

The **Secrets** of Successful Creators: Volume 5

Proven strategies to get more clients from your content.

A Josh Spector Creation

Hey!

Thanks for your interest in **THE SECRETS OF SUCCESSFUL CREATORS: VOLUME 5**.

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 week for the past nine years.

Each issue includes articles, videos, and podcasts featuring proven content strategies from the world's most successful creative entrepreneurs to help you get more clients from your content.

In the past year, I've shared 253 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 here to get future issues.](#)

A few more things you may find helpful:

- My [Clients From Content program](#) teaches you how to get more clients and sales from your social posts, newsletter, podcast, blog posts, and videos. It's not just another membership – it's a tool to help you get more clients and make your money back fast.

- My [Clients From Content podcast](#) is a no-fluff podcast that gives you proven strategies to get more leads, sales, and customers from the content you create. In each episode, you get to eavesdrop as I coach one of my clients on how to use content to grow their business and accomplish their goals.
- My [For The Interested newsletter ads](#) are an incredibly effective way to promote your work to my audience of 32,000 creators and entrepreneurs.

I'm also active on [Twitter/X](#) and [LinkedIn](#).

I'd love to connect with you there.

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

TABLE OF CONTENTS

AI

AI Tips	07
---------	----

AUDIENCE GROWTH

My Audience Growth Tips	10
-------------------------	----

More Audience Growth Tips	13
---------------------------	----

ENTREPRENEURSHIP

My Entrepreneurship Tips	21
--------------------------	----

More Entrepreneurship Tips	28
----------------------------	----

MARKETING

My Marketing Tips	39
-------------------	----

More Marketing Tips	42
---------------------	----

MISCELLANEOUS

Miscellaneous Tips	49
--------------------	----

NEWSLETTERS

My Newsletter Tips	52
More Newsletter Tips	58

PODCASTING

My Podcasting Tips	68
My Podcasting Tips	70

PRODUCTIVITY

My Productivity Tips	73
More Productivity Tips	75

WRITING

My Writing Tips	79
More Writing Tips	80

YOUTUBE

YouTube Tips	89
--------------	----

AI

AI TIPS

13 AI Tools To Improve Your Newsletter	08
An AI Newsletter Name Generator	08
An AI Prompt You Can Use To Generate New Content Ideas From Old Content	08
ChatGPT Prompts You Can Use For Audience Research	08

[13 AI Tools To Improve Your Newsletter](#)

These can help you write faster emails, generate new leads, create visuals, and more.

[An AI Newsletter Name Generator](#)

A helpful tool if you can't figure out what to call that new project of yours.

[An AI Prompt You Can Use To Generate New Content Ideas From Old Content](#)

One of the best uses I've seen of AI as a brainstorming tool.

[ChatGPT Prompts You Can Use For Audience Research](#)

Including simple ways to better understand your market, analyze survey data, and research your competitors.

AUDIENCE GROWTH

MY AUDIENCE GROWTH TIPS

10 Books I Read In 2024 That Will Help You Get More Clients From Your Content	11
11 New Year's Resolutions To Help You Get Clients From Your Content	11
11 Ways To Get More Out Of LinkedIn (based on how I've done it)	11
3 Questions To Ask Yourself Before You Publish Your Next Social Post	11
4 Rarely Mentioned Ways To Get More Social Media Followers	11
4 Ways To Improve Your LinkedIn Profile	11
How To Create Content That Attracts Members To Your Community	12
How To Create Content That Resonates With A Hyper-Specific Niche Audience	12
How To Get Your Ideal Client's Attention	12
How To Grow To 100,000 Followers On Twitter (From Scratch)	12
What To Do The Day After You Post Something On A Social Media Platform	12

[10 Books I Read In 2024 That Will Help You Get More Clients From Your Content](#)

These all helped me and I bet they'll help you too.

[11 New Year's Resolutions To Help You Get Clients From Your Content](#)

Take your pick of my recommendations or better yet, try them all!

[11 Ways To Get More Out Of LinkedIn \(based on how I've done it\)](#)

In my newest podcast episode I break down how to use your profile, bio, and posts to get clients.

You can listen to it at the link above or [watch it here](#).

[3 Questions To Ask Yourself Before You Publish Your Next Social Post](#)

Especially if your goal is to share your expertise.

[4 Rarely Mentioned Ways To Get More Social Media Followers](#)

In this 5-minute video I reveal clever ways to format your content and pick topics with huge potential interest.

[4 Ways To Improve Your LinkedIn Profile](#)

This 2-minute video includes the single most important question to ask yourself about your profile.

[How To Create Content That Attracts Members To Your Community](#)

What to post and how to get existing members to refer new ones.

[How To Create Content That Resonates With A Hyper-Specific Niche Audience](#)

In this 51-minute video from my most recent podcast episode, I break down how to use content to attract B2B buyers.

You can listen to the audio version of the episode [here](#) if you prefer.

[How To Get Your Ideal Client's Attention](#)

In my new podcast episode I show you what to do when your audience isn't growing, how to borrow other people's audiences, and how to boost the perceived value of your products.

Listen at the link above or [watch here](#).

[How To Grow To 100,000 Followers On Twitter \(From Scratch\)](#)

Including how discovery on the platform has changed and post templates you can use to grow.

[What To Do The Day After You Post Something On A Social Media Platform](#)

This makes a HUGE difference in what you get out of the post.

MORE AUDIENCE GROWTH TIPS

11 Proven Lead Magnet Concepts	15
12 Minimalist Ways To Promote Your Work	15
16 Ways To Make The LinkedIn Algorithm Work For You	15
17 Ways To Use LinkedIn Comments To Grow Your Audience	15
20 Ways To Do A Cross-Promotion With Another Newsletter	15
6 Big Social Media Shifts You Need To Be Aware Of	15
6 Tactics A Creator Used To Get 1,000 Twitter Followers In 43 Days	16
9 Non-Obvious Audience Growth Lessons From Someone Who's Built A Massive Audience	16
A 4-Step Playbook To Attract Partners Who Will Promote Your Content	16
A Coach Who Makes Millions Reveals His Most Profitable Social Post	16
A Free Audience Growth Mini-Masterclass From Mr. Beast	16
A LinkedIn Master Reveals How He Reverse Engineers Success On The Platform	17
How To Build Your Own Content Value Proposition	17
How To Develop A Premise That Draws Your Ideal Customers To Your Work	17
How To Figure Out A Content Format That Works For You	17

How To Find Your Next Audience	17
How To Please (Or Piss Off) The LinkedIn Algorithm	17
The Best Communities For Creative Entrepreneurs	18
The Non-Sleazy LinkedIn Growth Strategies An Entrepreneur Used To Get 100,000 Followers	18
The Two Keys To Getting LinkedIn's Algorithm To Work For You	18
This Content Process Gets An Entrepreneur 100,000 Views A Week On LinkedIn	18
This Free LinkedIn Cheatsheet Is Gold	18
What NOT To Do On LinkedIn	18
Why Talking To Individual Members Of Your Audience Is The Key To Growing It	19
Why You Might Be Better Off Creating "Insight" Content Instead Of "Value" Content	19

[11 Proven Lead Magnet Concepts](#)

Not only will this tell you what people will give you their email address for, it also tells you how to create them.

[12 Minimalist Ways To Promote Your Work](#)

Perfect if you get a bit queasy when it comes to selling.

[16 Ways To Make The LinkedIn Algorithm Work For You](#)

Instead of against you.

[17 Ways To Use LinkedIn Comments To Grow Your Audience](#)

There's a reason LinkedIn featured this guy's comment strategy – it's solid.

[20 Ways To Do A Cross-Promotion With Another Newsletter](#)

A solid collection of free things you can do to help each other grow.

[6 Big Social Media Shifts You Need To Be Aware Of](#)

And the massive opportunities they unlock for people who are paying attention.

[6 Tactics A Creator Used To Get 1,000 Twitter Followers In 43 Days](#)

Including how he leveraged his pinned tweet, reverse engineered success, and even used a bit of AI.

[9 Non-Obvious Audience Growth Lessons From Someone Who's Built A Massive Audience](#)

Including how to figure out what to talk about, create a binge bank, and avoid the trap of only sharing “information.”

[A 4-Step Playbook To Attract Partners Who Will Promote Your Content](#)

Including where to find them, how to approach them, and what to ask them to promote.

[A Coach Who Makes Millions Reveals His Most Profitable Social Post](#)

In this 11-minute video he breaks down his approach: Presenting himself as a protagonist, not a coach.

[A Free Audience Growth Mini-Masterclass From Mr. Beast](#)

Lots of useful advice in this 9-minute video.

[A LinkedIn Master Reveals How He Reverse Engineers Success On The Platform](#)

Including how he writes opening lines, the body of the post, and his calls to action.

[How To Build Your Own Content Value Proposition](#)

This is the way to create content your target audience actually wants to consume.

[How To Develop A Premise That Draws Your Ideal Customers To Your Work](#)

After you read this, you'll see the power of a strong premise everywhere and be eager to clarify your own.

[How To Figure Out A Content Format That Works For You](#)

Based on the approach of someone who's generated billions of views for himself and his clients.

[How To Find Your Next Audience](#)

The secret to growing a large audience is to combine a bunch of small ones.

[How To Please \(Or Piss Off\) The LinkedIn Algorithm](#)

This deep dive into what works on the platform includes tips about what to post, what engagement to optimize for, and even who to follow to get more reach.

[The Best Communities For Creative Entrepreneurs](#)

Your people are out there. This will help you find them.

[The Non-Sleazy LinkedIn Growth Strategies An Entrepreneur Used To Get 100,000 Followers](#)

And how someone else who found traction on his account when he borrowed them.

[The Two Keys To Getting LinkedIn's Algorithm To Work For You](#)

Based on advice from two high-ranking LinkedIn employees.

[This Content Process Gets An Entrepreneur 100,000 Views A Week On LinkedIn](#)

I love the simplicity of what he uses as a starting point.

[This Free LinkedIn Cheatsheet Is Gold](#)

This one-page resource tells you just about everything you'd learn in LinkedIn courses that sell for hundreds of dollars.

(Btw, [here's my LinkedIn profile](#) if you'd like to connect with me.)

[What NOT To Do On LinkedIn](#)

Put another way: How to avoid getting your content penalized by the platform.

Why Talking To Individual Members Of Your Audience Is The Key To Growing It

Especially if you publish a newsletter.

Why You Might Be Better Off Creating “Insight” Content Instead Of “Value” Content

This content strategy might be as effective as it is counterintuitive.

ENTREPRENEURSHIP

MY ENTREPRENEURSHIP TIPS

10 Key Concepts To Consider Before Your Next Product Launch	23
3 Content Strategies I'd Use To Get Customers For A Co-Working Space	23
3 Content Strategies You Can Use To Get More Sponsors For Your Publication	23
3 Ways To Sell A Product Whose Main Benefit Is An Emotional One	23
4 Questions To Ask Your Buyers (That Will Help You Get More Of Them)	23
5 Ways To Build A Movement Around Your Work	23
9 Keys To Getting Clients From Your Content	24
A Brilliant Question To Ask Anyone Who Buys From You	24
A Differentiation Expert Delivers A Free Master Class In How To Stand Out	24
A Simple Way To Create A Course In An Hour	24
Five Ways To Build Anticipation For Your Next Launch	24
How To Create A Business Process Map With Post-It Notes	24
How To Decide If You Need A New Niche	25
How To Get More Paid Subscribers, Website Traffic, and Book Sales	25
How To Grow Your Expert Business	25

How To Offer Guarantees, Turn Free Content Into A Paid Product, and Revamp Your Sales Page	25
How To Sell In Your Content (Without Selling In Your Content)	25
How To Use A Book To Grow Your Business	26
I Can Solve Your Monetization, Content Creation, and Imposter Syndrome Problems	26
My Take On Customer Discovery Calls, Podcast Versions Of Newsletters, and Consultant Websites	26
The 5 Keys To Selling A High-End Product	26
Three Things To Stop Doing If You Want More Clients	26
What To Offer, How To Deliver It, and How To Communicate It	27

[10 Key Concepts To Consider Before Your Next Product Launch](#)

As one reader said, “Hard for someone to go wrong if they follow these steps.”

[3 Content Strategies I'd Use To Get Customers For A Co-Working Space](#)

Hint: They can be adapted to your business as well.

[3 Content Strategies You Can Use To Get More Sponsors For Your Publication](#)

I bet you haven't heard these before.

[3 Ways To Sell A Product Whose Main Benefit Is An Emotional One](#)

Including how to identify likely buyers and what to say to them.

[4 Questions To Ask Your Buyers \(That Will Help You Get More Of Them\)](#)

Implementing what I suggest in this 2-minute video can have a dramatic impact on your future sales.

[5 Ways To Build A Movement Around Your Work](#)

The second concept I mention will also help your content go viral.

[9 Keys To Getting Clients From Your Content](#)

No matter how good your content is, it won't get you clients until you wrap your head around these concepts.

[A Brilliant Question To Ask Anyone Who Buys From You](#)

So simple, so smart. You're going to want to add this to the email you send to customers right after they buy.

[A Differentiation Expert Delivers A Free Master Class In How To Stand Out](#)

Including how to craft a 7-second pitch, the magic of "Generic Description + Tease," and how to identify the one word that represents your work.

You can also [watch our conversation here](#) if you prefer.

[A Simple Way To Create A Course In An Hour](#)

No complicated planning or editing needed.

[Five Ways To Build Anticipation For Your Next Launch](#)

My take on what to say and how to say it.

[How To Create A Business Process Map With Post-It Notes](#)

You're literally one minute away from knowing how to do it.

[How To Decide If You Need A New Niche](#)

Your answers to these four questions will point you in the right direction.

[How To Get More Paid Subscribers, Website Traffic, and Book Sales](#)

In my latest podcast episode I break down how to improve a promotional email, reveal what traffic stats actually matter, and suggest a strategy to sell more books.

[How To Grow Your Expert Business](#)

I was asked to share my best advice for experts who want to grow their business and the result is this value-packed video.

[How To Offer Guarantees, Turn Free Content Into A Paid Product, and Revamp Your Sales Page](#)

In this new episode of my podcast you get to listen in on one of my private group coaching calls.

Listen at the link above or watch [the 33-minute video version here](#).

[How To Sell In Your Content \(Without Selling In Your Content\)](#)

I made a 43-second video to change the way you think about selling.

[How To Use A Book To Grow Your Business](#)

Without selling many copies.

[I Can Solve Your Monetization, Content Creation, and Imposter Syndrome Problems](#)

I did it for my clients on a recent group coaching call which you can now hear in my new podcast episode linked above.

Or, you can [watch the 52-minute video here](#).

[My Take On Customer Discovery Calls, Podcast Versions Of Newsletters, and Consultant Websites](#)

Listen in on one of my private group coaching calls. Or [watch it here](#).

[The 5 Keys To Selling A High-End Product](#)

Including my take on the relationship between price and value, the importance of alignment, and how to build trust.

[Three Things To Stop Doing If You Want More Clients](#)

As I stopped doing them EVERYTHING got easier.

What To Offer, How To Deliver It, and How To Communicate It

In my new podcast episode I break down how to craft an offer that's perfect for your ideal clients...and yourself.

Listen to the episode at the link above or [watch the 56-minute video version here.](#)

MORE ENTREPRENEURSHIP TIPS

10 Keys To Building A Revenue Engine Around Your Content	31
10 Lessons From Selling \$10M Worth Of Digital Products	31
10 Tips For Selling Info Products (From Someone Who Sold \$250,000 Worth Of Them)	31
14 Pieces Of Oddball Business Advice	31
20 Questions To Consider Before You Start That New Project	31
24 Psychological Triggers That Get People To Buy Things	31
A 5-Minute Sponsorship Sales Strategy	32
A 5-Step Process To Define Your Ideal Customer	32
A Blueprint To Increase Demand For Your Service	32
A Generous Way To Use Direct Messages To Land Clients	32
A Step-By-Step Guide To Creating Your First Offer	32
An 8-Step Playbook To Generate \$10,000 In New Course Sales In One Month	32
Behind The Scenes Of A \$152,104 Course Launch	33
How To Approach Your Dream Customers	33

How To Build A Profitable Personal Brand (In 30 Days)	33
How To Build Systems (So Your Business Runs Without You)	33
How To Create A Mini-Course In 8 Steps	33
How To Do A 5-Second Landing Page Test	33
How To Monetize With Sponsored Blog Posts	34
How To Price Your Ebook	34
How To Scale Your Creator Business	34
How To Send A Progress Update	34
How To Stop Giving Advice And Start Being Useful	34
How To Transform Your Business In 10 Minutes	34
How To Use “The Rule Of One” To Jumpstart Your Business	35
How To Use A Waitlist To Create Scarcity And Boost Demand For Your Product	35
How To Use An Argument To Sell More Courses	35
How To Use LinkedIn To Increase Sales	35
How To Use The 5-4-3-2-1 Formula To Improve Your Landing Page	35
How To Use The More-Better-New Framework To Attract Customers	35

Learn How To Retain Customers (From An Unlikely Source)	36
The 5-Step Direct Message System A Coach Used To Generate \$3 Million Of Business	36
The Cash Creator Model	36
The Single Most Important Question For Experts To Answer	36
Watch A Sponsorship Expert Approach A Brand Rep At A Conference	36
What It Actually Takes To Win Big	37
When To Offer A Discount (And When Not To)	37
Why You Should Ask For Something In Return For Your Free Offer	37
Why You Should Stop Selling Info Products (And What To Sell Instead)	37

[10 Keys To Building A Revenue Engine Around Your Content](#)

Including how to choose your niche, monetize your audience, and create memorable content.

[10 Lessons From Selling \\$10M Worth Of Digital Products](#)

Including how to handle pricing tiers, the reasons your products aren't selling, and the complicated relationship between front-end and back-end products.

[10 Tips For Selling Info Products \(From Someone Who Sold \\$250,000 Worth Of Them\)](#)

Including what offer to start with, why you should sell before you build, and how to craft your sales page.

[14 Pieces Of Oddball Business Advice](#)

My personal favorite is to keep emails under 5 sentences.

[20 Questions To Consider Before You Start That New Project](#)

As Seth Godin says, "Pick your customers, pick your future."

[24 Psychological Triggers That Get People To Buy Things](#)

Including examples of how to use each in your copy.

[A 5-Minute Sponsorship Sales Strategy](#)

It even works if you've never sold a sponsorship before.

[A 5-Step Process To Define Your Ideal Customer](#)

And see how a creator is using it to build a \$50k per month business in six months.

[A Blueprint To Increase Demand For Your Service](#)

Watching this video and reading the fantastic book [Oversubscribed](#) has had a huge impact on how I approach my business.

[A Generous Way To Use Direct Messages To Land Clients](#)

It's working 60% of the time for this guy (and no, he's not doing dumb, shady, annoying stuff).

[A Step-By-Step Guide To Creating Your First Offer](#)

Including how to avoid wasting time on something people don't want.

[An 8-Step Playbook To Generate \\$10,000 In New Course Sales In One Month](#)

Including what to say on your sales page, what to post on social media, and how to attract potential buyers.

[Behind The Scenes Of A \\$152,104 Course Launch](#)

This could easily be a paid course itself, but has generously been made available for free.

[How To Approach Your Dream Customers](#)

Including where to find them and what to say to them when you do.

[How To Build A Profitable Personal Brand \(In 30 Days\)](#)

Including systems you can use to create content, grow your audience, and monetize.

[How To Build Systems \(So Your Business Runs Without You\)](#)

Including how to create a “value engine.”

[How To Create A Mini-Course In 8 Steps](#)

Including how to choose a topic, price, and delivery platform.

[How To Do A 5-Second Landing Page Test](#)

This is one of those exercises that made me say, “Why didn’t I think of that?”

[How To Monetize With Sponsored Blog Posts](#)

Including how to attract brands, what to charge, and what type of content to create for them.

[How To Price Your Ebook](#)

A five-step process to find the right price point for your audience.

[How To Scale Your Creator Business](#)

If you want to earn more money in your business, this is a must-watch. It's one of the most valuable videos I've seen.

[How To Send A Progress Update](#)

A handy resource if you ever have to update your boss, collaborators, investors, or anyone else about what you're working on.

[How To Stop Giving Advice And Start Being Useful](#)

Including a phrase experts need to stop using and what to replace it with.

[How To Transform Your Business In 10 Minutes](#)

"It doesn't make sense to do mediocre crap work for mediocre clients we don't want more of."

[How To Use “The Rule Of One” To Jumpstart Your Business](#)

And how an entrepreneur used it to turn a zero-revenue business into an almost \$5,000 per month business.

[How To Use A Waitlist To Create Scarcity And Boost Demand For Your Product](#)

This is one of those things I discovered that immediately changed how I approach my business.

[How To Use An Argument To Sell More Courses](#)

Don't worry – this isn't what you think and it's not suggesting you be a jerk.

[How To Use LinkedIn To Increase Sales](#)

It starts a little slow, but once you get past the 10-minute mark, knowledge bombs get dropped right and left.

[How To Use The 5-4-3-2-1 Formula To Improve Your Landing Page](#)

It led one solopreneur to a 27% increase in conversions.

[How To Use The More-Better-New Framework To Attract Customers](#)

And prevent you from wasting your time.

[Learn How To Retain Customers \(From An Unlikely Source\)](#)

You might think this video analysis of how Peacock increases the lifetime value of its streaming subscribers has nothing to do with your business, but trust me: It has everything to do with your business.

[The 5-Step Direct Message System A Coach Used To Generate \\$3 Million Of Business](#)

If nothing else watch the 30 seconds starting at the 3:40 mark of this video – it will change your perspective about your audience.

[The Cash Creator Model](#)

There's so much smart stuff in this presentation and most of it runs counter to the typical advice you hear about how to attract and serve clients.

[The Single Most Important Question For Experts To Answer](#)

And how Justin Welsh answers it.

[Watch A Sponsorship Expert Approach A Brand Rep At A Conference](#)

It's not often you get to see the actual first conversation someone has with a company they'd like to sponsor them.

What It Actually Takes To Win Big

If you read this, I bet it leads you to stop doing at least one thing you currently do in your business.

When To Offer A Discount (And When Not To)

Discounts are 2.4x more effective for a specific type of product.

Why You Should Ask For Something In Return For Your Free Offer

Turns out it can make people more likely to sign up.

Why You Should Stop Selling Info Products (And What To Sell Instead)

From one of the most successful info product sellers of all time.

MARKETING

MY MARKETING TIPS

48 Minutes Of Smart Email Marketing Tactics	40
6 Signs You're Giving Away The Wrong Thing For Free	40
A Simple Way To Get Your Audience To Consume More Of Your Content	40
Free Coaching Time: How To Describe Your Ideal Customer	40
How To Balance Brand and Conversion Goals In Your Content	40
How To Make Your Website Suck Less	40
How To Make Your Work Look Professionally Designed (when you're not a designer)	41
Seth Godin's Simple Book Promotion Strategy	41
The First Promotional Email I Sent When Promoting My Membership	41
These 10 Simple Questions Will Show You How To Improve Your Website	41
What To Put On The First Slide Of Your Presentation	41

[48 Minutes Of Smart Email Marketing Tactics](#)

My newest podcast episode will help you improve your subject line, call to action, the first sentences of your marketing emails, and a whole lot more.

Listen to it at the link above or [watch it on YouTube](#) (where commenters have said “Massive value provided,” “This was a goldmine,” and “THIS WAS AWESOME!”)

[6 Signs You’re Giving Away The Wrong Thing For Free](#)

And what to give away instead.

[A Simple Way To Get Your Audience To Consume More Of Your Content](#)

And they’ll LOVE you for doing it!

[Free Coaching Time: How To Describe Your Ideal Customer](#)

Give me your one-sentence ideal customer description and I’ll give you a suggestion to improve it.

[How To Balance Brand and Conversion Goals In Your Content](#)

It’s simpler than you think.

[How To Make Your Website Suck Less](#)

Just ask yourself these 10 questions.

[How To Make Your Work Look Professionally Designed \(when you're not a designer\)](#)

This new episode of my podcast is a crash course in design for anyone who isn't a designer.

Listen at the link above or watch the [46-minute episode here](#).

[Seth Godin's Simple Book Promotion Strategy](#)

He only did two things to promote his new book...and it worked.

[The First Promotional Email I Sent When Promoting My Membership](#)

In this free excerpt from my One-Week Promo Plan Skill Session, I show the exact email I sent when launching a week's worth of promotion that ultimately led to a 27% increase in memberships and \$27,000 worth of new revenue in a week.

To get my full One-Week Promo Plan session, [become a Skill Sessions member here](#).

[These 10 Simple Questions Will Show You How To Improve Your Website](#)

You'll see your site from a whole new perspective.

[What To Put On The First Slide Of Your Presentation](#)

I've noticed it really grabs an audience's attention.

MORE MARKETING TIPS

10 Ways Top Creators Hook People's Attention (With Examples)	44
13 Things To Remove From Your Website Immediately	44
7 Things To Remove From Your Website Immediately	44
8 Ways To Increase The Conversion Rate On Your Landing Page	44
A 21-Step Product Launch Timeline	44
A Brilliantly Simple Automated Email To Send To Customers	44
A Clever Flywheel You Can Use To Grow A Waitlist For Your Product	45
A Simple Way To Turn A List Post Into An Infographic	45
Five Ways To Create Unignorable Content	45
How To Avoid The Four Most Common Messaging Mistakes On Your Website	45
How To Choose Your Brand Colors	45
How To Design A Personal Website That Serves Your Goal	45
How To Find Your Two-Word Personal Brand	46
How To Improve The Way You Use Slides In A Zoom Presentation	46
How To Improve Your Year-End Campaign Messaging	46

How To Make Daily Offers To Your Audience (Without Being Annoying)	46
How To Target Your Twitter/X Ads For The Best Results	46
How To Use Call-To-Value Buttons To Increase Conversions	46
The 5 Best Free Marketing Courses On The Internet	47
Use This Email Template To Ask For Reviews	47
What To Say When Someone Says, “Tell Me About Yourself”	47

[10 Ways Top Creators Hook People's Attention \(With Examples\)](#)

How Justin Welsh, Casey Neistat, and Katelyn Bourgoin do it.

[13 Things To Remove From Your Website Immediately](#)

Including common mistakes you might have made on your home page, blog posts, thank you pages, and testimonials.

[7 Things To Remove From Your Website Immediately](#)

I bet you've got at least half of these on your site right now.

[8 Ways To Increase The Conversion Rate On Your Landing Page](#)

Based on an analysis of 600+ landing pages.

[A 21-Step Product Launch Timeline](#)

Check this out before you create your next product – it will save you a LOT of headaches.

[A Brilliantly Simple Automated Email To Send To Customers](#)

Pretty sure I'm going to ~~steal~~ borrow this one.

[A Clever Flywheel You Can Use To Grow A Waitlist For Your Product](#)

This process led to 2,586 signups.

[A Simple Way To Turn A List Post Into An Infographic](#)

Including how to find and edit simple templates.

[Five Ways To Create Unignorable Content](#)

With examples of each.

[How To Avoid The Four Most Common Messaging Mistakes On Your Website](#)

The third one might surprise you – I know it surprised me.

[How To Choose Your Brand Colors](#)

A psychology-driven brand strategist shares a step-by-step guide to choosing your five key colors.

[How To Design A Personal Website That Serves Your Goal](#)

This may be the best framework I've seen for experts who want to use content to showcase their expertise and attract buyers.

[How To Find Your Two-Word Personal Brand](#)

I bet this changes the way you describe who you are and what you do.

[How To Improve The Way You Use Slides In A Zoom Presentation](#)

This 8-minute video has me rethinking the way I present Skill Sessions to my clients.

[How To Improve Your Year-End Campaign Messaging](#)

This free 30-minute presentation will help you write your year-end sales emails and campaigns.

My personal favorite moment is at the 29-minute mark. 😊

[How To Make Daily Offers To Your Audience \(Without Being Annoying\)](#)

If you're uncomfortable "selling" to your audience, this will shift your mindset about it.

[How To Target Your Twitter/X Ads For The Best Results](#)

And what kind of creative to use in the ads themselves.

[How To Use Call-To-Value Buttons To Increase Conversions](#)

Turns out there's a better option than your standard Call-To-Action button copy.

[The 5 Best Free Marketing Courses On The Internet](#)

Including courses on copywriting, content writing, personal branding, email sales/automation, and search engine optimization.

[Use This Email Template To Ask For Reviews](#)

Just cut, paste, adapt, and send to anyone you'd like to give you a review or testimonial.

[What To Say When Someone Says, "Tell Me About Yourself"](#)

"Your story isn't about you. Your story is about your message."

MISCELLANEOUS

MISCELLANEOUS TIPS

A Simple Way To Make Your LinkedIn Feed A Million Times Better	50
The New Rules Of Media	50

[A Simple Way To Make Your LinkedIn Feed A Million Times Better](#)

This demo blew my mind – I had no idea this was possible on LinkedIn.

[The New Rules Of Media](#)

Including how to leverage new platforms, turn online attention into offline action, and the most important relationship you can have.

NEWSLETTERS

MY NEWSLETTER TIPS

49 Minutes Of Newsletter and Social Media Growth Strategies I Haven't Shared Before	54
6 Experiments To Try In Your Next Newsletter Issue	54
7 Ways I Grow My Newsletter (Without Spending A Dollar)	54
Four Things To Do Before You Publish Your Next Newsletter Issue	54
How I'm Getting Newsletter Subscribers From LinkedIn And Twitter Posts	54
How To Get A Customer From Your Newsletter Today	54
How To Get Business Leads From The Next Issue Of Your Newsletter	55
How To Start A Newsletter That Will Get You Clients	55
How To Use A LinkedIn Post To Launch Your Newsletter	55
How To Write A Strong Newsletter Headline	55
My Playbook For Using Social Media To Grow A Newsletter	55
Simple Ways To Use Email Automation (From The Expert Who Helped Justin Welsh Do So)	55
Steal This Welcome Email Sequence Template	56
The 6 Keys To Consistently Publishing A Daily Newsletter	56
The Secret To Growing Your Newsletter Is To Study Sesame Street	56

The Secrets Behind My Daily Newsletter's Success	56
This Is How I Get So Many Clicks On My Newsletter Links	56
What I Noticed From Reading 50 Newsletters Yesterday	57

[49 Minutes Of Newsletter and Social Media Growth Strategies I Haven't Shared Before](#)

I reveal a lot of new tactics in my podcast episode this week. Listen to it at the link above or [watch it here](#).

[6 Experiments To Try In Your Next Newsletter Issue](#)

You'll be amazed what you learn when you run these experiments on how to write it, what to link to in it, when to send it, and more.

[7 Ways I Grow My Newsletter \(Without Spending A Dollar\)](#)

Most take less than five minutes to set up.

[Four Things To Do Before You Publish Your Next Newsletter Issue](#)

I guarantee they'll increase your open and click rates.

[How I'm Getting Newsletter Subscribers From LinkedIn And Twitter Posts](#)

A breakdown of a new approach that got me 79 newsletter subscribers from social posts last month.

[How To Get A Customer From Your Newsletter Today](#)

This will change the way you use your newsletter moving forward (and it doesn't even require you to "sell" in your emails).

[How To Get Business Leads From The Next Issue Of Your Newsletter](#)

“So easy, yet filled with so much potential,” said someone who read my suggestion.

[How To Start A Newsletter That Will Get You Clients](#)

If you get these five things right, it’s almost impossible to fail.

[How To Use A LinkedIn Post To Launch Your Newsletter](#)

The advice I gave a client who’s about to launch one.

FYI, here’s [how I can help you](#).

[How To Write A Strong Newsletter Headline](#)

Including an example of how I’d rewrite someone else’s headline.

[My Playbook For Using Social Media To Grow A Newsletter](#)

I recently shared half of my Newsletter Social Playbook on the Hey Creator podcast.

It’s one of many resources you get access to when you [work with me](#).

[Simple Ways To Use Email Automation \(From The Expert Who Helped Justin Welsh Do So\)](#)

Including how to segment your list, what to send, when to send it, and the secret sauce that powers Justin’s mega-successful digital product business.

[Steal This Welcome Email Sequence Template](#)

This one-minute excerpt from my latest podcast episode shows you exactly what to do with the first three emails you send new subscribers.

[The 6 Keys To Consistently Publishing A Daily Newsletter](#)

Based on what I've learned from years of publishing my own.

[The Secret To Growing Your Newsletter Is To Study Sesame Street](#)

[The number of the day is 5! As in...](#)

[Here are five tactics you can adapt from Sesame Street to capture the attention of your audience and drive them to take action.](#)

[The Secrets Behind My Daily Newsletter's Success](#)

[Including how I get new subscribers every day without spending money to promote it.](#)

[There's also a video version here.](#)

[This Is How I Get So Many Clicks On My Newsletter Links](#)

I guarantee you'll get more clicks in your next newsletter issue if you do this.

What I Noticed From Reading 50 Newsletters Yesterday

I saw a bunch of common mistakes including how they were designed, how they promoted their products, and how they were written.

MORE NEWSLETTER TIPS

10 Keys To A Successful Newsletter If You're A Consultant	61
10 Solopreneurs Reveal How They Make Money From Their Email List	61
10 Ways To Improve Your Email Open Rate	61
11 Smart Ways To Turn Newsletter Subscribers Into Customers	61
25 Ways To Measure The Success Of Your Newsletter	61
5 Newsletter Ideas That Can Become \$1 Million Businesses	61
52 Ways To Grow Your Email List	62
A 5-Step Playbook To Get Thousands Of Newsletter Subscribers In 48 Hours	62
A Great Example Of How To Promote Your Newsletter On LinkedIn (Before You Publish It)	62
An Automated Way To Get Newsletter Testimonials	62
Behind The Scenes Of How A Top Newsletter Writer Plans To Grow (And Monetize) Her List	62
Four Simple Ways To Convert Social Followers Into Email Subscribers	62
How A Consultant Used His LinkedIn Newsletter To Grow His Actual Newsletter By 18%	63
How A Newsletter Creator Used Reddit To Get 55,000 Subscribers (For Free)	63

How A Newsletter Expert Improved His Signup Page's Conversion Rate From 18% To 48%	63
How And When To Launch A Paid Newsletter	63
How Morning Brew Stands Out In A Reader's Inbox	63
How Successful Newsletters Run Cross-Promotions	63
How To Build A Newsletter That Earns \$10k Per Month	64
How To Clean Up And Organize Your Email List	64
How To Create A Lead Magnet That Doesn't Suck	64
How To Get 100 New Email Subscribers In 28 Days	64
How To Run An Exclusive Newsletter That Limits The Number Of Subscribers	64
How To Throw An Event For Your Newsletter Readers	64
How To Use Social Media To Grow Your Newsletter	65
How To Write Content Like One Of The World's Most Successful Newsletters	65
Lessons From The Welcome Email Sequences Of Three Top Creators	65
Tax Deductions You Can Claim If You Publish A Newsletter	65
The 25 Keys To Running A Successful Newsletter	65
The 3 Most Important Newsletter Growth Metrics To Track	65

The 4 Tactics Lenny Rachitsky Used To Get 18,000 Paid Newsletter Subscribers	66
The Unexpected Key To Monetizing Your Newsletter With Products	66
The Wildest Newsletter Growth Strategies (That Worked)	66
What The Fastest Growing Newsletters Have In Common	66
What To Do Before You Overhaul Your Newsletter	66

10 Keys To A Successful Newsletter If You're A Consultant

They're also applicable to anyone sells their expertise.

10 Solopreneurs Reveal How They Make Money From Their Email List

Including me.

10 Ways To Improve Your Email Open Rate

Including how to optimize your subject line, newsletter design, and send time.

11 Smart Ways To Turn Newsletter Subscribers Into Customers

Based on proven strategies used by successful publications in a variety of different niches.

25 Ways To Measure The Success Of Your Newsletter

Across four categories including engagement, growth, monetization, and feedback.

5 Newsletter Ideas That Can Become \$1 Million Businesses

Including questions to ask yourself if you want to assess the potential value of your newsletter.

[52 Ways To Grow Your Email List](#)

Based on stuff that's worked for others.

[A 5-Step Playbook To Get Thousands Of Newsletter Subscribers In 48 Hours](#)

From someone who actually did it.

[A Great Example Of How To Promote Your Newsletter On LinkedIn \(Before You Publish It\)](#)

It's easy to adapt this and use it for your next newsletter issue.

[An Automated Way To Get Newsletter Testimonials](#)

If you'll excuse me, I need to go set this up now.

[Behind The Scenes Of How A Top Newsletter Writer Plans To Grow \(And Monetize\) Her List](#)

You'll be as impressed as you are inspired.

[Four Simple Ways To Convert Social Followers Into Email Subscribers](#)

I do the second one every week and it ALWAYS works.

[How A Consultant Used His LinkedIn Newsletter To Grow His Actual Newsletter By 18%](#)

No, he didn't just publish it on both platforms.

[How A Newsletter Creator Used Reddit To Get 55,000 Subscribers \(For Free\)](#)

The underlying lessons here can be applied to other platforms and communities as well.

[How A Newsletter Expert Improved His Signup Page's Conversion Rate From 18% To 48%](#)

He didn't do anything you can't do.

[How And When To Launch A Paid Newsletter](#)

Including case studies of five successful paid newsletters.

[How Morning Brew Stands Out In A Reader's Inbox](#)

Including the little things they do to boost engagement.

[How Successful Newsletters Run Cross-Promotions](#)

Including how they find partners, track results, and build relationships.

[How To Build A Newsletter That Earns \\$10k Per Month](#)

This 12-step approach includes advice on how to pick a niche, attract sponsors, and monetize with products and services.

[How To Clean Up And Organize Your Email List](#)

This is tailored to ConvertKit users, but the underlying approach can be applied to whatever email service provider you use.

[How To Create A Lead Magnet That Doesn't Suck](#)

Most lead magnets are garbage – this shows you how to create one that's not.

[How To Get 100 New Email Subscribers In 28 Days](#)

A step-by-step breakdown of what a freelancer did to grow his list.

[How To Run An Exclusive Newsletter That Limits The Number Of Subscribers](#)

This makes me want to start another newsletter using this format.

[How To Throw An Event For Your Newsletter Readers](#)

I've been to one of these for a newsletter I subscribe to and it was fantastic – highly recommend trying one.

[How To Use Social Media To Grow Your Newsletter](#)

Including what successful newsletter creators post and how they turn social followers into email subscribers.

[How To Write Content Like One Of The World's Most Successful Newsletters](#)

Including tips on how to write headlines, choose images, and use AI to help with brainstorming.

[Lessons From The Welcome Email Sequences Of Three Top Creators](#)

A breakdown of their subject lines, calls to action, and more.

[Tax Deductions You Can Claim If You Publish A Newsletter](#)

As if publishing a newsletter wasn't already valuable enough...here's another way to get value from one.

[The 25 Keys To Running A Successful Newsletter](#)

Including how to choose your topic, monetize, and win back inactive readers.

[The 3 Most Important Newsletter Growth Metrics To Track](#)

Almost no one tracks the first one.

[The 4 Tactics Lenny Rachitsky Used To Get 18,000 Paid Newsletter Subscribers](#)

Including how he launched it, promotes it, and retains paid subscribers.

[The Unexpected Key To Monetizing Your Newsletter With Products](#)

Hint: You should have more than one.

[The Wildest Newsletter Growth Strategies \(That Worked\)](#)

Including ways creators have used LinkedIn, videos, and acquisitions to get more subscribers.

[What The Fastest Growing Newsletters Have In Common](#)

Based on 1,637 hours of research.

[What To Do Before You Overhaul Your Newsletter](#)

If your newsletter isn't quite working, this is a good place to start improving things.

PODCASTING

MY PODCASTING TIPS

How To Get Ratings And Reviews For Your Podcast	69
My Advice To Someone Starting A Podcast	69
The Most No-Fluff Podcast Growth Advice You'll Ever Hear	69
Three Questions To Ask The Next Guest On Your Podcast	69

[How To Get Ratings And Reviews For Your Podcast](#)

What to say, how to say it, and when to say it to get more listeners to rate and review your show.

[My Advice To Someone Starting A Podcast](#)

Four things to do before you hit record.

[The Most No-Fluff Podcast Growth Advice You'll Ever Hear](#)

Podcast growth expert Jeremy Enns came on the newest episode of my podcast and got super specific about the best ways to craft episode titles, pick a show format, and promote your show.

Listen at the link above or [watch the 57-minute video version here](#).

[Three Questions To Ask The Next Guest On Your Podcast](#)

If nothing else, make sure you ask the second one.

MORE PODCASTING TIPS

How To Master The First 5 Minutes Of Your Podcast	71
How To Use Your Newsletter To Grow Your Podcast (And Vice Versa)	71
How To Write An Effective Podcast Episode Description	71
The Key Factors Driving Podcast Growth In 2024	71

[How To Master The First 5 Minutes Of Your Podcast](#)

Tim Ferriss reveals his approach to the start of every podcast episode at the 23-minute mark of this video.

[How To Use Your Newsletter To Grow Your Podcast \(And Vice Versa\)](#)

This will make you reconsider the relationship between the two.

[How To Write An Effective Podcast Episode Description](#)

This simple step-by-step guide will change the way I write my own podcast episode descriptions.

[The Key Factors Driving Podcast Growth In 2024](#)

This new Podcast Marketing Trends report has some eye-opening stats about what works – and what doesn't – when it comes to growing a show these days.

PRODUCTIVITY

MY PRODUCTIVITY TIPS

10 Things To Do In 10 Minutes Before You Start Working	74
5 Questions To Ask Yourself About The Work You Did Today	74
Four Signs It's Time To End A Project	74
How To Create Effective Content Without Spending All Day Doing It	74

[10 Things To Do In 10 Minutes Before You Start Working](#)

Even trying a single one of them will have a big impact.

[5 Questions To Ask Yourself About The Work You Did Today](#)

I bet it makes the work you do tomorrow more impactful.

[Four Signs It's Time To End A Project](#)

This is how I decide when it's time to stop working on something.

[How To Create Effective Content Without Spending All Day Doing It](#)

Including a breakdown of my most successful content creation and repurposing strategy.

MORE PRODUCTIVITY TIPS

15 Time Management Approaches In One Image	76
7 Useful and Overlooked Skills	76
A Clever Way To Use Your Email Inbox (And Maintain Inbox Zero)	76
A One-Year Calendar Planning Template	76
How A Successful Creator Simplified (And Reduced) Her Social Media Use	76
How To Declutter Your Digital Life In 4 Steps	76
Seth Godin's 3-Step Approach To Reading A Business Book	76
Six Simple Ways To Improve Your Focus	77

[15 Time Management Approaches In One Image](#)

Take your pick – they all work.

[7 Useful and Overlooked Skills](#)

Including getting to the point and respecting luck as much as you respect risk.

[A Clever Way To Use Your Email Inbox \(And Maintain Inbox Zero\)](#)

This approach can replace your notes and to-do list too!

[A One-Year Calendar Planning Template](#)

So simple, so useful.

[How A Successful Creator Simplified \(And Reduced\) Her Social Media Use](#)

After burning out, she changed everything.

[How To Declutter Your Digital Life In 4 Steps](#)

Including how to clean up your computer desktop, email inbox, and project lists.

[Seth Godin's 3-Step Approach To Reading A Business Book](#)

No exaggeration: This may forever change how you read books and what you get out of doing so.

Six Simple Ways To Improve Your Focus

This is my favorite kind of expert content – it tells you exactly what to do and how to do it with no fluff.

WRITING

MY WRITING TIPS

A Checklist To Review Before You Publish Your Next Piece Of Content	80
Get Free Coaching From Me On Your Product Description	80
How To Become A Better Copywriter In 10 Minutes	80
How To Write A “Last Chance” Email	80
My One-Word Messaging Checklist	80
Remove One Word From ALL Your Copy	81
The 8 Types Of People Worth Giving Your Book To For Free	81
The First Sentence Of Your Next 5 LinkedIn Posts	81
The One Blog Post Every Expert Needs To Write	81

[A Checklist To Review Before You Publish Your Next Piece Of Content](#)

If you check all five boxes, I guarantee your content will perform well.

[Get Free Coaching From Me On Your Product Description](#)

Comment on the LinkedIn post above with a one-sentence description of a product or service you offer and I'll give you a suggestion to improve it.

Or just read the 50+ suggestions I've already given to others who commented.

[How To Become A Better Copywriter In 10 Minutes](#)

Go look at the sales page of the last product you bought and ask yourself these five questions.

[How To Write A "Last Chance" Email](#)

You know the final email you send before an offer expires? This 1-minute YouTube video gives you three keys to writing an effective one.

[My One-Word Messaging Checklist](#)

Pick a word you want associated with your work and then incorporate it in these 10 places.

[Remove One Word From ALL Your Copy](#)

Make sure this word doesn't appear in your social bios, sales pages, email signup pages, or website.

[The 8 Types Of People Worth Giving Your Book To For Free](#)

The value of a book isn't just in selling it – it's in giving it away to the right people.

[The First Sentence Of Your Next 5 LinkedIn Posts](#)

Not sure what to write? I came up with some prompts for you.

[The One Blog Post Every Expert Needs To Write](#)

Based on the most valuable one I ever wrote.

MORE WRITING TIPS

10 Concepts That Will Help Clarify Your Content Strategy	84
10 Simple Content Strategies To Help You Figure Out What To Publish	84
31 Writing Process Tips From David Perell	84
38 Words And Phrases To Remove From Your Copy	84
6 Shortcuts To Attention-Grabbing Copy	84
7 Ways To Come Up With Interesting Ideas To Write About	84
A 7-Email Sequence To Send To Your Subscribers	85
A Free Writing Masterclass From Two Of The Internet's Most Successful Writers	85
An AI Prompt That Gives You 40 Quality Content Ideas In 4 Seconds	85
Four Copywriting Strategies To Help You Sell Anything To Anyone	85
How To Be Concise	85
How To Come Up With 100+ LinkedIn Post Ideas In A Day	85
How To Generate 100 Ideas To Write About In 30 Minutes	86
How To Improve The Beginning Of A Piece Of Content	86
How To Improve Your Copy (By Rewriting It 22 Times)	86

How To Sell A Million Copies Of A Non-Fiction Book	86
How To Use Emojis Effectively	86
How To Write A Book A Month For 12 Months	86
How To Write A Call To Action That Turns Your Social Followers Into Email Subscribers	87
The First Things To Do If You Want To Write A Book	87
This AI Prompt Will Help You Write Stronger Email Subject Lines	87
Use Digits, Not Words	87
What To Write On Your “Work With Me” Page	87
Why You Should Give Your Book Away For Free Instead Of Pursuing A Publishing Deal	87

[10 Concepts That Will Help Clarify Your Content Strategy](#)

Including a breakdown of what content strategy is and how to create one for yourself.

[10 Simple Content Strategies To Help You Figure Out What To Publish](#)

Proof that content strategy doesn't have to be as complicated as you think.

[31 Writing Process Tips From David Perell](#)

For example: "You don't have writer's block. You're just scared to say what you actually think."

[38 Words And Phrases To Remove From Your Copy](#)

And what to say instead.

[6 Shortcuts To Attention-Grabbing Copy](#)

These templates won't just help you get attention – they'll help you convert it into action.

[7 Ways To Come Up With Interesting Ideas To Write About](#)

The sixth is so important.

[A 7-Email Sequence To Send To Your Subscribers](#)

And exactly when those emails should be sent over the course of a subscriber's first year on your list.

[A Free Writing Masterclass From Two Of The Internet's Most Successful Writers](#)

Shaan Puri and Sam Paar know how to write in a way that captures attention, so you'd be wise to pay attention to the knowledge they drop in this video.

[An AI Prompt That Gives You 40 Quality Content Ideas In 4 Seconds](#)

It works with any AI tool.

[Four Copywriting Strategies To Help You Sell Anything To Anyone](#)

Including how to leverage the power of the "screenshot method."

[How To Be Concise](#)

Including nine ways to do so without losing anything important.

[How To Come Up With 100+ LinkedIn Post Ideas In A Day](#)

You're going to be blown away at how simple this approach is – it even shows you how to come up with 9 post ideas in 30 seconds.

[How To Generate 100 Ideas To Write About In 30 Minutes](#)

Including how to choose topics and come up with headlines.

[How To Improve The Beginning Of A Piece Of Content](#)

This will help you grab attention in your next podcast episode, video, blog, or social post.

[How To Improve Your Copy \(By Rewriting It 22 Times\)](#)

Watch an excellent copywriter turn a fragment of an idea into a strong ad.

[How To Sell A Million Copies Of A Non-Fiction Book](#)

From an expert who's advised 100+ authors including 7 who have sold more than a million copies.

[How To Use Emojis Effectively](#)

Including which ones to use and where to place them to drive the action you want.

[How To Write A Book A Month For 12 Months](#)

This seemed impossible...until I read this breakdown of how to do it.

[How To Write A Call To Action That Turns Your Social Followers Into Email Subscribers](#)

A behind-the-scenes look at the CTAs Kieran Drew tested and what worked best.

[The First Things To Do If You Want To Write A Book](#)

It will help you avoid a lot of mistakes most first-time authors make.

[This AI Prompt Will Help You Write Stronger Email Subject Lines](#)

A step-by-step guide to having AI help you write subject lines tailored to your audience.

[Use Digits, Not Words](#)

Did you know writing the number “10” instead of “ten” can lead 15% more people to buy your product?

[What To Write On Your “Work With Me” Page](#)

There’s even a template you can use.

[Why You Should Give Your Book Away For Free Instead Of Pursuing A Publishing Deal](#)

Pairs well with my recent suggestion of on [the 8 people to give your book to for free.](#)

YOUTUBE

YOUTUBE TIPS

21 YouTube Settings That May Hurt Your Channel	90
83 Years Of YouTube Knowledge In A Single Epic Video	90
A 4-Step Strategy That Took A YouTube Channel From 200k Views To 2M Views A Month	90
A 5 Lesson Short-Form Video Playbook	90
A YouTube Thumbnail Designer Shows How To Improve A Single Thumbnail	90
A YouTube Trick To Get More Views Of A Video You Already Published	90
Common YouTube Advice You Need To Ignore	91
How To Come Up With A Killer YouTube Video Idea	91
How To Get Thousands Of YouTube Views From Hundreds Of Subscribers	91
How To Grow A YouTube Channel From Scratch In 12 Months	91
YouTube Tips From A Strategist Who's Generated Billions Of Views	91

[21 YouTube Settings That May Hurt Your Channel](#)

Switch up some of those default settings – they’re not helping you.

[83 Years Of YouTube Knowledge In A Single Epic Video](#)

This video is 2 hours and 39 minutes long.

But it’s also a great example of someone pushing the envelope when it comes to format and it’s packed with value.

[A 4-Step Strategy That Took A YouTube Channel From 200k Views To 2M Views A Month](#)

The bit about how to follow up a successful video was eye-opening and can also be applied to other mediums.

[A 5 Lesson Short-Form Video Playbook](#)

With specific examples and templates you can follow.

[A YouTube Thumbnail Designer Shows How To Improve A Single Thumbnail](#)

You don’t need professional design skills to make tweaks like these to your thumbnails.

[A YouTube Trick To Get More Views Of A Video You Already Published](#)

It will take you 4 minutes to watch this video and half as much time to implement it.

[Common YouTube Advice You Need To Ignore](#)

Turns out a lot of “best practices” are now outdated.

[How To Come Up With A Killer YouTube Video Idea](#)

Including how to pick a topic, format, and angle.

[How To Get Thousands Of YouTube Views From Hundreds Of Subscribers](#)

Based on how one creator gets 10,000 views on videos despite only having 467 subscribers.

[How To Grow A YouTube Channel From Scratch In 12 Months](#)

The exact process used by one of the world’s top YouTube growth experts.

[YouTube Tips From A Strategist Who’s Generated Billions Of Views](#)

Including how to use his Core, Casual, and New framework.