

How I Make Reading Books 7x More Effective

C.O.D.E in action

applied for 📖 *Simple Marketing For Smart People*



Second Brain Builder ★ AI enthusiast ★ Leadership Coach

→
Carousel - further slides...

Step 1 - Read and Highlight

Read on Kindle and highlight while reading

SIMPLE MARKETING FOR SMART PEOPLE: THE ONE QUESTION YOU NEED TO WIN CUST...

Recap of Belief Building

The best prospects to pitch to are the ones who have the beliefs needed to buy. You can—and should—be the one to instill those beliefs.

You do so through your marketing content. You first ask the question, "What does my customer need to believe in order to buy?" Your answer to that question goes into a core messaging document. You then turn that document into informative and educational marketing material.

Your marketing material then makes a clear, compelling, and honest argument for your solution. Your newly informed prospect will understand and appreciate your argument. They will buy into the case you make for your product or service and many of them will ultimately purchase your product or service.

Let's recap our key definitions so it's all clear:

Upstream vs. Downstream: our metaphor for understanding the marketing landscape. It helps us:

1. Categorize any marketing tips, advice, or tools we come across.
2. Prioritize our marketing efforts.

Belief Building: The process of bringing a prospect to the point where they fully understand and value our offer. Buying from us becomes their only logical choice.

Belief Building is done through your core message, which can be sent down any marketing channel and can include any marketing tactic.

Next, we'll cover the steps in Belief Building, which are:

1. Identify your prospects' current beliefs.
2. Identify the beliefs required for the purchase to be obvious.
3. Create the marketing content that builds those required beliefs.



Step 2 - Distill the highlights

kindle-sync {"bookid":"42560","title":"Simple Marketing For Smart People: The One ...

+ Add property

#status@
#type@text@note

Simple Marketing For Smart People

Metadata

- Author: [Billy Broas, Tiago Forte and Ali Abdool](#)
- ASIN: B0CW1MQZXP
- Reference: <https://www.amazon.com/dp/B0CW1MQZXP>
- [Kindle link](#)

Highlights

and i didn't want it to come across
location: [53](#)

a core part of creating your produc

all this marketing complexity can t
[112](#)

*Work with the exported
Kindle highlights
directly in Obsidian
Bold and Highlight*

constantly **overthink and overcomplicate**. — location: [219](#)

Upstream decisions are vital because they occur earlier in a process and thus lock in your direction. — location: [231](#)

Avoiding upstream mistakes is crucial in both brewing and marketing. — location: [235](#)

when you **keep things simple, you free up the time, attention, and headspace to invest in what matters most**. — location: [243](#)



Step 3 - Export Pdf and leverage AI to summarize



In the attached pdf you find my highlights from the book Simple Marketing for Smart People. I also did bold markers for important topics and bold+yellow highlights for the key insights.

Please create me a summarised version, where you especially emphasise on the bold + highlights.

I need a detailed summary

Billy Bro...art People

PDF PDF



Attached Pdf with highlights



That is far to short as a summary. Please process all insight and bold markers

Some nudge



Step 4 - Drill down with AI



List the specific questions for the Belief Building process for awareness, consideration, and decision



Analysis complete ▾

Ask for specific summaries

Awareness Stage

1. What do they need to believe about their problem?
2. What do they need to believe about the prevalence of their problem?
3. What do they need to believe about what happens if the problem doesn't get solved?

Consideration Stage

1. What do they need to believe about their different options?



convert to markdown bullet point list:

• Clear and persuasive copywriting. • Cl

people's everyday problems. • A strong and well-communicated differentiator, so I stand out from the competition. • An email list I control and regularly provide value

Work with text formatting for taking notes



Step 5 - Grow your distilled literature note

tags type/literature-note x digital_garden x
12_fav_problems/continuous_learning x epstatus/2-👁 x

date_created Saturday, June 8th 2024, 7:40:00 am
date_modified Tuesday, June 11th 2024, 7:47:56 am
+ Add property

Notes from Simple Marketing for Smart People

- Author: Billy Broas, Tiago Forte und Ali Abdaal
- ASIN: B0CW1MQZXP
- Simple Marketing for Smart People - <https://www.amazon.com/dp/B0CW1MQZXP>

This core message should clearly articulate why someone should choose your product or service. It acts as the source of a river, from which all marketing activities flow.

Marketing as teaching. You are teaching people how to value your product.

Upstream-Midstream-Downstream

Snapshot from Simple Marketing for Smart People

Upstream	Midstream	Downstream
Answer this question to guide your core messaging :	Distribute your messaging across these channels;	Amplify your message using these tactics:

Create a highly distilled version that is fully tailored to your needs. Link + add thoughts



Step 6 - apply

I immediately started with creating my chain of beliefs to tailor my core marketing messages better

Awareness stage

Current Beliefs

Turned into Beliefs

I can't learn certain topics

I can learn anything

Learning is not longer needed with AI

I need to obtain higher order knowledge to orchestrate AI well

Learning is hard & difficult

Solving hard & difficult learning makes me feel alive

Learning takes long

Leveraging Smart learning approaches reduces time to invest for learning

Learning is boring

Learning can be exciting and fun

Learning is exhausting

Learning creates meaning and happiness

I forget what I learn, so why should I learn at all

I can work with a system that supports knowledge retrieval and disconnects from the to memorize everything in my brain



What is in it for you?

invest **just 25% more effort than simply reading** to transform information into actionable knowledge.

retain 70-90% of what you read, *compared to just 10%* from reading alone





Follow me on

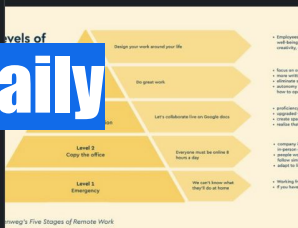
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Second Brain and Smart Connection AI - a powerful...

👍👍👍 16 · 8 comments

👍 3 · 4 comments