explain [how to make your To-Do list less overwhelming](#) by incorporating an “Enough List”—designed to reflect the bare minimum tasks you need to do on a particular day to feel it was productive.

How To Manage Your Time Like A Computer Does

Turns out computers have time management struggles too. This five-minute video shows how they solve them and how you can apply a similar approach to boost your own productivity.

How To Motivate Yourself By Understanding How Motivation Works

“Motivation is the desire to escape discomfort.”

You don’t have a procrastination problem—you just misunderstand how motivation works.

Nir Eyal explains [how to motivate yourself by understanding how motivation works](#) and suggests several techniques you can use to overcome your self-defeating behaviors including the 10-minute rule.

How To Move Faster

There are specific approaches you can use to speed up your ability to create things without sacrificing quality and this will show you how to do so.

It's written by a coder, but the suggestions are universal.

How To Optimize Your Content Diet Like James Clear

“When you choose who to follow on Twitter, or Instagram, or wherever, you’re choosing your future thoughts.”

Successful creators put thought into what and how they consume information.

In this two-minute video, Polina Marinova gets James Clear to explain [how to optimize your content diet](#) including how he curates his social media feeds, scatters books around his house, and ensures he's never far from a good idea.

How To Stop Being A People Pleaser

“Every person here that’s not 100% happy including myself is not doing something because of judgment of somebody else.”

This one’s about much more than just what it takes to be a successful creator—it’s about what it takes to lead the life you want.

In a 12-minute video, [Gary Vaynerchuk](#) explains [how to stop being a people pleaser](#) and how to overcome your fear of being judged by everyone from your parents, to your peers, to anonymous commenters on social media.

How To Tell If You’re Working On The Wrong Thing

“It took 15 minutes to confront that those are the things I care about—to varying degrees. What’s crazy is that I didn’t do this exercise until a few years ago.”

Julian Shapiro recently decided not to start another startup and then shared a tweet thread explaining the process he went through to get to the decision.

He explains [how to tell if you’re working on the wrong thing](#) by using a framework to examine what you care about, what you value, and the ways you can achieve those things before choosing a course of action.

How To Use The Domino Strategy To Get What You Want

“Put the dominoes in just the right sequence so that each small step makes the next, bigger step possible.”

It’s not enough to do the right things—you’ve also got to do them in the right order.

Ramit Sethi explains [how to use the Domino Strategy to get what you want](#) including how to identify your first domino, sequence the rest, and escape the treadmill of disappointment.

Pick A Single Rule To Guide Your Creative Work

“Pick one rule for your creative project and marry it.”

This is a simple concept, but it can have a massive impact in your creative productivity.

Fred Dust suggests you [pick a single rule to guide to your creative work](#) and explains how the random advice of an Uber driver helped him write a 500-page book.

Seven Ways To Make Time To Do Your Best Work

“To do your best work, you have to choose what you are going to be crap at.”

It's impossible to make something great until you find the time to do so.

DO Lectures shares [seven ways to make time to do your best work](#) including to recognize purpose is a multiplier of effort, practice requires patience, and you can't solve difficult problems with shallow work.

Six Ways To Get More Out Of What You Read

“Once you realize that you can quit bad books (or reading anything for that matter) without guilt, everything changes.”

This will change the way you read...for the better.

Farnam Street shares [six ways to get more out of what you read](#) including how best to choose material, take notes, and read more.

The Seven Habits Of Highly Effective Creators

“Turn your community into your compass.”

Jack Antonoff is one of the most successful music producers in the world—he’s created hits for people like Taylor Swift, Lorde, and his own group Bleachers.

Jason Lipshutz interviewed him and the artists he’s worked with to create this list of [seven habits of highly effective producers](#) (which really applies to all creative work).

It includes how Antonoff finds time for important things, embraces a change in scenery, and knows his value.

The Two Ways To Get Creative Work Done: Plodding And Bursting

“Most likely you’ll observe that you’re much better at applying one of these modes than the other.”

This is an interesting way to think about how you approach creative work and better understand the process of other creative people you work with.

Steve Pavlina suggests [plodding and bursting are the two ways to get creative work done](#) and explains how to identify your dominant mode, own it, and optimize your work approach for it.

The Unseen Effort It Takes To Succeed

“If someone’s much better than you at something, they probably try much harder. You probably underestimate how much harder they try.”

It’s tempting to compare yourself to other creators, but that’s a trap.

Ava riffs on [the unseen effort it takes to succeed](#) and highlights the importance of falling in love with the work and not just the potential results.

As she says, “A lot of people want to *be* but they don’t want to *do*.”

This Will Inspire You To Create Something Today

“In theory a blank page is the most ideal circumstance, and in practice it is paralyzing.”

This is a bit different than what I typically share, but you’re going to dig it.

Jonnie Lewis made [a 3-minute video that will inspire you to create something today](#).

It’s about street artist David Zinn and I bet you’ll never see a sidewalk the same way again.

TWITTER

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11 Ways To Use Blog Posts To Get Twitter Followers

“Take a paragraph from your blog post and write it as a tweet. Then remove the paragraph from your blog post and embed the tweet to replace it.”

One of the most effective ways to grow your Twitter account doesn't even happen on the platform.

In this post I reveal [11 ways to use blog posts to get Twitter followers](#) including how to create complementary content on Twitter, find people who have already shared your blog posts on Twitter, and promote your Twitter account in the right places on your blog.

23 Examples Of Clever Pinned Tweets

“Not only is his pinned tweet clever, it's also a format you could get away with updating only once a year.”

If you use Twitter, you absolutely should have a pinned tweet. But the question is, what should you do with it?

In this post I share [23 clever pinned tweet ideas](#) based on the pinned tweets of some of the most successful creators on Twitter.

You'll discover creative ways to promote your work, your other tweets, and use a pinned tweet to connect with a community.

50+ Experts To Follow On Twitter

“Here’s a thread of 50+ experts to follow on Twitter, sorted by topic.”

Your Twitter feed is about to get SO much better.

I’ve compiled a list of [50+ experts to follow on Twitter](#) including experts on writing, newsletters, productivity, creativity, marketing, social media, entrepreneurship, and courses.

Five Concepts That Will Unlock Twitter Success For You

“While followers can be valuable and a marker of Twitter success, it’s crucial (and freeing) to recognize you don’t need a large following to get value from Twitter.”

There’s so much value to be had on Twitter...if you know how to unlock it.

In this post I share [five concepts that will unlock Twitter success for you](#) including to use Twitter to drive value instead of traffic, recognize the more varied the topic you tweet about the harder it is to grow your following, and that replies are the secret sauce of Twitter.

The One Question To Answer To Get More Twitter Followers

“Why should someone follow you?”

I’ve used Twitter for more than a decade ([connect with me here](#)), but never grew much of a following until a year ago.

That’s when I realized you can’t attract an audience until you can answer a key question.

In this post I break down [the one question to answer to get more Twitter followers](#), help you answer it for yourself, and explain how to use it to guide everything you do on the platform.

[Triple Your Twitter Reach: 30-Day Twitter Reply Challenge](#)

Want to increase the number of people who discover you on Twitter? Post one reply a day using the 30 prompts I share in this article.

A reader also put together [this template](#) to help you track your progress.

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10 Proven Viral Tweet Formats

“Questions are the most underrated type of tweet.”

Success on Twitter is as much about how you format your ideas as it is the ideas themselves.

The Art of Purpose shares [10 proven viral tweet formats](#) you can apply to your own ideas including to tweet about rules, repeat and define your message, and use a before and after format.

15 Lessons From Someone Who Grew Their Twitter Following By 32x In Five Weeks

“People share what they haven’t seen before.”

I’ve seen a ton of advice lately about how to grow on Twitter (and shared [my own Twitter tips](#) last week), but this is among the best I’ve seen.

Alex Garcia breaks down [how he grew his Twitter following by 32x in five weeks](#) including advice about how to write first and last tweets in a thread, incorporate visuals, and add a clear call to action.

16 Of The Best Threads About Twitter Growth

Want to know how the experts grow their audience and craft their tweets? Here's your chance to find out.

23 Smart Ways To Use Twitter Lists

These will change the way you use Twitter and the value you get from it.

Eight Valuable Lessons From Seven Twitter Growth Courses

“Turn your profile into a landing page.”

Sean Anthony spent \$716 buying seven popular Twitter growth courses and then shared the most valuable things he learned in a free Twitter thread.

His [eight valuable lessons from Twitter growth courses](#) include how to pick three main content pillars, create a “thought museum,” and identify a problem to help solve.

How An Entrepreneur Grew From 400 to 11,000 Twitter Followers In About A Year

“I have two rules when it comes to engaging with other Twitter accounts: ‘engage everyone, no matter the follower count’ and ‘engage to empower, not to debate.’”

Arvid Kahl accumulated 400 followers in his first 10 years of using Twitter—then he changed his approach and his audience took off.

He breaks down [how he grew his Twitter following](#) including engagement, content, sharing, and following strategies.

How To Grow Your Twitter Account In Less Than An Hour A Day

“Your pinned tweet is your REAL BIO. It has to make people go, ‘Woah, don’t wanna miss this.’”

Twitter growth doesn’t have to be as complicated as people make it.

Yannick Veys breaks down [how to grow your Twitter account in less than an hour a day](#) including recommendations for how to optimize your profile, write good tweets, and engage on the platform.

How To Write Tweet Threads

(From Someone Who Got 5 Million Impressions On His In 3 Weeks)

“Every thread needs to answer only one specific question.”

There’s an art (and strategy) to writing successful Twitter threads.

Blake Emal seems to have cracked the code and shares [the 15-step process he’s used to write tweet threads](#) that have been incredibly successful.

He explains how to do things like find a great idea, incorporate images, and write a great first tweet.

Seven Examples Of Effective Twitter Header Images

Some great examples of Twitter header image designs you can “borrow” to establish credibility, attract followers, and promote your products or services.

WRITING

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10 Fill-In-The-Blank Headlines You Can Use To Create Effective Content

“Your content gets noticed by standing out, not fitting in.”

This may be one of the most useful things I’ve written.

In this post I share [10 fill-in-the-blank headlines you can use to create effective content](#) including simple guidelines you can follow to generate content ideas, write headlines, and provide specific value to a specific audience.

40 One-Sentence Blogging Tips

“Every blog post you publish is a stock you’ve added to your portfolio and it only cost you the time it took to write it.”

Writing a blog can change your life.

In this post I share [40 one-sentence blogging tips](#) based on my experience to help you figure out how to write posts that attract readers, create opportunities, and help you accomplish your goals.

A 4-Step Framework To Figure Out What To Post On Social Media

“Figuring out what to post on social is actually the last step of the process, not the first one.”

I was recently asked by a subscriber for advice about how to create valuable social media content for her audience. She found my suggestions helpful, so I thought I'd share them with you as well.

In this post I break down [my four-step framework to figure out what to post on social media](#) and explain how you can apply it to any niche, audience, or goals you have.

How I Write Clearly

“You can't write clearly until you're clear in your own mind about what you want to say, why, and who you want to hear it.”

Everything I write has the same main goal: To be understood.

In this post explain [how I write clearly in five steps](#) including how I tell small stories, rehearse, and simplify my language.

How To Write A Powerful First Sentence

“The job of your first sentence is to get people to read your next sentence.”

This one will help you with everything you write for the rest of your life.

In this post I share [how to write a powerful first sentence](#) including ways to open loops in a reader’s mind, mention what your audience wants, and set expectations in every article, email, or presentation you write.

Read This If You’re Not Sure You Can Succeed As A Writer

“Every writer doubts their ability to succeed—even the successful ones. Especially the successful ones.”

Sometimes a pep talk is more than a pep talk.

In this post I share a few [thoughts about what it takes to succeed as a writer](#) including ways to reframe your mindset and an exercise that will change your perspective.

The Two Minutes It Takes To Read This Will Improve Your Productivity Forever

If you asked me how to get more done, I'd tell you to do these six things (spoiler: You've probably already done one of them!).

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10 Common Copywriting Mistakes To Avoid

“Copy should move the prospect toward taking an action. If there’s no outcome it’s not copy—it’s literature.”

This will only take you a minute to read, but may improve your writing forever.

Growth Tactics shares [10 common copywriting mistakes to avoid](#) including to make sure you write in an active voice, get specific, and align the reader’s motivation with your message.

10 Steps To Build A Money-Making Blog

“You have to go where the people are today, and then do something to get their attention.”

What it takes to have a successful blog today is different than what it used to require.

Yaro Starak shares [10 steps to build a money-making blog](#) including to refer to research and authority sources in your articles, build micro-communities around your content, and focus your social media activity on a single platform.

10 Ways To Turn Podcast Episodes Into Effective Blog Content

I bet you don't get anywhere near the value you could out of your podcast—this will help you change that.

10 Writing Tips From Oscar-Winning Filmmaker Edward Zwick

“Your most clever, articulate lines should be the first to go.”

This one's about screenwriting, but most of it is applicable to any kind of writing.

Edward Zwick shares [10 writing tips, tricks, and tirades](#) including how to prime the pump, outline, and fight for your material.

12 Strategies From The Highest-Paid Copywriter In History

“Write something easy, first.”

Copywriter Gary Halbert wrote sales letters that generated more than \$1 billion in revenue over the course of his career.

Dickie Bush has compiled [12 strategies from the highest-paid copywriter in history](#) including how to establish a writing routine, create an idea capture system, and specialize in something.

12 Thoughts To Keep In Mind When Writing

“Whoever says the most stuff in the fewest words wins.”

Every writer has their own process, but there are some universal truths that will help you communicate your ideas.

Morgan Housel shares [12 thoughts to keep in mind when writing](#) including that you have five seconds to get people’s attention, good ideas can’t be scheduled, and no one wants a lecture but everyone wants a story.

15 Engaging Ways To End A Blog Post

“The best conclusion is one people will remember long after.”

The end of a blog post represents a powerful opportunity if you know how to take advantage of it.

Alexandra Cote shares [15 engaging ways to end a blog post](#) including to give something away, prioritize one call to action, and bring emotion.

21 Blogging Tips From A Blogger Who Makes \$30k A Month

“Think of your blog as a brand or a product, something that you can position within a marketplace. What makes it unique?”

Ryan Robinson has blogged for a decade, gets 500,000 monthly readers, and earns \$30,000 a month.

He knows what it takes to build a successful blog.

In a 20-minute video he shares [21 blogging tips](#) including ways to figure out what to write, get traffic, and grow your email list.

31 Tips For Professional Writers

“Figure out how to separate the art from the business.”

Whether you’re a professional writer or aspire to be one, you’ll find this a useful resource.

Lincoln Michel shares [31 tips for professional writers](#) including advice on platform building, freelancing, taxes, agents, submissions, and career building.

32 Valuable Writing Tools And Tips

These will help you do everything from build a writing habit, to write better tweets, to create a writer’s business plan.

33 Successful Authors Who Will Help You

“Who better to learn from than the authors who have forged their own path.”

This is a cool resource for writers.

Sam Missingham has compiled a list of [33 successful authors who will help you](#) which includes links to authors who regularly share advice with other writers on their social media channels.

It includes writers of fiction, children’s books, poetry, romance novels, editors, and a lot more.

Eight Writing Tips From Roald Dahl

“A writer is someone who says ‘this is not good enough’ repeatedly. A good writer is someone who thinks that and rewrites instead of giving up.”

In the process of writing *Charlie and the Chocolate Factory* and selling 250 million books, Roald Dahl figured a thing or two out about writing.

Sabana Grande shares [eight writing tips from Roald Dahl](#) including to not stare at a blank wall, choose who you’re writing for, and recognize perfection is a writer’s best friend and enemy.

Five Common Copywriting Mistakes Course Creators Make On Sales Pages

“Why should your audience believe that you can deliver the transformation you promise?”

This is about course sales page, but most of the tips apply to any product or service you hope to sell.

Julia Saxena shares [five common copywriting mistakes course creators make on sales pages](#) including to make your course name your headline, not show enough proof, and not make it clear how buyers will benefit.

Five Reasons To Take The Blockbuster Approach To Creating Content

“There is almost no competition for blockbuster articles. Almost no one spends dozens of hours on every article to make it the best article on that topic in the world.”

I love strategic approaches to content and here's one worth considering.

Michael Simmons suggests [five reasons to take the blockbuster approach to creating content](#) including that higher quality content is more likely to be shared, there's less competition for more in-depth articles, and blockbuster articles build your reputation.

Four Headline Writing Tips From The Father Of Modern Advertising

Claude Hopkins may have died in 1932, but his advice about how to use words to convince people to take action may be more powerful now than it was then.

How “The Writing Guy” Writes Essays

David Perell has built a huge audience through his writing and teaching others how to write—this is how he does it.

How To Become A Content Machine In One Day A Week

“On average, I repurpose a single article 10 times.”

Most people don't get nearly the value they should out of the content they create—they spend more time than necessary creating it, and less time than necessary distributing it.

Luk Smeyers explains [how to become a content machine in one day a week](#) and reveals the system he uses to identify content inspiration, centralize his content efforts, and set up a content promotion machine.

How To Convince People With Your Content

“Content that converts must first persuade.”

This is a deep one, but it includes powerful concepts you can apply to anything you create that's designed to get people to take action.

Nick Moore explains [how to convince people with your content](#) including how to build your own persuasion tool kit and create an impression of inevitability.

How To Create Content That Sustains A Career

“I would encourage you to think about what you want to do with your content, what do you want to achieve beyond what we would consider vanity metrics?”

Often when people struggle to get value out of their content it's because they're focused on the wrong things.

In this five-minute video, Tim Ferriss explains [how to create content that sustains a career](#) including how to adopt the right mindset, focus your efforts, and choose the right format for you.

How To Create Content When You Have Nothing More To Say

“Don't be afraid to send the same ideas, described and positioned differently.”

In order to create consistent content, you've got to consistently come up with things to talk about and this can help with that.

Brennan Dunn explains [how to create content when you have nothing more to say](#) including to recognize learning doesn't happen overnight, to facilitate dialogue with your audience, and to take a many-to-many approach as opposed to one-to-many.

How To Create Your Own Idea Farm

“The idea farm takes a handful of scattered, inconsistent thoughts, and from those thoughts grow beautiful, fully-formed blog post ideas.”

This is a useful post if you're a content creator, but you'll likely find it a helpful organizing mechanism for anything you do that involves ideas (which is just about everything).

Ryan Law explains [how to create your own idea farm](#) including a template you can follow to collect the seeds of good ideas, nurture them, and harvest them when they're ripe.

[How To Get Paid For Your Writing On Medium](#)

A full presentation from the Medium team about best practices for earning money from your writing on the platform.

How To Get Your Book Published

“Mostly what this game boils down to is patience.”

What a great resource.

Jane Friedman has compiled a guide on [how to get your book published](#) that covers everything from how to find publishers and agents to how to prepare and submit your materials.

How To Learn Copywriting From Norm Macdonald

“Make sure whatever you want to emphasize in a sentence is moved as close to the end of the sentence as possible.”

This is a clever (and helpful) tribute to a brilliant writer.

Dan Nelken breaks down [how to learn copywriting from Norm Macdonald](#) by using the comedian’s jokes to illustrate effective copywriting techniques.

How To Master Digital Research To Create Amazing Content

Most content is bland is because most people don't know how to surface interesting information to share—this article will give you a huge edge on that front.

How To Reach Millions Of People By Writing On Quora

“Quora is the most undervalued writing platform on the internet—and has been for the past 7 years.”

Quora is a platform that allows anyone to ask and answer questions—and it's a platform Nicolas Cole has used to reach 33 million people.

He offers [10 tips to help you master writing on Quora](#) including to tell stories, only answer questions you write high-value answers to, and answer suggested questions.

How To Write A Book In 10 Days

Award-winning author Meg Elison reveals how she wrote a 90,000 word novel in 10 days.

How To Write Ads Like The Hustle

The guy who writes ads for The Hustle newsletter shares his playbook to help you write copy that grabs attention, engages readers, and drives conversions.

How To Write An Award-Winning, Bestselling First Book

“This is a seven-step guide. It’s guaranteed to work.”

Nathan Filer won the Costa Book Prize for his first novel and then put together this TED Talk to share how he did it...and how you can too.

In a 14-minute video, he breaks down [how to write an award-winning first book](#) including how to set specific goals, be prepared to fail, and be flexible in how you get there.

How To Write Like A Legendary Blogger

“These tools aren’t only for essays: they work in any setting, suit every medium, and can be communicated through all languages.”

Venture capitalist Paul Graham has written one of the world’s most influential blogs for decades and you can learn a ton from him about how to write anything.

Ahmed Soliman analyzed his writing style and compiled a list of [writing lessons learned from Paul Graham](#) including how to label concepts, use unexpected comparisons, and provide a manual.

How To Write Online

“Just because you have attention, doesn’t mean you have an audience.”

This is a deep dive and crash course in the basics of online writing.

In a 70-minute video presentation, David Perell explains [how to write online](#) including how to improve your ideas through note-taking, write so people want to read your work, and build an audience of like-minded people.

Use The Hat Trick Writing Strategy To Amplify Your Content

“Writing hat tricks is like building puzzles backward, but by backing into them from one original idea, the process becomes easier.”

This is a clever way to turn every piece of content you create into three related pieces of content that feed each other.

Melinda Crow’s [hat trick writing strategy](#) involves creating an initial piece of content that’s a broad overview of a topic, creating a second piece that zooms in on an element in the first piece, and creating a third piece of content that’s the narrowest of all and based on something mentioned in both of the other pieces of content.

Viral Writing 101

“If somebody reads this, what are they going to feel at the end of this? If they feel nothing, it’s going nowhere.”

No matter how great a writer you may or may not be, watching this will make you a better one.

In a 57-minute video titled [Viral Writing 101](#) Shaan Puri, Dickie Bush, and Nicolas Cole share their best tips for what it takes to create content people will engage with and share.

They also break down some of their own most successful writing and reveal how they created it and why they it worked well.

MISCELLANEOUS

MY MISCELLANEOUS TIPS

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My 20 Most Popular Articles Of 2021	153
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My 20 Most Popular Articles Of 2020

“Well, that was quite a year.”

Despite the chaos of 2020, I managed to publish 50+ original articles over the course of the year.

In this post I share links to [my 20 most popular articles of 2020](#) including advice about how to become more consistent, improve the way you use email, write better tweets, improve your writing, and much more.

[My 20 Most Popular Articles Of 2021](#)

Here's what I wrote this year about how to produce, promote, and profit from your creations that resonated most with people—the top two will probably make you realize you're not the only one struggling with those things.

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15 Lessons On Creativity From The Beatles

Everything from constraints are the secret ingredient to creativity, to good production is often about the things you omit, to “yes” leads to all kinds of good things.

A Directory Of 600+ Online Communities You Can Join

“This website is a free resource for professionals, creatives, students, teachers, and those that are just looking for some likeminded souls to hang out with.”

What a fantastic resource.

The Hive Index is [a directory of 600+ online communities you can join](#) organized around interests like marketing, entrepreneurship, and art.

[A Massive Collection Of Creative Advice Videos](#)

This is an amazing collection of videos the Screen Actor's Guild recommends its members watch including advice about career development, content creation, pitching, writing, contracts, personal growth, self-promotion, marketing, social media, and more.

A Step-By-Step Guide To Using Facebook Business Manager

"Watch this tutorial to discover how to properly set up and organize Facebook Business Manager."

If you run Facebook ads, chances are you're going to use Facebook Business Manager at some point.

And you're also probably going to get frustrated because it's a convoluted mess.

But this 14-minute video from Tara Zirker offers [a step-by-step guide to using Facebook Business Manager](#) that's as simple and good an explanation of how it works as I've seen.

A Super Specific Way To Create A Better Course

“You want to spend 20% on the what and why and 80% on the how.”

I’m in love with this article and think it applies to more than just courses—it will improve anything you do to help people get better at something.

Wes Kao breaks down [a super specific way to create a better course](#) and suggests you make student outcomes your North Star, focus on verbs, and go one step further than you think you have to.

Eight Harsh Truths About The Creator Economy

“A creative education teaches people to be creative without teaching them how to make a living from their ideas.”

There’s no shortage of hype about the creator economy these days, but some elements of it are often overlooked.

Srinivas Rao shares [eight harsh truths about the creator economy](#) including that it’s not a meritocracy, ownership is the only path to wealth and success, and the ability to get instant validation from strangers on the internet leads us to confuse attention with achievement.

Five Ways To Avoid Bad Decisions

“Never let anyone define the problem for you.”

Sometimes success is just about avoiding failure.

Farnam Street shares [five ways to avoid bad decisions](#) including to avoid solving the wrong problem, focusing on optics over outcomes, and using insufficient information.

Five Ways To Be More Interesting When Interviewed

“Give an immediate direct response, then elaborate.”

Joe Ferraro’s obsessed with having damn good conversations and he’s had a lot of them on his [One Percent Better podcast](#).

In this tweet thread he shares [five ways to be more interesting when interviewed](#) based on what he’s learned from his best guests including to prepare strategically, vary your response opening, and launch with a story.

Five Ways To Create More Effective Presentation Slides

“Every slide should say one thing.”

I’ve been sending this to everyone I know who puts together presentations.

Tom Critchlow shares [five ways to create more effective presentation slides](#) including to make your slide titles tell a story, use visuals to explain instead of decorate, and remember good slides reduce complexity.

Four Tips For Starting An Online Course From Someone Who’s Launched Multiple Six-Figure Courses

“Instead of more classes on writing or productivity that reach hundreds of students, I think people want more targeted courses for smaller groups.”

Everyone has a course to sell these days ([myself included](#)), but the truth is most courses fail.

To avoid that fate, check out these [four tips for starting an online course](#) from Lauren Valdez who’s helped multiple courses reach six-figures in sales.

Her advice includes to go personal, not model your course after top course creators, and make your course as niche as possible.

How Jack White Uses Restrictions To Fuel His Creativity

This three-minute video reveals the real secret to the success of the White Stripes: They made things hard on themselves.

How To Build A Community That Doesn't Fail

“A purpose is the primary value that members get by participating in the community.”

Most online communities fail for the same reason.

Stew Fortier breaks down [how to build a community that doesn't fail](#) and points out the key to a successful community is to build it around a specific purpose and not just a vague category.

How To Create A Content Mixtape

“How many people have joined your newsletter since the day you sent that broadcast? That’s how many people have missed out on your best emails!”

One of the recurring themes of my work is that most people don’t get nearly as much value as they could out of the content they create and this is a way to remedy that.

Alex Hillman breaks down [how to create a content mixtape](#) and repurpose your most powerful content to ensure every new member of your audience is exposed to it.

How To Film Better Videos On Your Phone

You don’t need expensive equipment to shoot videos that look amazing—you just need to read this article.

How To Inject Personality Into Your Creations

“A single word or two can completely change the perception of your product.”

Every word is a choice and those choices impact the perception of your work.

Nick DiLallo explains [how to inject personality into your creations](#) by building a voice from the beginning, being thoughtful about your vocabulary, and choosing clarity every time.

How To Make It As An Artist

“The problem is, we’re following rules made for other people’s convenience.”

When creators struggle, it’s often because they have false assumptions about how they “need” to approach their career.

Jessica Abel examines [how to make it as an artist](#) based on her own experience and suggests you stop following the rules and take control of your own career.

How To Make Your Next Presentation More Effective

“Steven Spielberg once said, ‘I make movies for the masses, but I talk to them one at a time.’”

You’re five minutes away from improving your next presentation.

In this video, Jon Steel breaks down [how to make your next presentation more effective](#) including advice about how to engage your audience, how to use (or not use) slides, and how one of the most effective presentations he ever made included one slide and one word.

How To Make Your Own Reaction GIF

“Here’s how to create one in three steps using Zoom.”

You and your audience will have some fun with this one.

Ramli John explains [how to make your own reaction GIF](#) in three simple steps for free by recording yourself on Zoom and converting it to a series of GIFs you can use to add a personal touch to your content.

He made 33 reaction GIFs in 20 minutes.

How To Master A Craft

There's a lot to learn from the tactics people like Billie Eilish, Christopher Nolan, and Paul Simon use to narrow their scope, design a process, and overcome blockers.

How To Master Google Search

"The ability to do precise Google searches and getting relevant results is a superpower that is easy to acquire but most people don't have it."

You can do so much more with Google search than you may realize.

Pedro Guimaraes explains [how to master Google search](#) and reveals a bunch of simple ways searches can improve your sales, growth, and marketing.

How To Use Lenses To Make Your Creations Unique

“The intersection of my lenses with the topic becomes my unique perspective.”

This is about how to make your writing stand out, but it can also apply to just about anything you create.

Ali Q explains [how to use lenses to make your creations unique](#) and suggests you combine your life experiences, skillset, and interests with just about any topic instead of obsessing about finding your niche.

The 11 Laws Of Showrunning

“Always describe a path to success.”

You may never have your own TV series, but I guarantee this will help you with any kind of creative work you ever produce—especially if your creations are a team effort.

Emmy-winning television producer Javier Grillo-Marxuach compiled his best advice for other showrunners into these [11 laws of showrunning](#).

The laws include to know your show and tell everyone what it is, make decisions early and often, and expect your staff to perform at various levels of competence.

The 12 Keys To Creating A Successful Course

“By using this framework, you’ll be able to make more confident decisions about your course pricing, length, student count, and more.”

This is one of the most valuable (and epic) resources I’ve ever shared.

Wes Kao shares [12 keys to creating a successful course](#) which is essentially a framework you can follow to structure your course in a way that attracts students and delivers value.

The 28 “Rules” Of Creating In 2021

“You have to learn to be happy with the success you have, not the success you dreamed about.”

You won’t agree with all of these, but will LOVE some of them and that’s the mark of an article worth reading.

Bob Lefsetz shares [the 28 “rules” of creating in 2021](#) including that what’s hated today is loved tomorrow (and vice versa), virality happens very slowly, and your goal is to be self-sustaining.

The Best Moment To End A Meeting

“About right here you’ve reached the height of the appreciation that you’re going to get for this presentation.”

This is one of the smartest perspectives I’ve seen on the dynamics of a meeting—especially one in which you present an idea.

At the 34-minute mark of this video, graphic designer Paula Scher breaks down [the best moment to end a meeting](#).

It’s a three-minute segment that’s an absolute must-watch.

The Creator Hierarchy Of Needs

“If you only focus on publishing content, your growth will quickly plateau. You also need to interact with fans to get them invested in your success.”

This may be the best overview I’ve seen of the problems creators need to solve in order to succeed.

Peter Yang breaks down [the nine stages of the creator hierarchy of needs](#) including what it takes to create, grow, and ultimately monetize your creations.

The Five Tests Of Obviousness

“Solutions are simple, not complicated.”

You have no chance of success if people don't understand what you do or how it can help them.

In this three-minute video Jack Trout shares [the five tests of obviousness](#) you can use to ensure people understand what you've created and why they should care about it.

The tests include, “Does it check in with human nature?” “Does it explode in people's minds?” and “Is it the right time?”

The Part Time Creator Manifesto

“You don't have to make money right away. There are plenty of ways to create valuable personal assets without monetizing right away, from writing a newsletter to building a YouTube channel.”

Most creators aren't full-time creators and they don't have to be.

Shawn Wang shares [the part time creator manifesto](#) which is a great (an inspirational) overview of how to unlock value as a creator even if it's not a full-time pursuit for you.

Why You Should Build An Antilibrary

“An antilibrary is a private collection of unread books.”

This will likely change the way you think about books.

In a five-minute video, Anne-Laure Le Cunff explains [why you should build an antilibrary](#).

She suggests rather than have shelves full of books you’ve read, there’s more value in having shelves of books you haven’t read but can use as research material.

Instead of a library that reflects what you know, create one that reflects what you want to explore.

You Don’t Have To Start At The Beginning

“Here’s why this has been somewhat revelatory for me: stories don’t come to me fully formed, and they certainly don’t come to me in a convenient order.”

This is a simple concept, but it may unlock a whole new creative process for you.

Adam Westbrook points out [you don’t have to start at the beginning](#), a powerful lesson he learned from watching a documentary about the creative process of legendary animation filmmaker Hayao Miyazaki.