

Easter Egg inside!

Process your eBooks in



5 steps

To amplify with AI

*Based on your
Captured-Organized-Distilled and
Expressed knowledge*

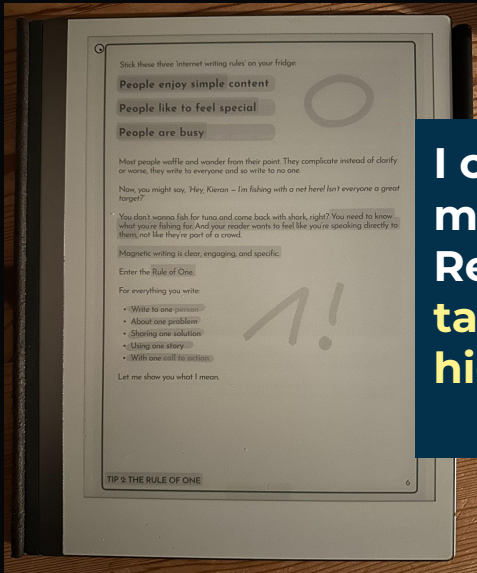


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Carousel - further slides...

Read eBook on your ReMarkable



I capture the eBook to my ReMarkable. Read distraction free, take your notes and highlights

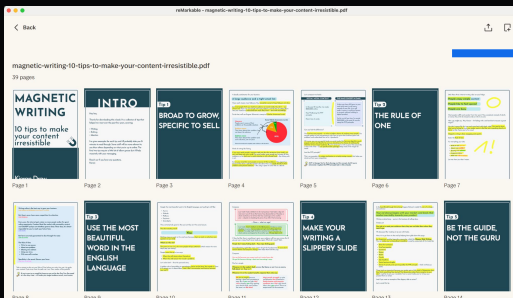


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Transfer to your Second Brain

I import the annotated version to my Second Brain in Obsidian



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Write your Distilled Version

I write a distilled version in side-by-side mode in Obsidian.

Your Key Insights

(left distilled notes, right annotated Pdf)



* Eugen Schwartz - Market Awareness Levels

Unknown: People aren't aware of their problems or the possible solutions

Problem aware: They know about their problem, but not about the solutions

Solution aware: They know about their problem and some solutions, just not yours

There's this link, but the simplicity side will focus on the first one.

Catch with a broad hook!

Example for broad on social media and specific in eMail

SOCIAL MEDIA CONTENT	THE SAME CONCEPT IN EMAIL
<p>In the past 19 months, I've made \$500,000 online.</p> <p>How? Following the PYP principle.</p> <p>Here's how it works:</p>	<p>Unless you have 90 hours in your week and want to sell every second of your life, it's a tall order to grow to multi-six figures in revenue without building a digital product.</p> <p>So let me tell you how I've made \$500,000 in the past 19 months via this PYP principle.</p>

More reach means more followers. Your newsletter converts these followers into fans.

But most people think you build an audience on social media. You don't -- you attract one. There are real people with real problems, and the key to pulling them into your world is to understand how much they know -- and write accordingly.

To do that, we'll use Eugene Schwartz's concept of **Market Awareness Levels**.

Unknown: People aren't aware of their problems or the possible solutions

Problem aware: They know about their problem, but not about the solutions

Solution aware: They know about their problem and some solutions, just not yours

There's this link, but the simplicity side will focus on the first one.

Think of writing like fishing

If you can't catch people's attention with your first few sentences (your hook), you can't pull them into your world. On social media, most people are unaware of their problems, so the best way to catch attention is with a broad hook -- like fishing with a net.

But on your email list, most people are aware of their problems. They signed up because they have a job that needs to be done. Now, you speak directly to their problems and present solutions -- like using a spear to catch fish in a barrel.





Expressed for you in my Digital Garden

Find my new learnings about **Magnetic Writing** in my Digital Garden (working out loud, free!)

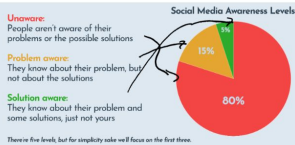


• [tree] | * Literature note | * Friday, March 29th 2024, 5:23:37 pm ◊ Friday, March 29th 2024, 5:23:53 pm
Magnetic writing tips distilled

based on [[magnetic-writing-10-tips-to-make-your-content-irresistible]] by Kieran Drew

Broad to Grow, Specific to Sell

- Catch on Social Media – with broad messages. Sell via eMail with specific messages
- Eugen Schwartz - Market Awareness Levels



Catch with a broad hook!

Example for broad on social media and specific in eMail

SOCIAL MEDIA CONTENT

THE SAME CONCEPT IN EMAIL

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Unless you have 90 hours in your



<https://digital-garden.onthegablepath.net/magnetic-writing-tips-distilled>



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Apply AI magic to explore connections and Link Your Thoughts

With Smart Connections AI in Obsidian I get new connections within my Second Brain.

Link your Thinking

In sales, every time you make a claim, you create skepticism. If you don't address it, your prospect doesn't purchase. The same is true for ideas. You need to support your points with proof. If you want your audience to buy into them.

The most powerful form of proof is client results. But you can also borrow credibility from famous people – the authority-by-association technique.

THE 3 LEVELS OF SOCIAL PROOF



S01 Personal/030-039 Areas/39a03 LinkedIn/Magnetic writing tips distilled.md 2186 (6155)

- > [0.76 | S01 Personal > 030-039 Areas > 35 Digital Garden > Thinking about Essays](#)
- > [0.74 | S01 Personal > 050-059 Resources > assets > The Ultimate Guide to Writing Online – Write of Passage](#)
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Super Distill with Smart Connections

AI summary

Based on [Magnetic writing tips distilled](#) please provide a summary of main aspects to consider for writing

10 Magnetic Writing Tips

1. **Broad to Grow, Specific to Sell:** Use broad messages on social media to attract attention and specific messages in emails to sell. Understand your market's awareness levels.
2. **The Rule of One:** Focus your writing on one person, addressing one problem, offering one solution, through one story, and guiding towards one call to action. This simplifies your content and makes it more engaging.
3. **Use "YOU":** Make the reader the hero of your story. Focus on what's in it for them, using "you" to directly address the reader and make them feel empowered.
4. **Make Your Writing a Slippery Slide:** Ensure your writing is easy to read by using short sentences, small paragraphs, questions, stories, bullets, visuals, sub-headlines, varied sentence lengths, and introducing elements of curiosity.
5. **Be the Guide, not the Guru:** Share your personal experiences and lessons learned rather than just instructing the reader on what to do.
6. **The 33% Rule:** Aim to reduce your word count by 33% before publishing to make your writing concise, curious, and clear.
7. **Build Bridges for Readers:** Use simple language, provide useful explanations, and ensure a logical sequence in your writing to guide the reader smoothly through your content.
8. **Don't Write Words, Paint Pictures:** Use stories, analogies, metaphors, personification, anecdotes, and specific details to create vivid images in the reader's mind.
9. **Five For, Five Against:** Identify and articulate strong beliefs or opinions that may be controversial or against common views to engage and provoke thought in your readers.
10. **4 W's of Winning Ideas:** Focus on why the reader should care, when you realized the importance of your message, what you can build to help your reader, and who else can support your argument to create content that resonates deeply with your audience.



Summary: **CODE** your knowledge

- **C**apture to Read+Annotate on (ReMarkable)
- **O**rganize in Second Brain (Obsidian)
- Write your **D**istilled version
- **E**xpress via Working Out Loud (Digital Garden or this LinkedIn post)
- **A**mplify with AI (Smart Connections)





GROW YOUR LEADERSHIP SKILLS

WITH GROUP COACHING BY BLINKIST



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Levels of Remote Work



Emergence's Five Stages of Remote Work

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

👍 16 · 8 comments