



WORDCAMP PRAHA 2020

How to make a meaningful **impact** with **original** content



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How to make a
meaningful impact
with original content

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How to make a meaningful impact with **original** content

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WHAT YOU'LL LEARN



Why you should create content

Examples of people who've done it to get you inspired

Reasons you haven't created content yet

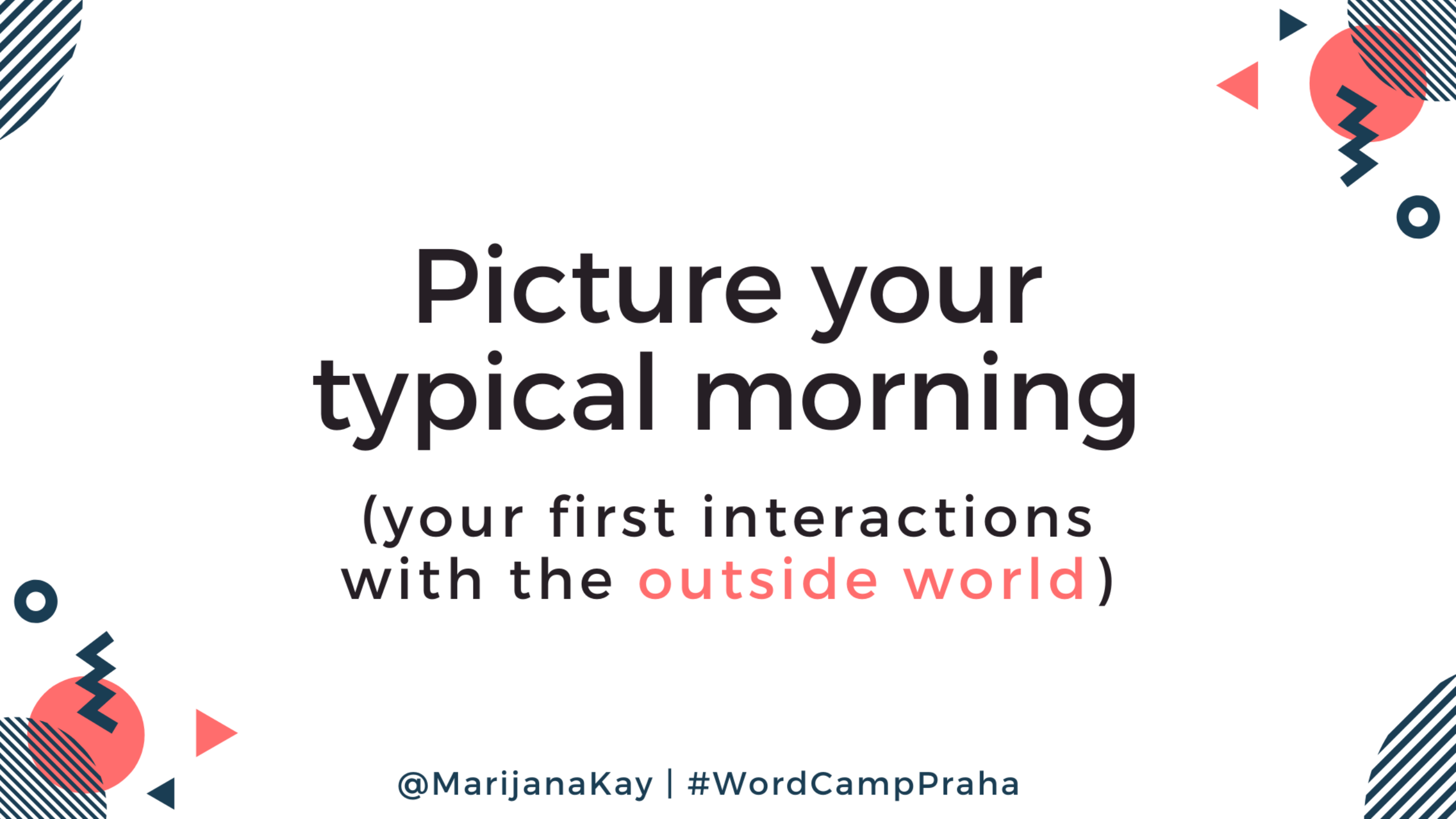
Easy **steps** you can take to start creating content

Tips and tricks to make sure you keep going

#1

**Why you should
create content:
the three answers**





Picture your typical morning

(your first interactions
with the **outside world**)

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By this point, you've
been exposed to
hundreds of pieces of
content

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They have created
something to **get in**
front of you

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Answer #1:

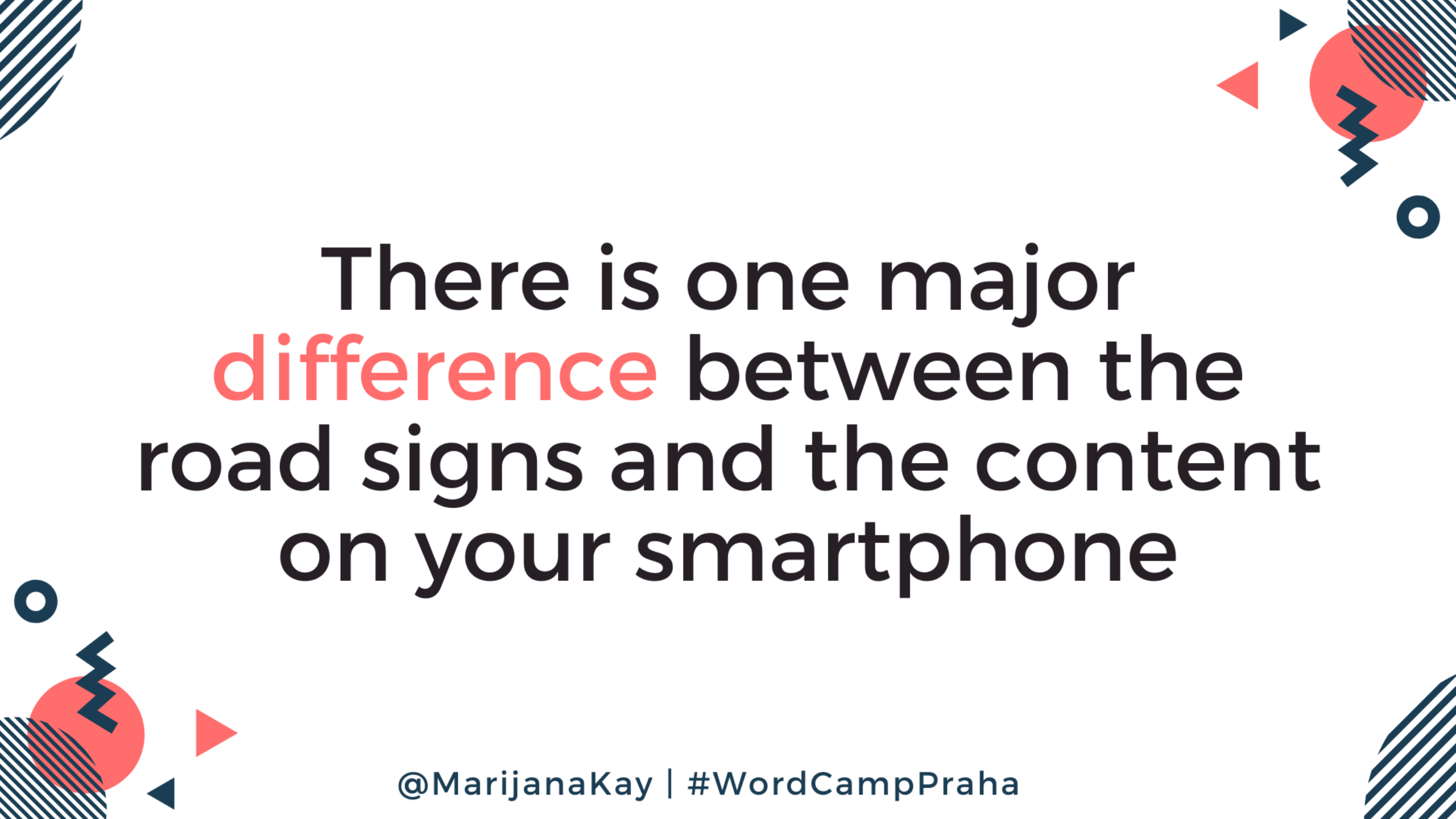
**To create your online identity
(because without content, you don't
have one)**





If there was nothing
they've published,
would you know they
existed?

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There is one major
difference between the
road signs and the content
on your smartphone

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The signs are from
businesses who
have **defaulted** to
marketing their
message for
centuries

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The signs are from
businesses who
have **defaulted** to
marketing their
message for
centuries

The content on
your smartphone
is from **people**
you've given some
form of
permission



Billboards

Radio shows
and ads

Blog posts

YouTube
videos



Store
windows

Print articles
and ads

Email
newsletters

Videos that
expire
after 24h

TV shows
and ads

Mailbox
flyers

Social media
images


Short social
media copy



Live video

Podcasts

Long social
media copy





Billboards

Radio shows
and ads

Store
windows

Print articles
and ads

TV shows
and ads

Mailbox
flyers

- We're used to this
- Anyone with a **budget** can reach us...
- ...even if we haven't asked for it

- We chose to interact with and subscribe to
- What ends up here is based on how it makes us **feel**...
- ...not on the popularity/size of the creator

Live video

Blog posts

Email newsletters

Social media images

Podcasts

YouTube videos

Videos that expire after 24h

Short social media copy

Long social media copy



That means it's where
you can show up, too

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All you need is your
smartphone or laptop

(it has a camera, microphone, notes,
and internet)

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Tim Soulo • 1st

CMO & Product advisor at Ahrefs.com (Singapore)

12h • Edited • 

We've reached 100,000 subscribers on our company YouTube channel!!!

(no fake followers or shady tactics were used to achieve that)

I know someone might say that 100k is not that big of a deal. Someone else might say that this is just a stupid piece of aluminium that doesn't really mean anything or change anything.

But for me, as the CMO of [Ahrefs](#) this simple award somehow actually means a lot and makes me quite happy and satisfied.

If you think about it - 100,000 people is quite a lot! And the total number of views on our channel is at 4,709,294 as of today.

Isn't it crazy how many people you can reach today if you have a camera and an internet connection?

Now let's see if we can get that golden button! :)

Source:
[linkedin.com/in/
timsoulo](https://www.linkedin.com/in/timsoulo)

Answer #2:

**Because to create an impact, you
only need one right set of eyes on
your content**

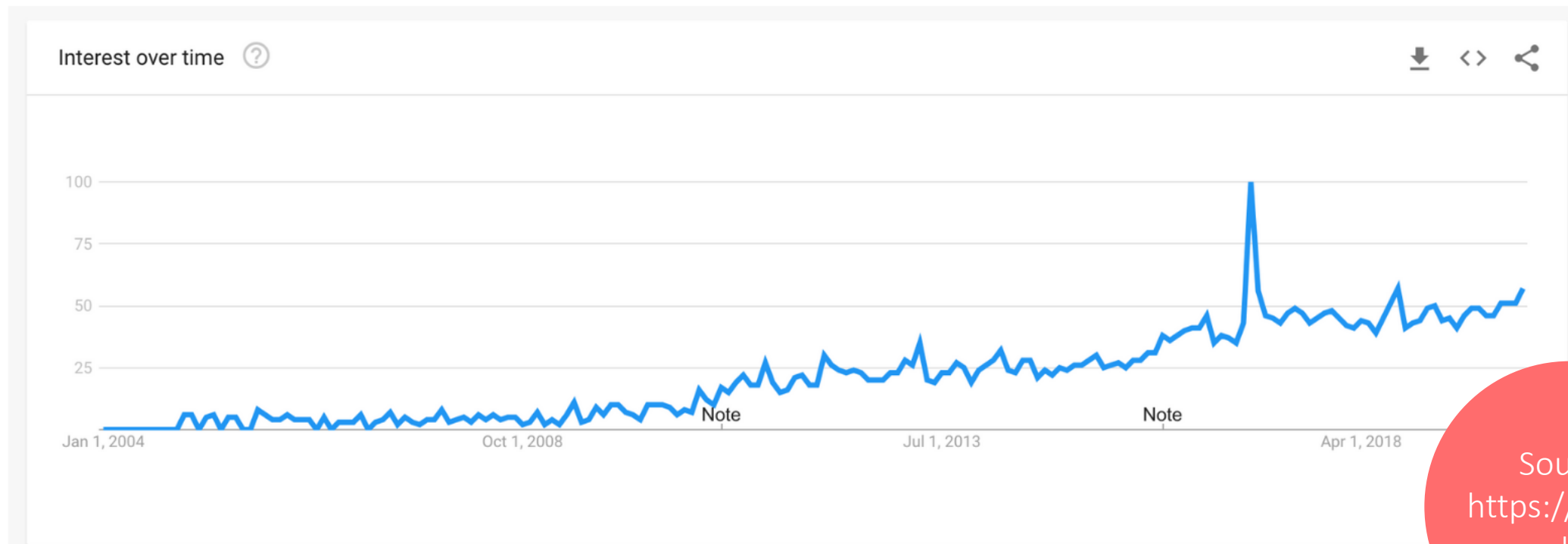




"Is it your job to make
things go **viral**?"

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Social media has conditioned us to think that viral is cool



Source:
<https://trends.google.com>

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I'm not here to tell you
how to go viral

(I don't know how to do
that; most people don't)

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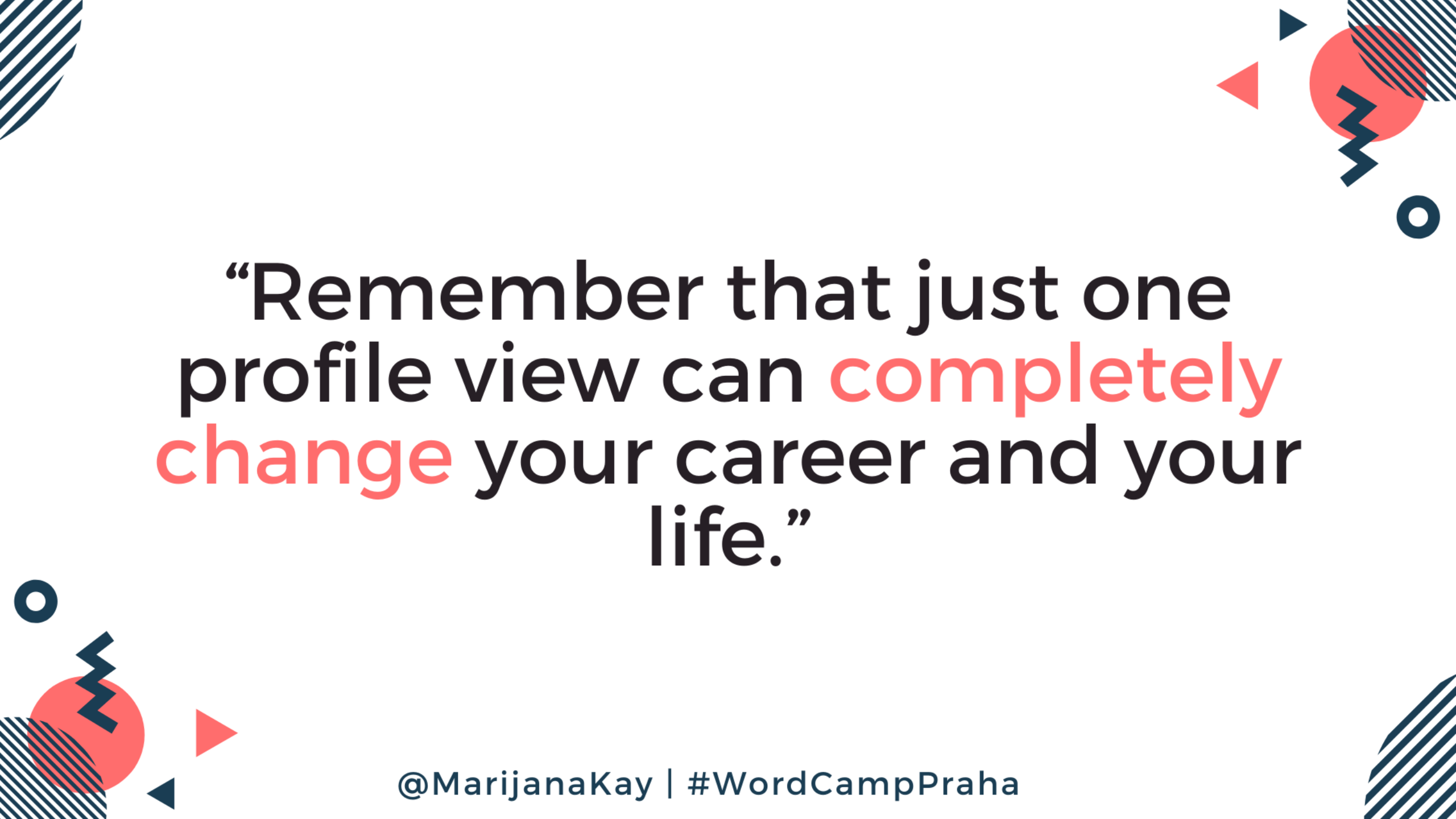
It's not a science...
Even if it were, it
wouldn't matter

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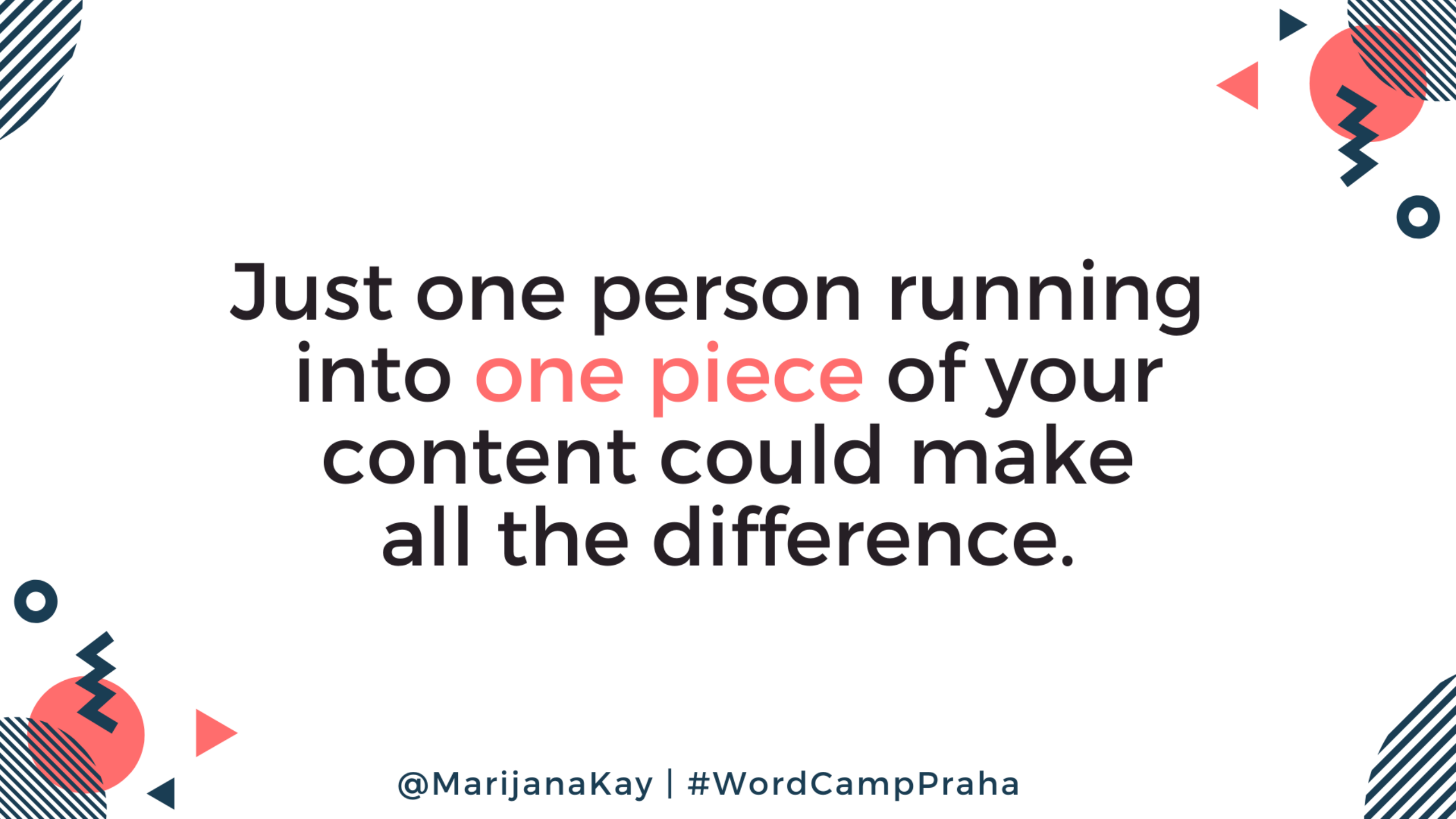
I remember an
inspiring tip about
LinkedIn profiles

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“Remember that just one profile view can **completely change** your career and your life.”

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Just one person running
into **one piece** of your
content could make
all the difference.

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The opportunities are
limitless, but it means you
have to create, and **keep
creating.**

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Creating just once won't cut it...

5,760,000 blog posts

More than 5,760,000 **blog posts** are **published** on the **Internet every single day**.

Jan 31, 2020

www.websitehostingrating.com › [Blog](#) › [Statistics & Facts](#)

[100+ Internet Statistics & Facts For 2020 You Should Know ...](#)

[? About Featured Snippets](#)

[Feedback](#)

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...but over time, you'll build a net



The power of writing online is real

On Sunday morning, I explored New York with two of my favorite people: Nick Maggiulli and Ana Lorena Fabrega.

I write about Nick a lot, mostly because he's equal parts kind, impressive, and an outstanding friend. And true to the Write of Passage thesis, Nick transformed his career by publishing a blog post every week for the past 162 weeks. In a matter of only 18 months, he went from working a job he didn't like in Boston to running data at Ritholtz Wealth Management in New York.

That's the power of writing online.

Source:
David Perell's
newsletter

The power of writing online is **really** real

Nick Maggiulli

Data Scientist



How I arrived at RWM:

"After working in litigation consulting/data analytics for 5 years I decided to start an investment blog. Michael Batnick was one of my first 20 Twitter followers and we eventually met at EBI East in November 2017. We quickly realized that RWM needed someone to do data science for them. I pitched them on my vision to incorporate client-focused analytics into their business and it must have struck a chord."

Source:
[ritholtzwealth.com
/team/nick-
maggiulli/](https://ritholtzwealth.com/team/nick-maggiulli/)

Consider this:

LEARN SMARTER

Once you subscribe, I'll send you my **Top 10 All-Time Most Popular Articles**, with a short introduction to each one.

Source:
perell.com



You only get to say that
when you've written **dozens**
or **hundreds** of them

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Answer #3:

**Because once you get started, it's
easy to iterate and keep going**



Momentum is powerful

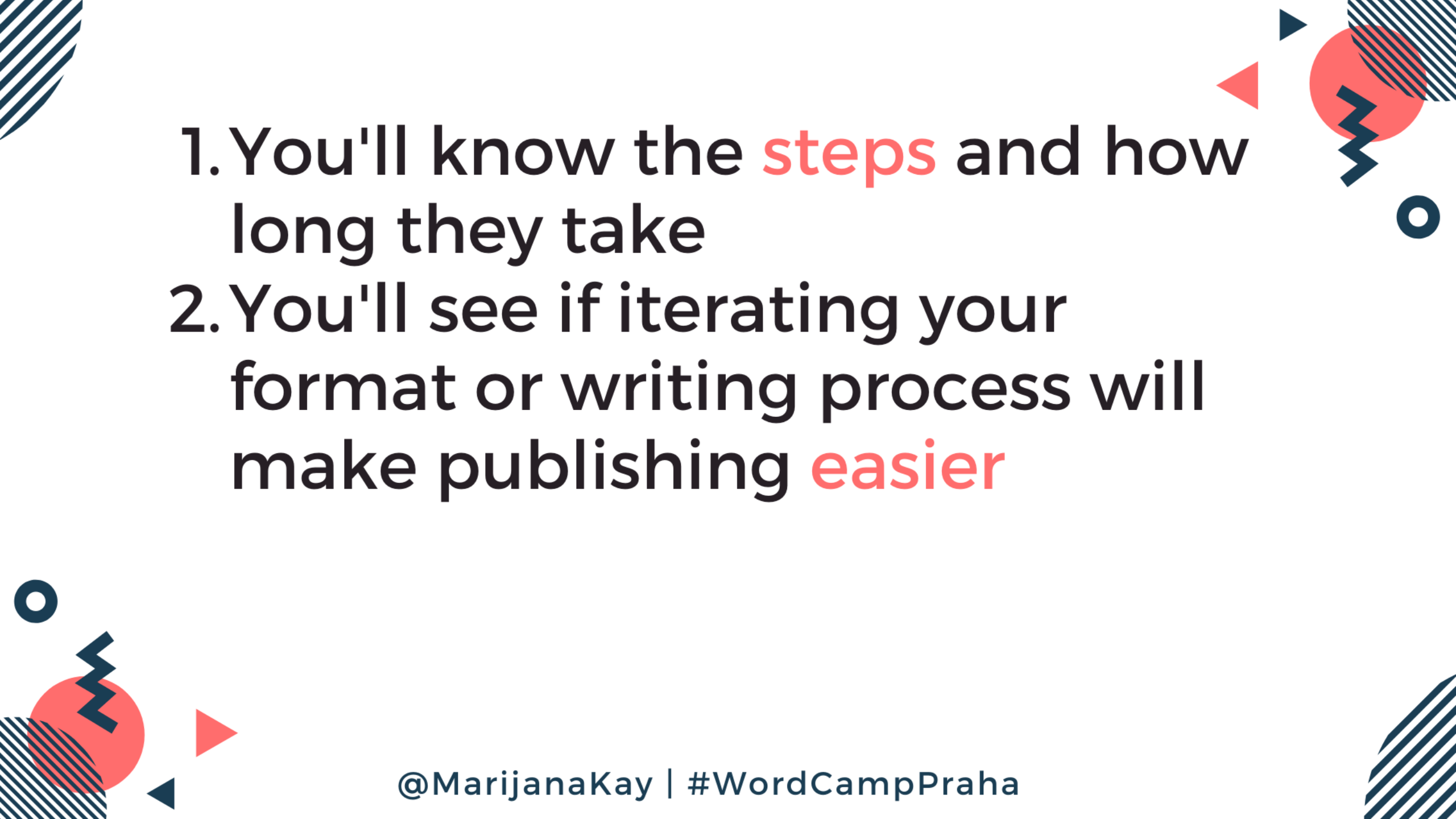
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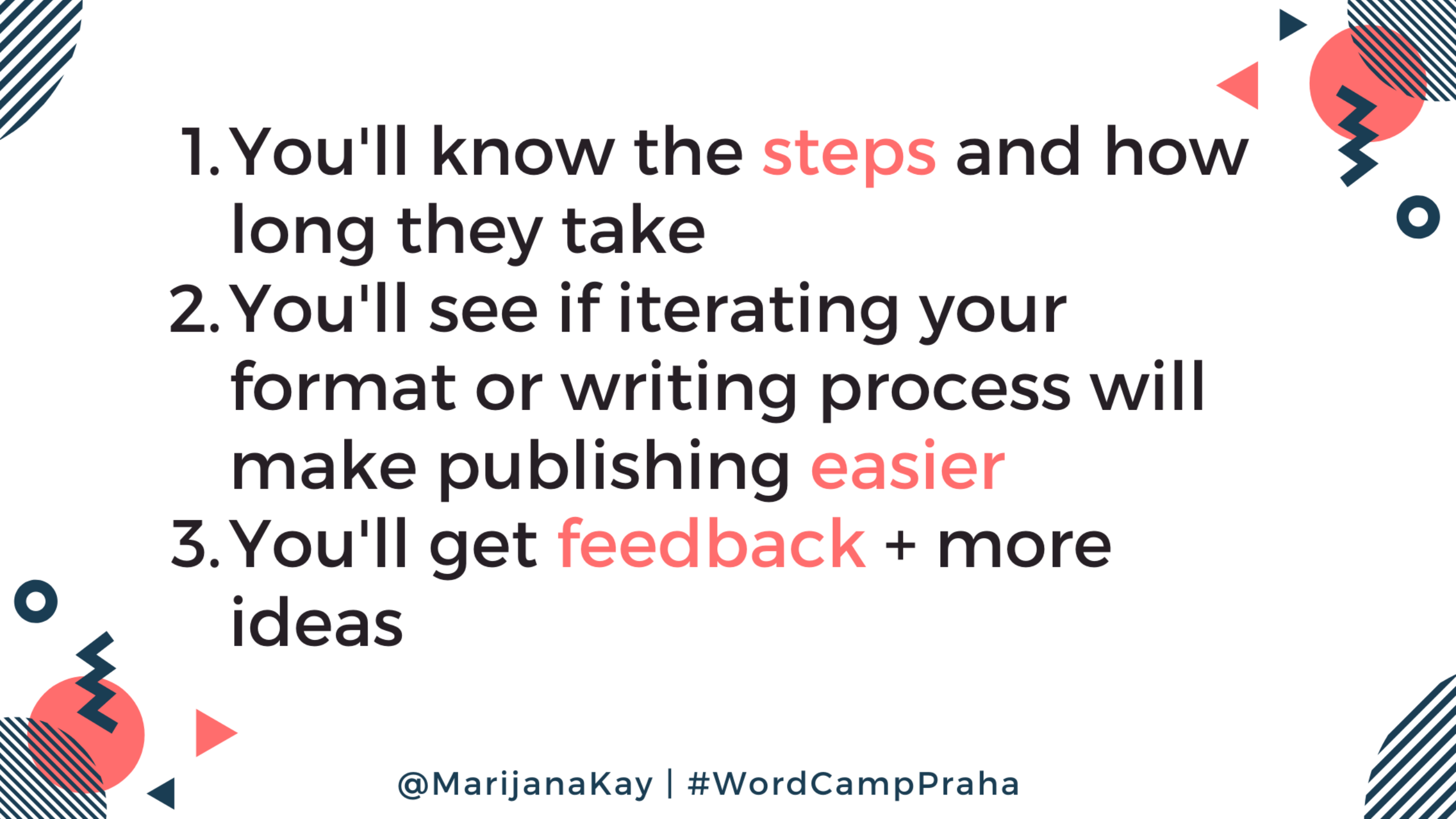


1. You'll know the **steps** and how long they take

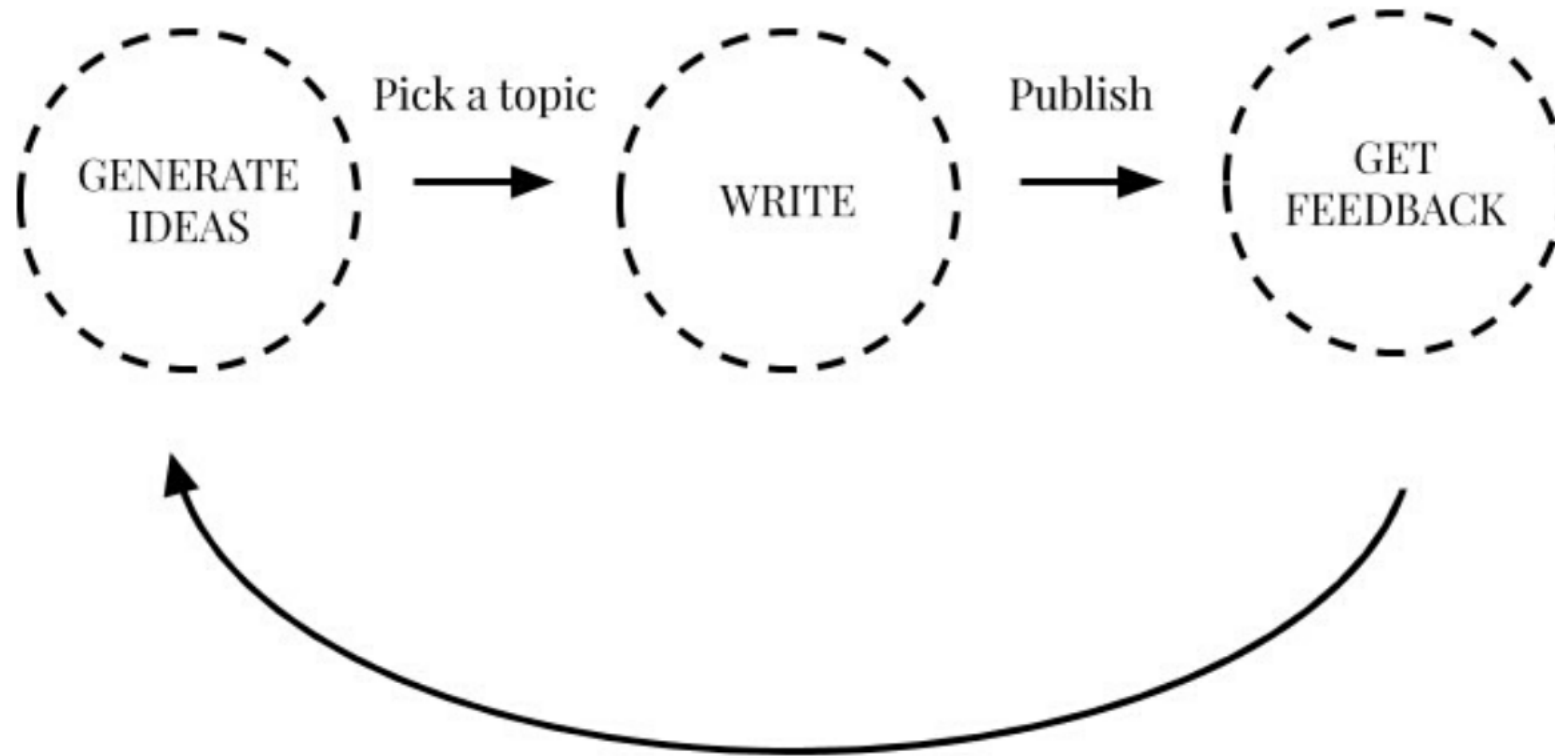


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- 
1. You'll know the **steps** and how long they take
 2. You'll see if iterating your format or writing process will make publishing **easier**

- 
1. You'll know the **steps** and how long they take
 2. You'll see if iterating your format or writing process will make publishing **easier**
 3. You'll get **feedback** + more ideas

You'll build the writing loop



Source:
[nesslabs.com/
writing-habit](https://nesslabs.com/writing-habit)

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#2

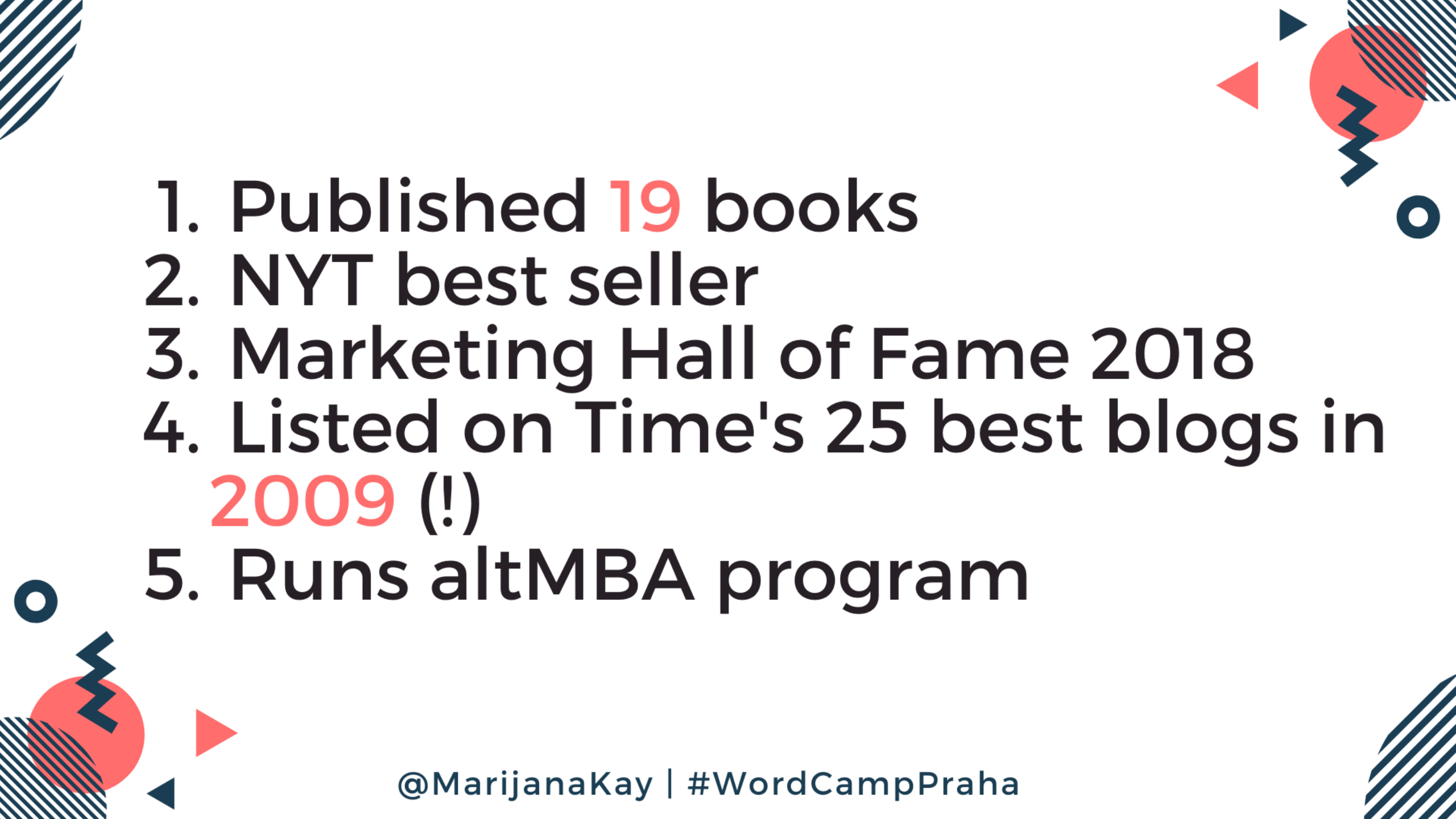
**The examples to keep
you inspired**

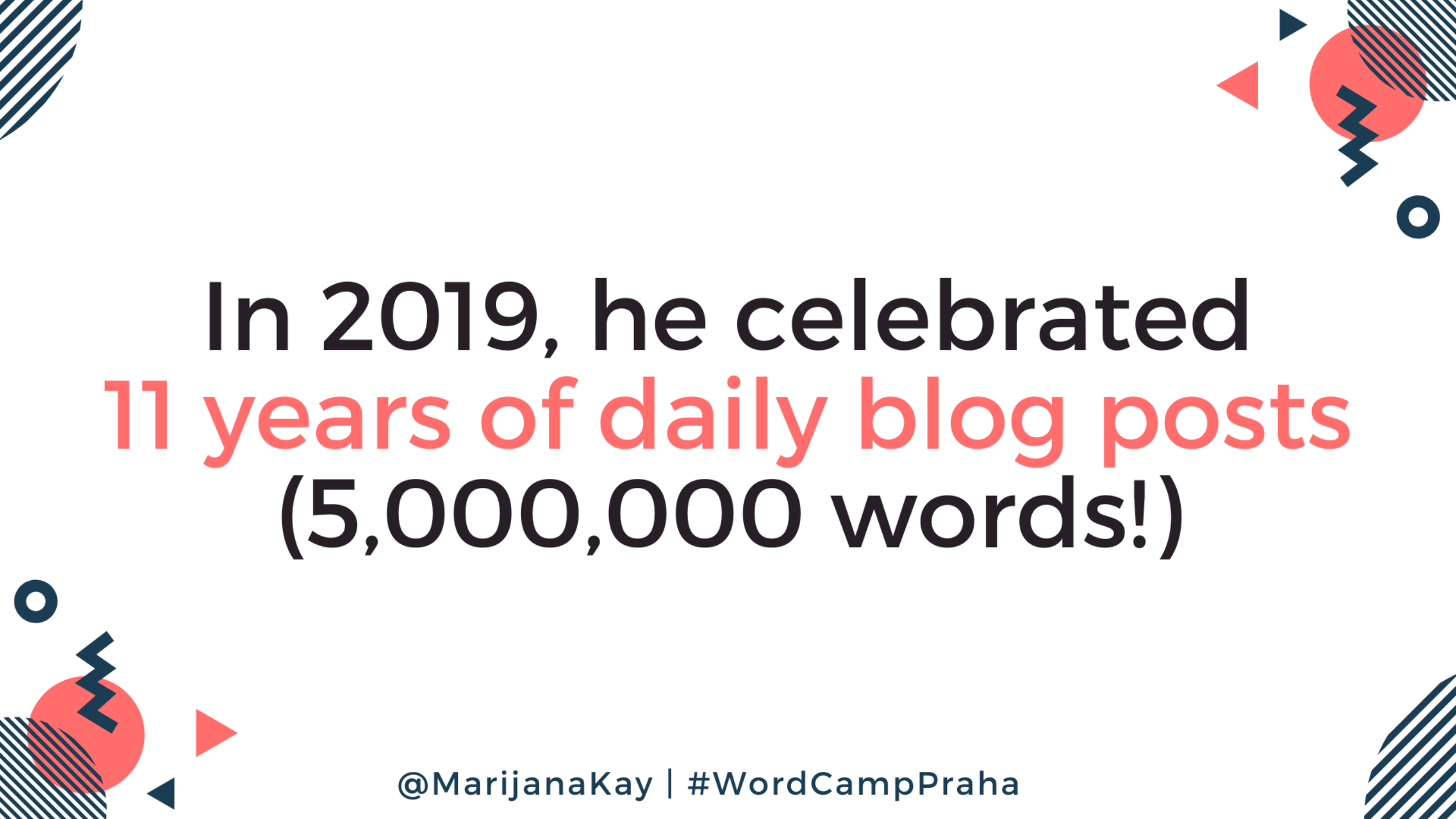




Example 1: Seth Godin

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- 
1. Published **19** books
 2. NYT best seller
 3. Marketing Hall of Fame 2018
 4. Listed on Time's 25 best blogs in **2009 (!)**
 5. Runs altMBA program



In 2019, he celebrated
11 years of daily blog posts
(5,000,000 words!)

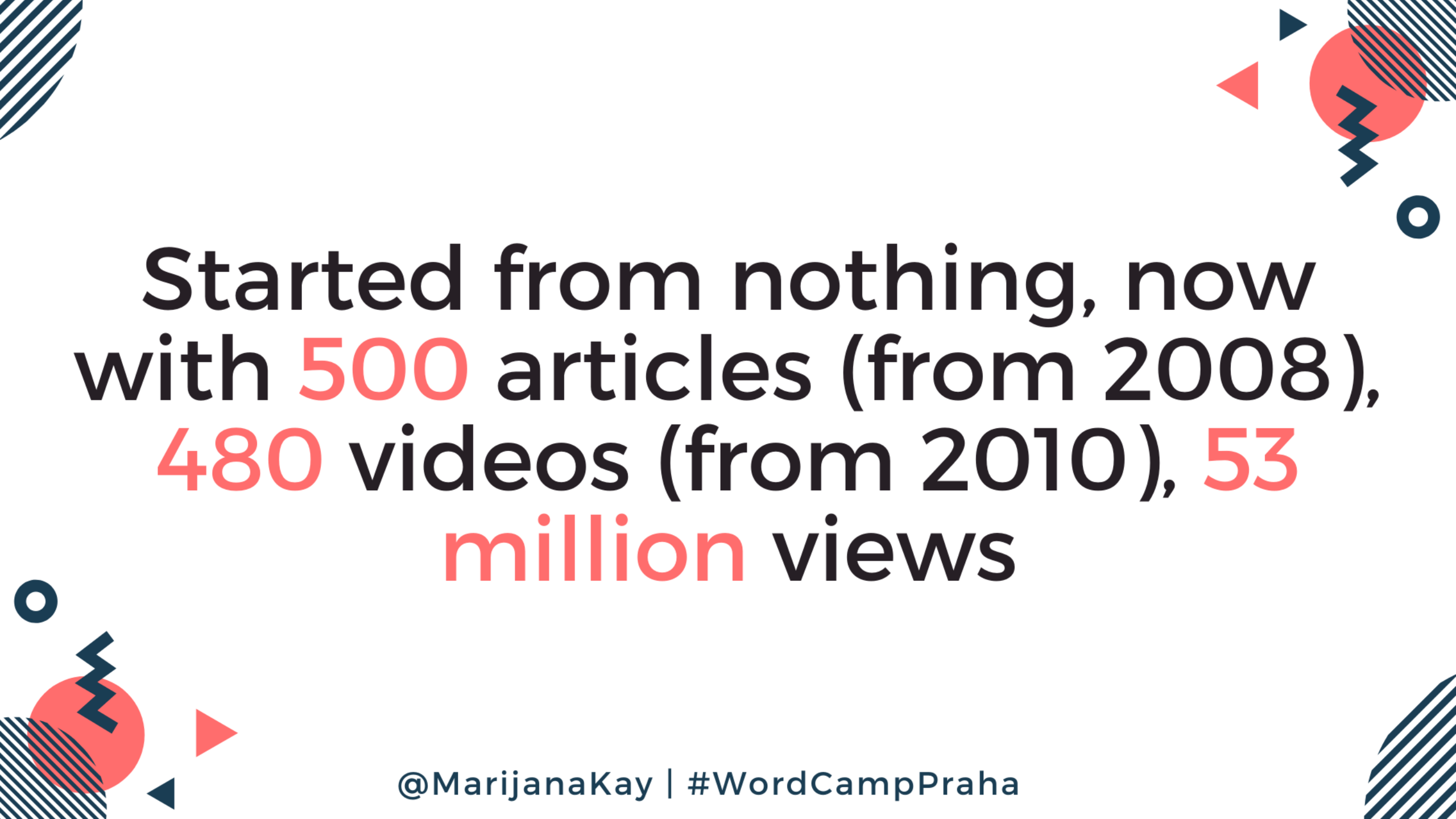
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Example 2: Marie Forleo

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- 
1. Called "a thought leader for the next generation" by **Oprah**
 2. A **philanthropist** (Malala Fund, Pencils of Promise, Samasource...)
 3. Created super-popular **B-School**
 4. Wrote a best-selling **book**



Started from nothing, now
with **500** articles (from 2008),
480 videos (from 2010), **53**
million views

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Example 3: **me!**

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Run deep, run wild

Trčanje je moj život. To nije samo skupljanje kilometara u nogama i brojanje koraka za korakom. To nije ni besmisleno beskrajno udaranje nogama po asfaltu. Ono krije puno veće i snažnije priče, pouke, velika prijateljstva i doživljaje koji se pamte zauvijek.

ČETVRTAK, 10. SIJEČNJA 2013.

Baš je mrak!

Mrak kombinacija je stvarno - „mrak“. Prije svega, za početak, zato što se odvija, tko bi rekao, po mraku. A drugi razlog je što je toliko dobra da ne možeš ne reći „Hej, pa ovo je mrak!“ :)

Već sam pisala o **jutarnjoj gelender ligi** koja je posebna sama po sebi. Još je **čudnija i neobičnija** kad se kombinira s **Mrak ligom**, također na Medvednici, pa nastane **Mrak kombinacija**, odnosno natjecanje od **osam kola** smještenih u ukupno šest srijeda za redom i kombinira **dvije jutarnje gelender lige** (u siječnju i veljači) te **šest utrka srijedom u 18 sati**.

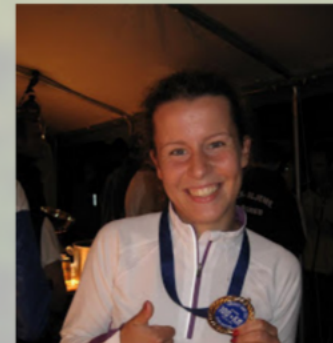


Okupljanje prije starta



A JA SAM...

Marijana. Studentica novinarstva, zaljubljena u knjige, putovanja, čajeve, snijeg, more, nove ljude, nova mjesta, nove priče... Donosim vam priče iz svijeta trčanja po cesti, brdima, raznim gradovima i s raznim ljudima, u namjeri da vas upoznam s čudima koja taj svijet nosi :)





It helped me become a
Nike+ Run Club
ambassador

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Find examples that
inspire **you**

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quinn.tempest

Following



1,070 posts

9,525 followers

581 following

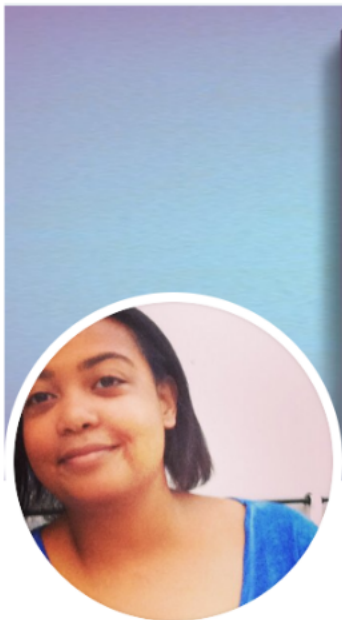
Podcast 221 | Dependency

By Joshua Fields Millburn & Ryan Nicodemus · Follow: Facebook, Twitter, Instagram



Arlan 🙌 ✓

64.1K Tweets



Arlan 🙌 ✓



DON'T DENY THE
WORLD YOUR VOICE
HOW TO TURN BEING
UNDERESTIMATED INTO
YOUR GREATEST ADVANTAGE

ITSABOUTDAMNTIME.COM



Following

#3

**Reasons you haven't
created content yet
(your potential
excuses)**





I don't want you to
feel **guilty** for using
these excuses

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Excuse #1:

I'm not a good writer



"I'm not a good pilot."

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"I'm not a good pilot."

"Why do you think that?"




"Have you had an accident recently?"

"I'm not a good pilot."

"Why do you think that?"





"Have you spoken to your
instructor about it?"




"Have you had an accident
recently?"

"I'm not a good pilot."



"Why do you think that?"





"Have you spoken to your instructor about it?"

"Have you had an accident recently?"

"I'm not a good pilot."

"Why do you think that?"

"How often have you been practicing?"






"I'm not a good runner."

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"I'm not a good runner."

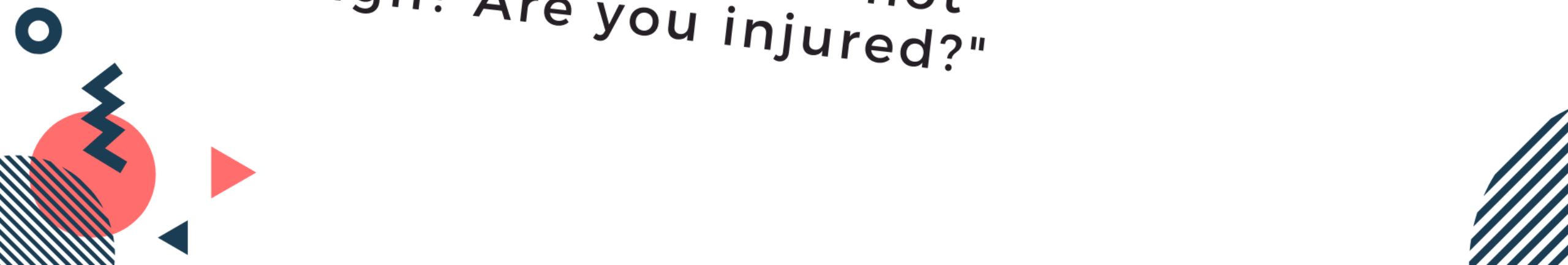
"Why? Do you feel you're not fast enough? Are you injured?"




"Have you tried joining a running club?"


"I'm not a good runner."

"Why? Do you feel you're not fast enough? Are you injured?"






"Have you asked fellow runners for tips?"





"Have you tried joining a running club?"

"I'm not a good runner."



"Why? Do you feel you're not fast enough? Are you injured?"






"Have you asked fellow runners for tips?"



"Have you tried joining a running club?"

"I'm not a good runner."



"Why? Do you feel you're not fast enough? Are you injured?"



"How often have you been practicing?"



"I'm not a good writer."

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"I'm not a good writer."





Kaleigh Moore ✓
@kaleighf

The best piece of writing advice I can give you for 2020 is: Just do it more.

Even if you're not sharing it publicly. Write. Read. Repeat.

It's impossible not to improve that way.

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Source:
twitter.com/kaleighf

Excuse #2:

**No one will find my
topics interesting**





We often feel like we're not
expert enough or that our
stories won't **resonate**

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Q steps to making



- Q steps to making **a song**
- Q steps to making **a movie**
- Q steps to making **a paper airplane**
- Q steps to making **a law**
- Q steps to making **slime**
- Q steps to making **a quilt**
- Q steps to making **a decision**
- Q steps to making **a website**
- Q steps to making **an app**
- Q steps to making **a cake**

Google Search

I'm Feeling Lucky

Report inappropriate predictions
[Learn more](#)



🔍 how can i be



- 🔍 how can i be **happy**
- 🔍 how can i be **more sustainable**
- 🔍 how can i be **a better person**
- 🔍 how can i be **a better mother**
- 🔍 how can i be **more confident**
- 🔍 how can i be **rich**
- 🔍 how can i be **sure**
- 🔍 how can i be **happy again**
- 🔍 how can i be **taller**
- 🔍 how can i be **more patient**

Google Search

I'm Feeling Lucky

Report inappropriate predictions
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🔍 how can i get better at

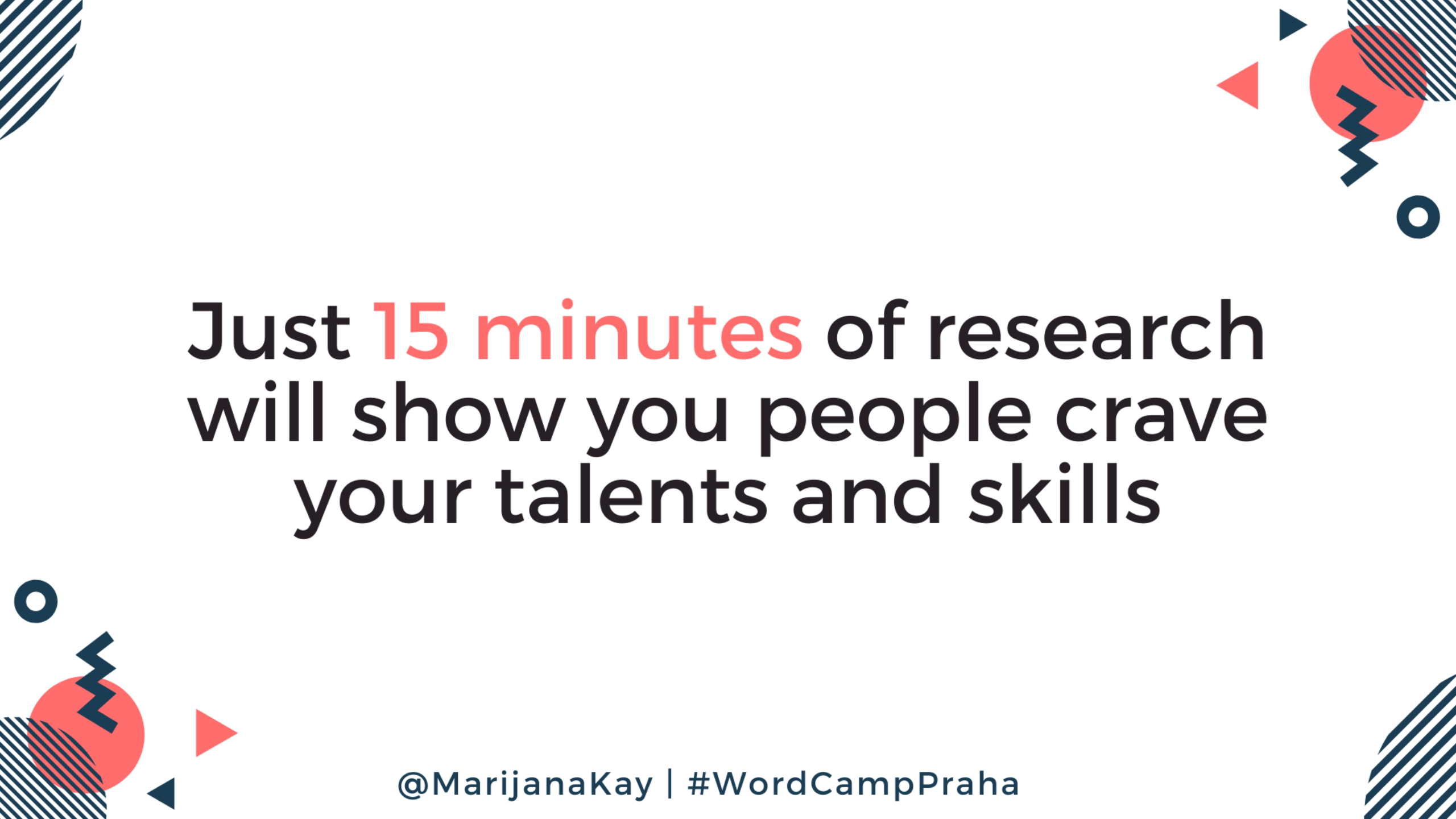


- 🔍 how can i get better at **math**
- 🔍 how can i get better at **fortnite**
- 🔍 how can i get better at **drawing**
- 🔍 how can i get better at **singing**
- 🔍 how can i get better at **basketball**
- 🔍 how can i get better at **running**
- 🔍 how can i get better at **push ups**
- 🔍 how can i get better at **writing**
- 🔍 how can i get better at **typing**
- 🔍 how can i get better at **chess**

Google Search

I'm Feeling Lucky

[Report inappropriate predictions](#)
[Learn more](#)




Just **15 minutes** of research
will show you people crave
your talents and skills

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Excuse #3:

**I can't get hundreds
of readers/followers**





You don't need to reach **all**
the people, only the **right**
ones

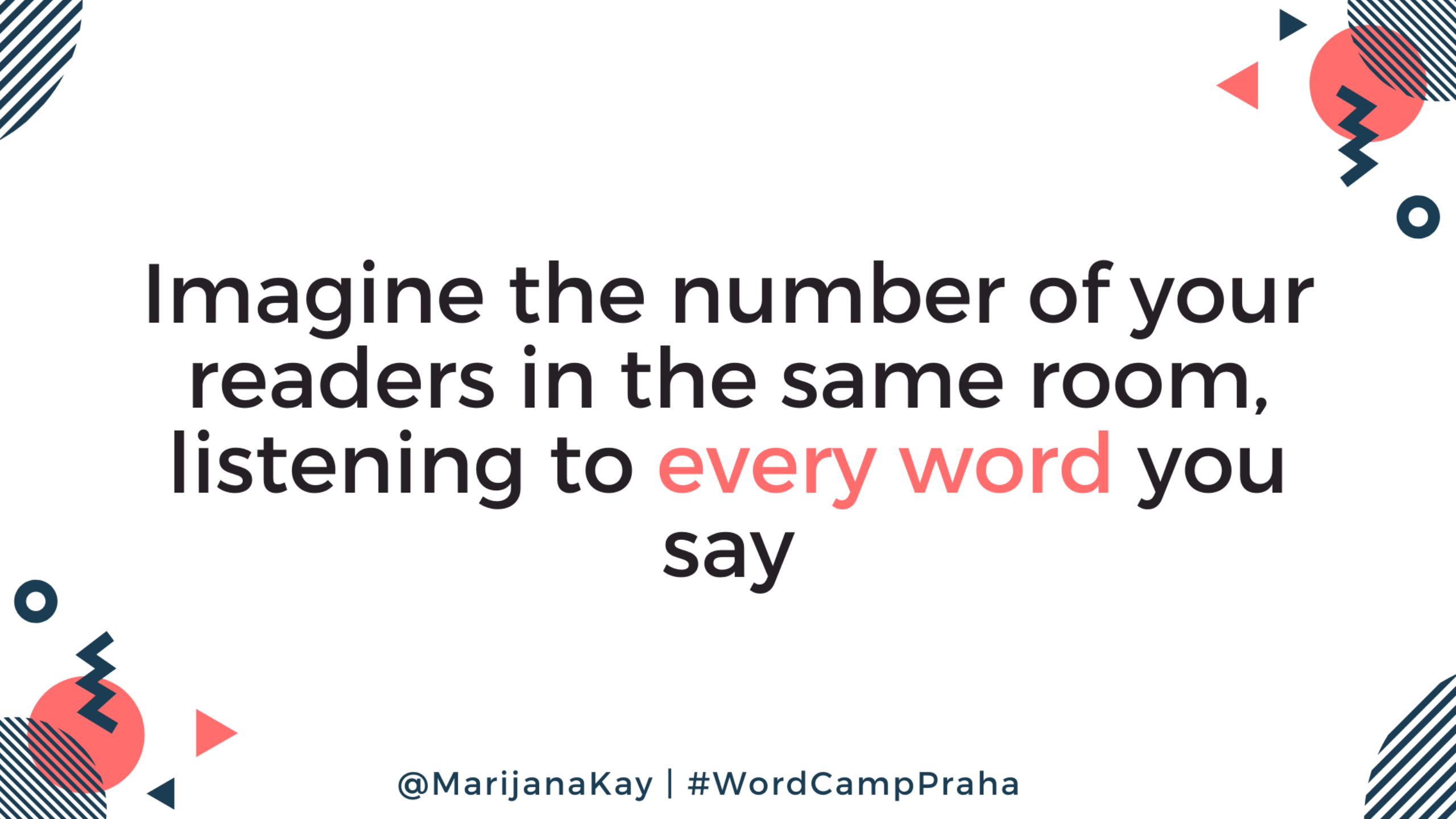
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Instead of being this guy...



...be the cool person
at the party:





Imagine the number of your
readers in the same room,
listening to **every word** you
say

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Excuse #4:

**Everyone else got
their success faster**






We like the idea of
overnight success

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...but overnight success is
preceded by **years** or
decades of working quietly

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When people tell me I'm "lucky", that I've had so much "luck", I get so frustrated. Luck has nothing to do with it. I worked weekends and holidays every day starting at fourteen years old to make this happen. I think back to all the time I put in of real, hard work before I saw any of the benefits.

The first 18 months of [WineLibraryTV](#) when nobody was watching.

When I was practically losing money trying to build up Wine Library the first few years.



When [VaynerMedia](#) was working out of other company's conference rooms so we could stay scrappy.

Those things weren't perfect, but in the end, they all paid off. They paid off in a big way. And most importantly: they took time.


I bet so many reading this are not happy because they aren't getting what they want in life; they are expecting it too quickly and want all their dreams to come true today. But they fail to comprehend what actually goes into achieving that. Most of the time, their goals are coming at the expense of Netflix or video games. Not money. Actual time.

You need to put in the time and actual work.

Quick example: everyone talks about LeBron, and how he became a success so quickly at such a young age. Well guess what? He had been playing basketball for fifteen years before any of that fame happened. Fifteen.



Source:
[garyvaynerchuk.com/
how-to-be-an-
overnight-success](https://garyvaynerchuk.com/how-to-be-an-overnight-success)



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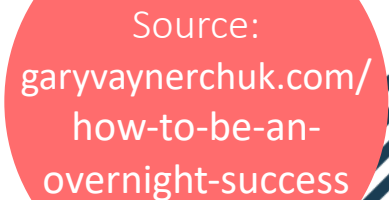

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Source:
[garyvaynerchuk.com/
how-to-be-an-
overnight-success](https://garyvaynerchuk.com/how-to-be-an-overnight-success)

Excuse #5:

**It was all already
said**





Think about musicians,
filmmakers, fashion
designers, journalists...

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en.wikipedia.org › wiki › Taylor_Swift_discography ▾

Taylor Swift discography - Wikipedia

Taylor Swift discography. American singer-songwriter **Taylor Swift** has released seven studio albums, five extended plays (EP), one live album, one compilation album, four video albums, 55 singles (including four as a featured artist), 21 promotional singles, and 44 music videos.

Martin Scorsese filmography

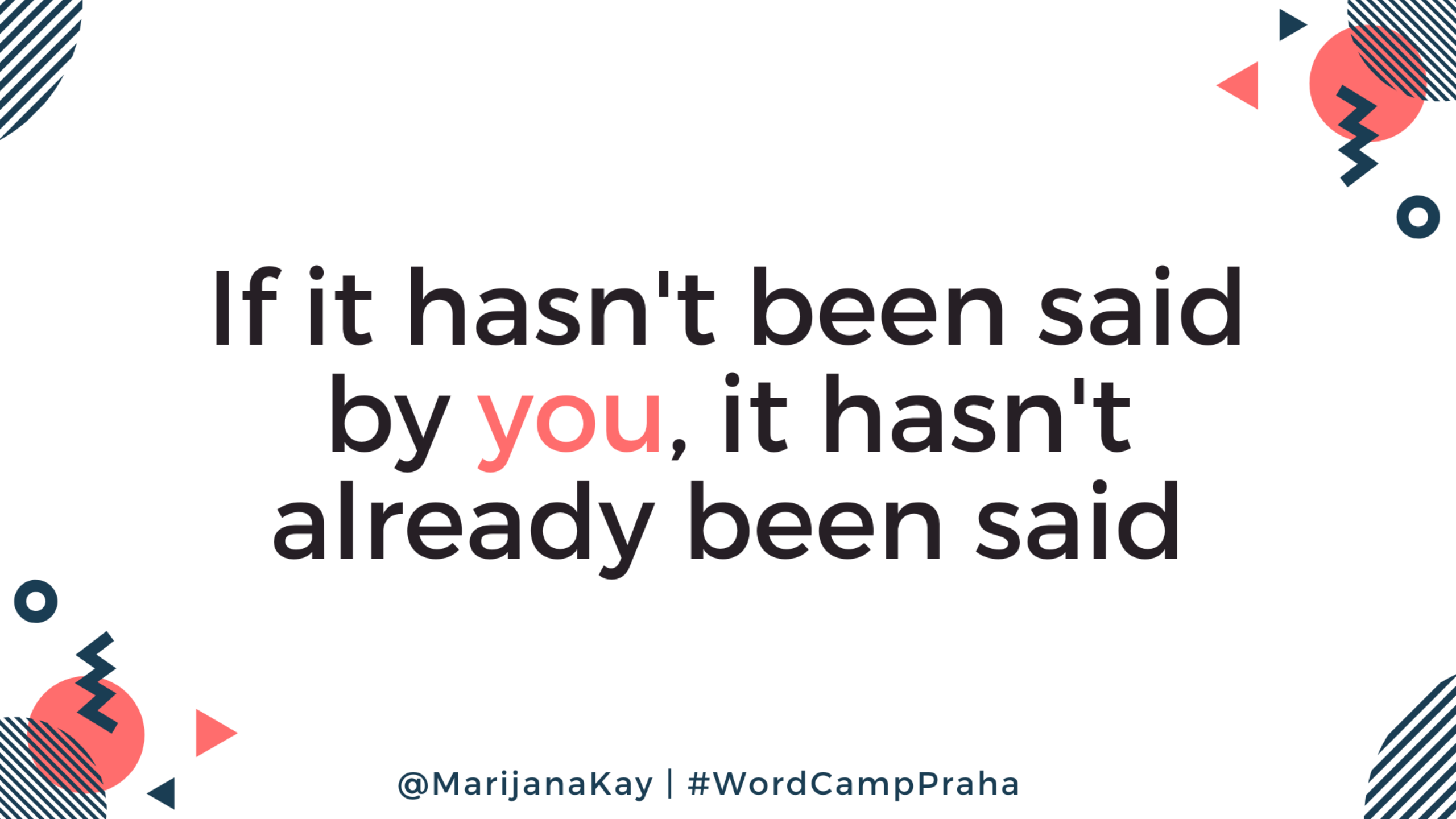
From Wikipedia, the free encyclopedia

Martin Scorsese (born November 17, 1942) is an American film director, producer, screenwriter, actor, and film historian whose career spans more than fifty years. Scorsese has directed twenty-five narrative films to date.



They **keep** releasing
their art

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If it hasn't been said
by **you**, it hasn't
already been said

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#4

**The only steps you
need to get started**



Step #1:

**Take 5 minutes to set
up your platform**





Make **WordPress** your main platform

(I know you saw this coming)

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If you don't feel that way and
you want to start elsewhere...

(YouTube, Medium, IG...)

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I still encourage you to
build **a platform you own**
at the same time

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Take **5 to 10 minutes** for
the main setup

(you can tweak it later)

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Step #2:

**Brainstorm 5 topics
to get started**





Remember: people
want to learn **all** kinds
of things

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running gear for|



running gear for **women**

running gear for **men**

running gear for **winter** ←

running gear for **kids**

running gear for **cold weather** ←

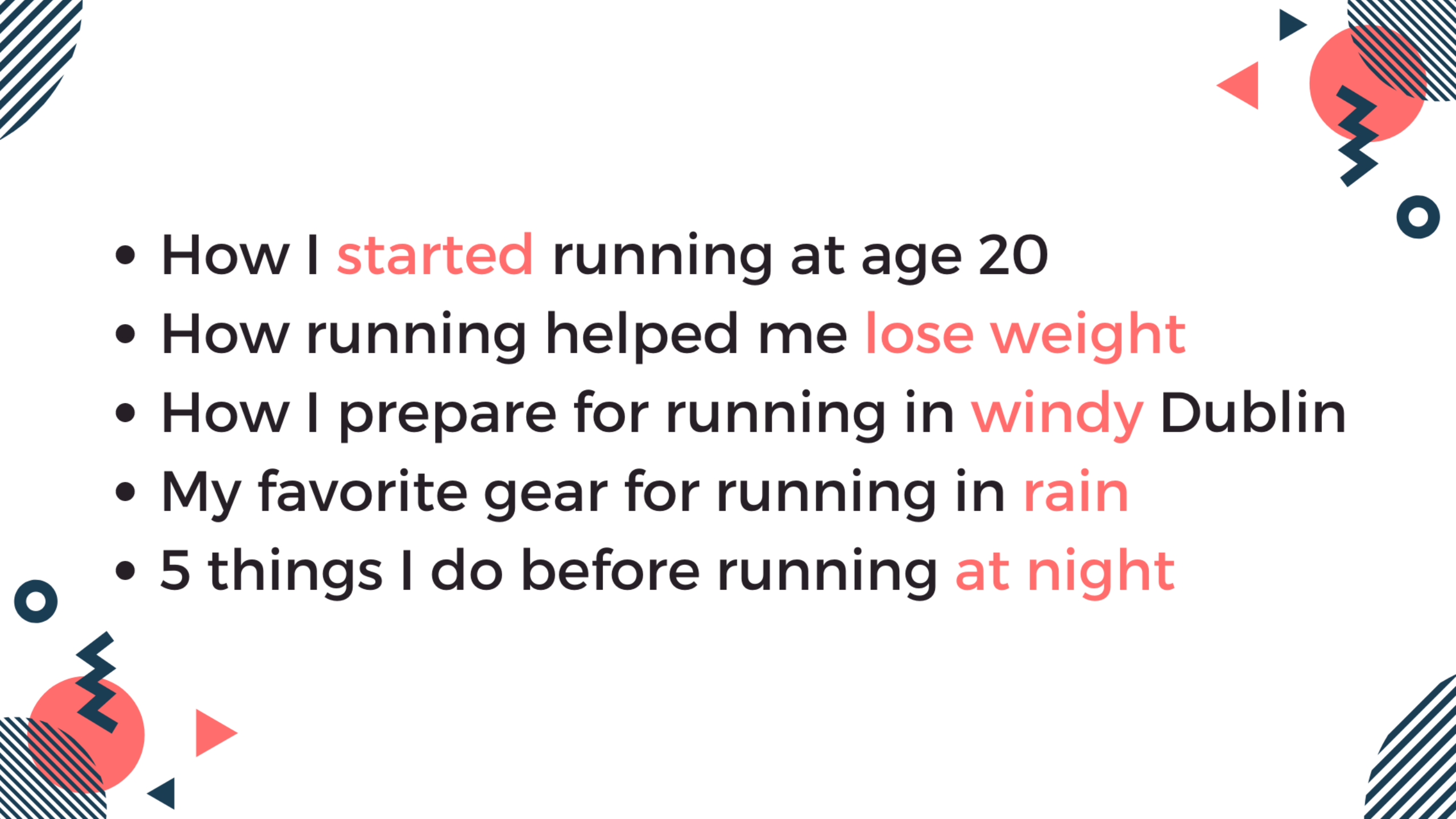
running gear for **beginners** ←

running gear for **rain**

running gear for **sale**

running gear for **dogs**

running gear for **night** ←

- 
- How I **started** running at age 20
 - How running helped me **lose weight**
 - How I prepare for running in **windy** Dublin
 - My favorite gear for running in **rain**
 - 5 things I do before running **at night**

Step #3:

**Set your first
deadline**





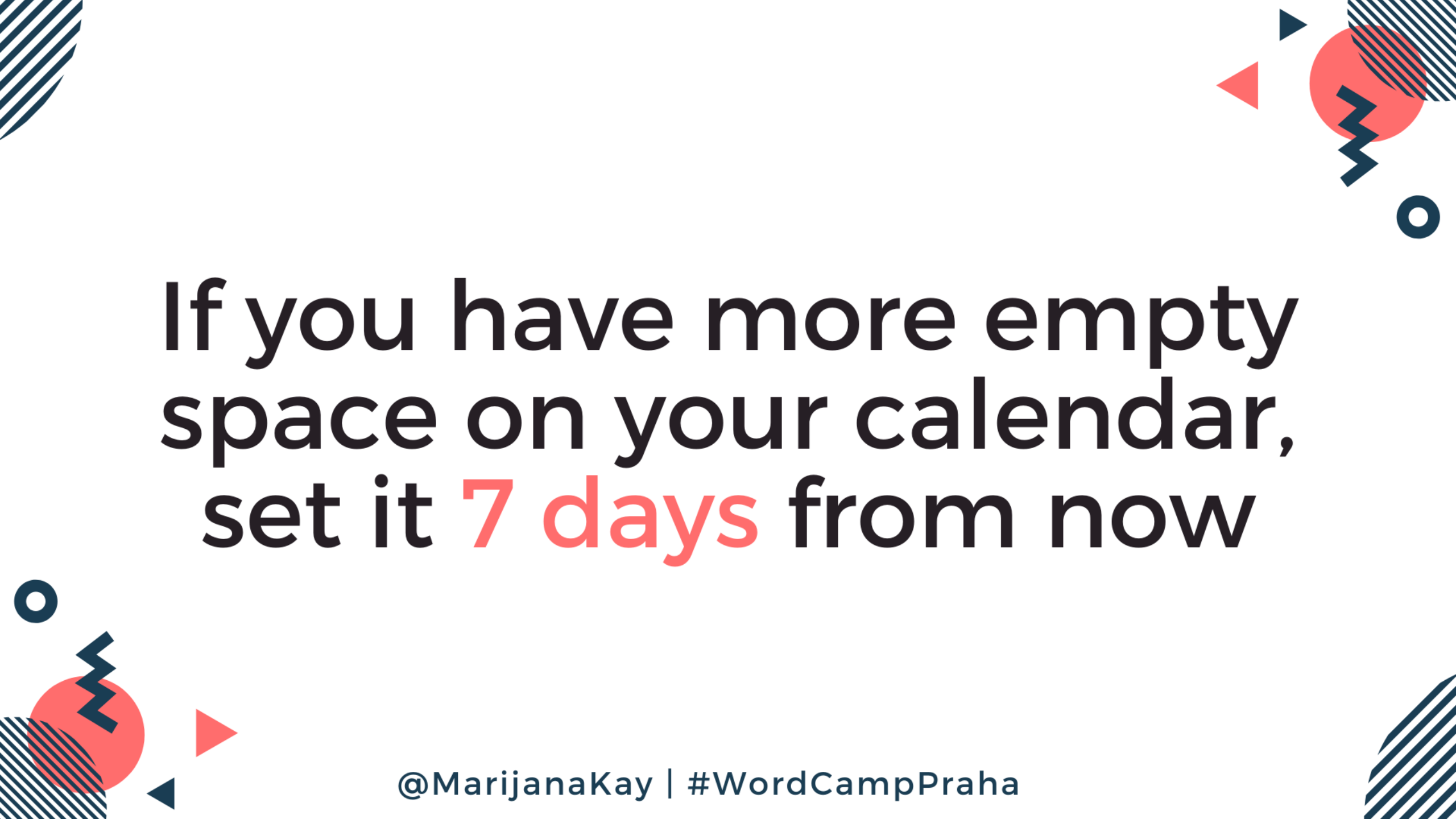
Someday is not a day
of the week

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If you're in a busy
season, set it **4 weeks**
from now

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If you have more empty
space on your calendar,
set it **7 days** from now

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Step #4:

**Know the steps you
need to take**





It could be as simple as...

1. Write in Google Doc
2. Move to WordPress and publish



Or you may need extra steps...

1. Write in Google Doc
2. Take photos
3. Source relevant links
4. Move to WordPress and publish



Make it as few steps as possible:

Done is better than
perfect

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#5

**Quick tips to keep you
going**



Tip #1:

Make it a habit





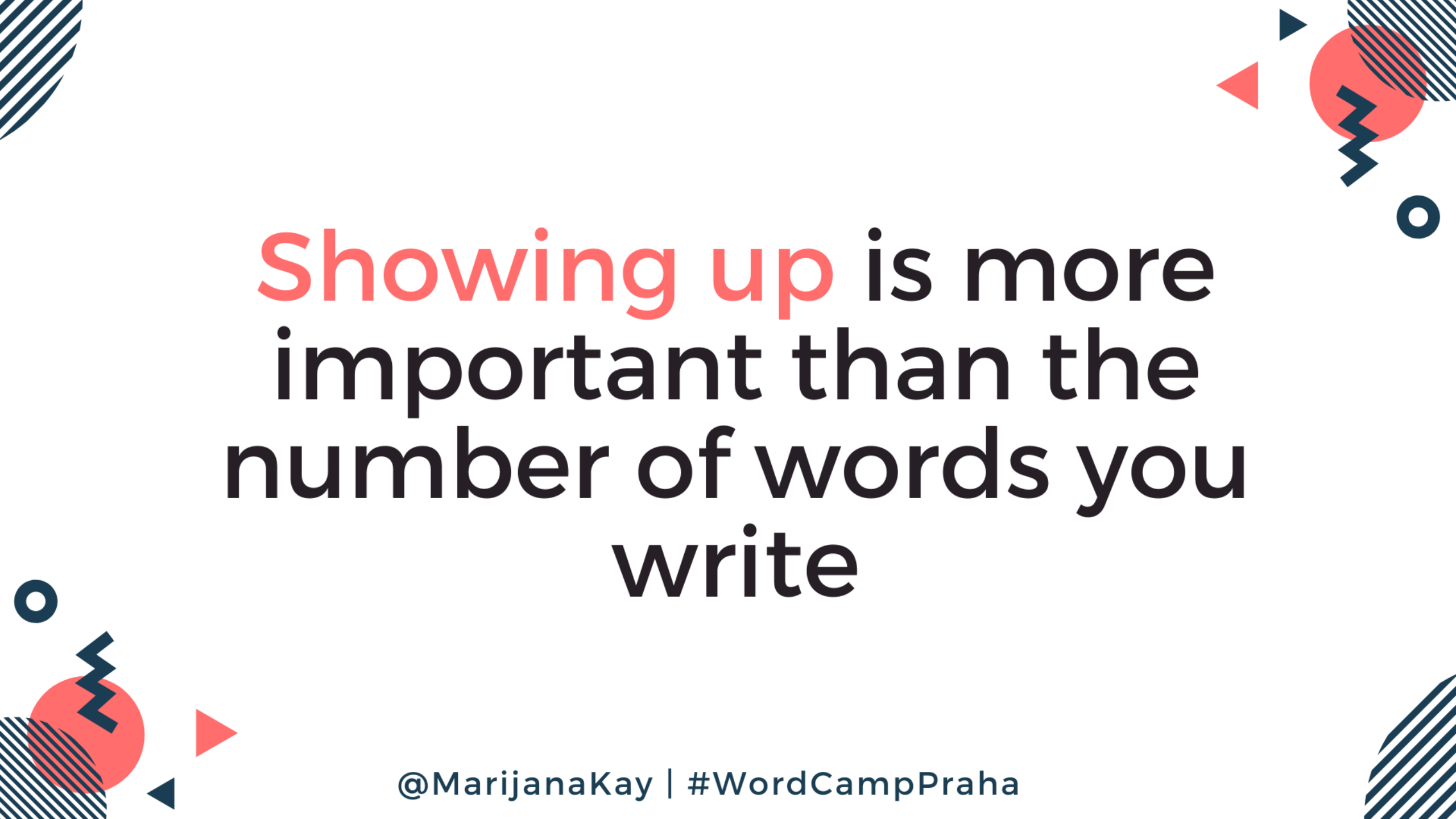
Daily or weekly works
best, it's entirely up to
you

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Ideas:

- 15 minutes every morning
 - 1 hour every Sunday evening
 - 2 hours every two weeks
- 



Showing up is more
important than the
number of words you
write

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Tip #2:

Don't run out of content ideas



Sophie Livingston 
@KickstartSophie

How to keep showing up when you're out of ideas:

1. Repurpose old content
2. Stop consuming or change your habits
3. Ask questions
4. Create in advance
5. Embrace a season of rest

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Source:
[twitter.com/
KickstartSophie](https://twitter.com/KickstartSophie)

Tip #3:

Read!





**Not to compare yourself
to others...**

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...but to **get inspired** by
humanity's greatest ideas,
writing styles, storytelling
techniques, and more

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Tip #4:

**Switch up your styles, formats,
platforms**





If it starts feeling dull,
experiment

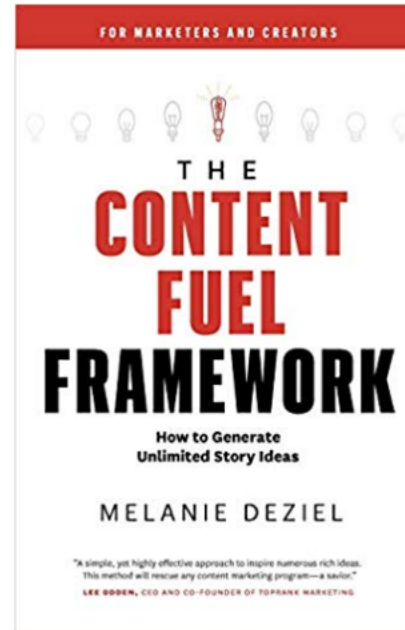
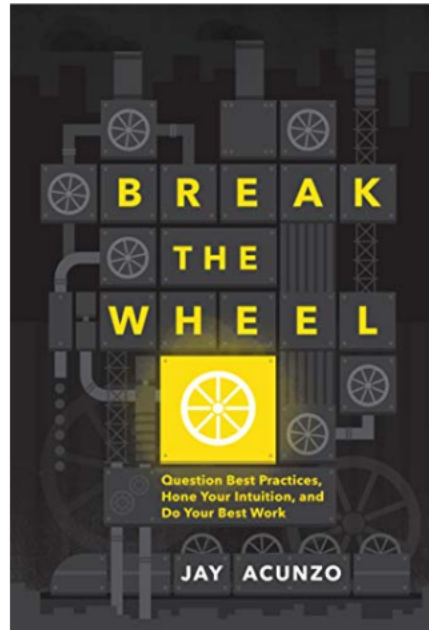
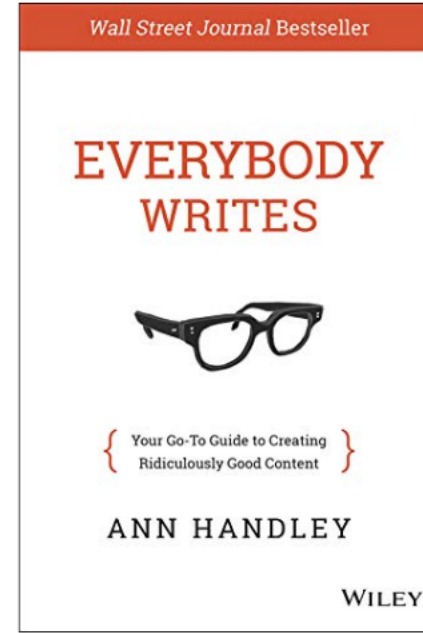
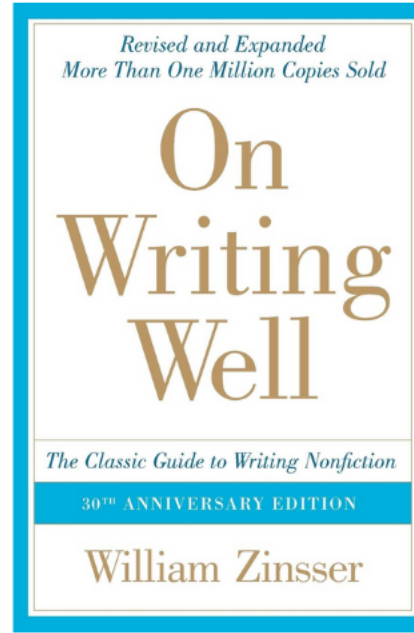
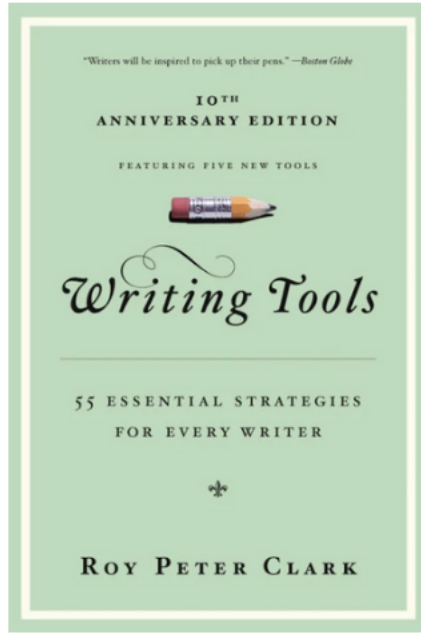
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Writing isn't about having all the answers and sharing them. Writing is an act of exploration. It's about saying, "I'm on a journey of understanding, and you're invited to join."

Rarely if ever in a writer's career should a project begin with the assumption that they're sharing answers. Instead, the act of writing is the act of constantly honing and improving and changing one's thoughts.

Source:
[instagram.com/
jacunzo](https://www.instagram.com/jacunzo)





Remember:

You already have
everything you need to
make an impact

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Thank you!

P.S. I'm [@MarijanaKay](#) on Twitter, feel free to message me with questions anytime 