

🚩 **Make Your Slang - TRUST-able #21 - Jun/Jul 2023**

The newsletter for solopreneurs who want to become trusted advisors.



Jony. Holbox island (MX)

Hello, my name is Robin Good and I curate this newsletter for entrepreneurs, consultants, trainers and experts who want to become trusted advisors in their market niche.

N.B.: There are two language editions of this newsletter:
The original [English language edition](#) and [the Italian version](#).

This is the full, extended version of [my Substack newsletter](#).

Robin Good

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1) How To Create Real Value |

Go Beyond Blogging

There is an alternative to blogging and traditional writing to create value online.

It's called "digital gardening".

Instead of writing articles, you sow ideas, collect and annotate resources, evaluate and compare solutions in an open format that keeps getting updated over-time.

You open a personal knowledge wiki-notebook-database online and you keep watering it.

Learn more about digital gardens and what they are:

["A Brief History & Ethos of the Digital Garden"](#)

Here a few good examples of digital gardens:

- [Buster Benson Piles](#)
- [Tom Critchlow Wiki](#)
- [Chris Biscardi Digital Garden](#)
- [Gwern Branwen](#)

To understand better "digital gardens" check these:

Amy Hoy - ["How the Blog Broke the Web"](#)

Tom Critchlow - ["Building a Digital Garden"](#)

AL Le Cunff - ["How To Set-Up Your Own Digital Garden"](#)

Joel Hooks - ["My Blog Is a Digital Garden"](#)

Source: Maggie Appleton - ["Nerding Hard on Digital Gardens..."](#)

Compile Florilegia

In the Middle Ages, some of the most appreciated publications were “florilegia”(gathered flowers).

These florilegia were nothing else but beautifully illustrated anthologies of great writings from different authors.

Florilegia on Wikipedia: *“a compilation of excerpts or sententia from other writings... a collection of fine extracts from the body of a larger work.”*

Wise written snippets taken from great authors of the past as well from contemporary writers.

These were medieval mixtapes, and their value was in the fact that they brought together, in the same publication, a mix of:

- Insight
- creativity, and
- Knowledge

from different authors and perspectives.

Where are such kinds of publications today, when all general ideas and opinions follow the mainstream narrative? Here is a great opportunity to create value.

Source: @Brian Klaas - [“Dear Writer: Advice on Conjuring Good Ideas”](#)

Organize by Topic

Not by the latest or by type.

This is a common error made by many.

People look for solutions to specific problems and needs. Not for resources by type or date.

Organize what you publish based on topics, applications, usage, so that people can easily find what they are looking for.

Robin Good

2) How To Cultivate Relationships

Organize Learning Events

Having a long list of emails or having a bunch of your subscribers join an online forum does not make a community.

What helps a community to take shape and to grow its own fruits are rituals and events. Without those I must admit that there's no real community you can speak of.

Here are 15 event ideas to learn together, to cultivate and grow relationships within the context of building a real, vibrant community of passionate fans.

Source: KP - "[Build a World Class Community](#)"

Pick Successful Dreamers

More often than not I forget to realize how important it is - for my future - who I spend my time with, now.

"When you are seeking to bring big plans to fruition it is important with whom you regularly associate.

Hang out with friends who are like-minded and who are also designing purpose-filled lives.

Similarly, be that kind of a friend for your friends."

Source: Darshak Rana - "[3 Toxic Relationship Habits People Think Are Acceptable](#)"

Remember the Why

What kills any online project, relationship or startup is falling into a routine.

A routine is an ongoing repeated action unsupported by a real, tangible interest for the scope and benefits that this will bring.

We dive into the doing, but in the meanwhile we gradually lose sight of why we have decided to do that very thing and what significance it has within the larger context of your life or work career.

How can you remain "in love" with something you have in front of our eyes every single day?

Remember the **why**.

Why did you decide to take this path, when you first started it? What were the motives and the consequences that you wanted so bad that made you choose this path? Are they still valid today?

Forgetting little by little why we came to take a certain path rather than a different one is a common, very popular mistake.

This is how we become slaves of our own choosing.

Stop and reflect. Think back and remember the why you are doing what you are doing.

3) How To Communicate Effectively |

Make Your Slang

Be human. Differentiate your communication style from anything that could come out of an AI bot.

Keep your human parts highly visible! This means to develop and use habitually creative language quirks, dialects, memes, and jargon that characterizes you.

Remember: There are two kinds of language:

****La langue****. These are the words in the dictionary, taught at school and used to reprimand one another when not using them “properly”. A standardized protocol of rules for writing codified at a specific point in time.

****La parole**** is the speech of everyday life. These are the informal, diverse, and creative speech acts we perform in conversations, social gatherings, and on WhatsApp.

This is where language evolves. And this is where you can help yourself be more recognizable.

Using neologisms, jargon, euphemistic emoji, unusual phrases, ingroup dialects, and memes-of-the-moment will help signal that you are a human and not an AI.

Not unlike teenagers using language to subvert their elders, or oppressed communities developing dialects that allow them to safely communicate amongst themselves.

Source: - Maggie appleton - “[The Expanding Dark Forest and Generative AI](#)”

Get Inspired

When designing a new page, website or blog one would always want to have a browsable and well organized catalog of all the best layout alternatives available. But where do you find a comprehensive, high-quality, vetted one?

I have spent a few days pulling together the best web design inspiration collections already available online, and I have picked from each one, the best selections I found.

[Web Design Inspiration Examples Collections](#)

70+ free inspirational collections showcasing over 55,000 best design examples.

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Be Clear

Newsletter publisher? Score how effective you are communicating via your newsletter. Check how many of these items you have in place:

1. A well-crafted, recognizable logo that can work and be recognized also at “favicon” sizes.
2. A name that is unique and easy to communicate (no need for spelling).
3. A newsletter tagline that clearly says:
 - a. who specifically you want to help
 - b. what you help them achieve
 - c. what content (and formats) you will use
 - d. how frequently you do so.
4. Write in first person like you were speaking to a friend.
5. A unique “farewell” short phrase before your signature that characterizes your spirit and mission.
6. Your name, last name and contacts at the end.

Scoring:

3 yes or less = LOW

4 yes = ACCEPTABLE

5 yes = GOOD

6 yes = EXCELLENT

4) How To Market Yourself |

Curate Stuff

The road to gain both authority and trust from your readers is to curate content.

“Every single time that you curate you build trust.

And with trust comes authority.”

The best strategy overall to do effective inbound content marketing.

Source: Hubspot - [Is Curation the New Inbound Marketing?](#)
[Video] (3':30")

Do Research

“Leverage your research skills.

One of the best ways to stand out in a corporate setting, even as someone with less work experience, is to develop unique knowledge that makes you a go-to resource for your colleagues and clients.

One of the most effective ways of doing this is to use your research skills to synthesize and master industry specific knowledge, trends, and information.”

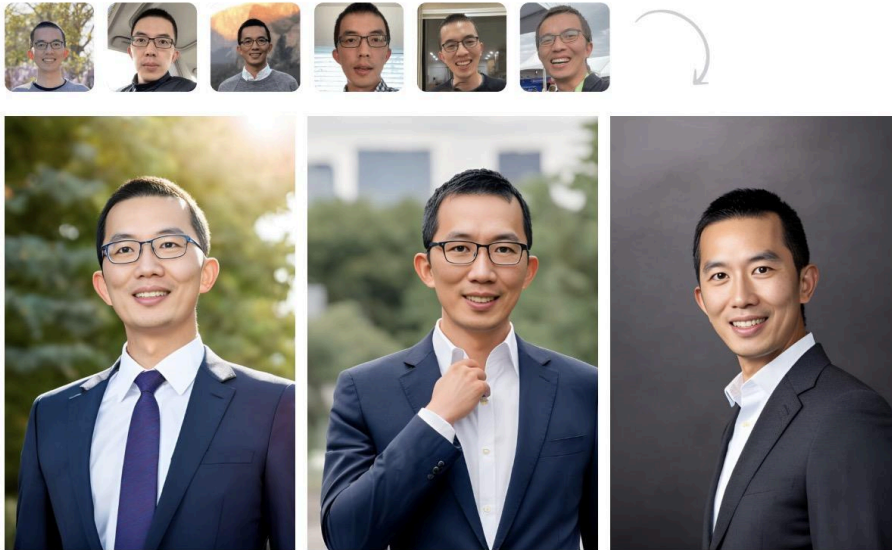
Source: Harvard Business Review - [“How To Gain Credibility When You Have Little Experience”](#)

Get a Great Headshot

There is a slur of new interesting apps and services that specialize in generating a professional set of looking photo-portraits of you, while starting from a few casual pictures you have of yourself.

The results are pretty impressive and the cost is more than affordable.

Damon Chen Founder at Testimonial



Check out:

[Headshot Pro](#) (from \$29 - 40 headshots)

[Arible](#) (\$12.99 - unlimited pics)

[Khama](#) (\$34.99 - for 500 images)

5) How To Get More Visibility |

Invest In Reputation

Last year, Moz, the SEO-focused tool builder / online magazine / blog / newsletter, released an extensive list of key visibility factors to prioritize.

Among those visibility factors, there are three that I deem particularly strategic for indie entrepreneurs, trusted advisors, consultants, teachers, and coaches:

1) Establish Author Pages

Develop top-notch pages that offer detailed biographies of yourself and other authors on your website. Integrate links to showcase your work, portfolios, authoritative publications that mention you, and any other evidence that indisputably demonstrates your expertise.

2) Create FAQs

Construct pages that compile and organize the most commonly asked questions from your audience. Provide high-quality, informative answers enriched with valuable references and links.

3) Conduct Reputation Research

Proactively investigate what others are saying about you online. Take the initiative with your best clients and with those who will speak highly of your work. Make an effort to reach out, establish connections, and assist those who could potentially endorse and share your exceptional abilities.

Source: [Smart Google SEO Tips](#)

Create Blockbuster Content

Most digital entrepreneurs publish content of mediocre value. It is rare to see long, in-depth, well-researched content that one wants to bookmark, print and share with others.

Why?

Lack of understanding coupled with an home-assignment attitude. Few understand - let alone desire - the importance of leaving a mark, a legacy that survives the test of time.

But it is only by going way beyond what most others do that one can reap the great fruits that value sharing can afford.

[“Research of the data by Harvard Business School professor Anita Elberse](#) shows that blockbuster content is receiving a larger percentage of the attention pie than ever...

...the central reason that the blockbuster model is so powerful [is]:

- *In markets where there is a “winner-take-all” dynamic,*
- *it’s best to have a model that focuses on*
- *becoming a winner,*
- *because winners receive disproportionate rewards.*

The higher quality something is in terms of the underlying ideas and how it is packaged, the more likely it is to be shared over and over.”

Source: Michael Simmons - [“Blockbuster: The #1 Mental Model For Writers Who Want To Create High-Quality, Viral Content”](#)

Be In the News

“The online hub where journalists and verified experts connect”.

Newly discovered service allows indie entrepreneurs to intercept journalists' requests looking for experts' opinions on specific topics.

Experts are all vetted (at a cost of \$79 each).

When you get quoted you pay something in between \$350 and \$600 depending on the level of distribution of the media mentioning you.

<p>U.S. REGIONAL</p> <p>\$350</p> <p>PER ARTICLE</p> <p>Examples include Chicago Tribune, Miami Herald, Denver Business Journal</p>	<p>INDUSTRY- SPECIFIC</p> <p>\$400</p> <p>PER ARTICLE</p> <p>Examples include Adweek, Variety, TechCrunch</p>	<p>U.S. NATIONAL</p> <p>\$500</p> <p>PER ARTICLE</p> <p>Examples include USA Today, Forbes, ABC</p>	<p>INTERNATIONAL</p> <p>\$600</p> <p>PER ARTICLE</p> <p>Examples include BBC, The New York Times, Reuters</p>
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[Vetted](#)

Robin Good

6) How To Monetize |

Create Resource Marketplaces

Monetizing through directory sites, marketplaces, or listing sites.

Platforms like Airbnb and Upwork are very hard to compete with and to disrupt due to the perfect balance of supply and demand that they have been able to build.

On Airbnb there is a constant supply of apartment owners who want to rent their place, as well as a great number of people looking for short-term apartment rentals.

Can you apply the same principle to other sectors and niche fields where you could collect and organize people, resources or information that other people are constantly looking for?

If I create a directory/marketplace of:

- Mechanics who specialize in a certain field
- Writers expert in a specific industry
- Tools useful for a specific group of professionals

I would always have suppliers who want to be listed or featured, and new customers who are looking to find who can help them.

That is where the opportunity is.

Inspired by: Vasco Monteiro - "[Monetizing On the Sharing Economy](#)"

Create Directories

- a) *Directories are easy to build and scale up, especially with the help of AI writing tools right now.*

- b) *It's easy to build a list of companies to contact to list on the directory (I was able to find a list of 27,000 leads for my latest one)*

- c) *The napkin math is incredible:*
 - *84 listings at \$299/yr works out at \$25k ARR (annual recurring revenue).*
 - *Most projects with recurring revenue sell for 4x, which is \$100k.*
 - *Add in the \$25k revenue, and that's \$125k per directory with just 84 premium listings.*

Source: Chris Osborne - "[Why I Am So Bullish about Web Directories](#)"

Charge To Feature

Check the story of this startup which has created a directory of tech tools.

- Brings in 1.3 million views a month
- Costs \$130/mo to be on the featured page
- With 106 featured listings, that's \$13,780 per month in revenue

Please note that most of the content seems to be user generated.

SaaS companies submit their products by filling out a form, and can opt-in to pay to be featured.

Here are the details inside the section “[Key Curation Trends](#)”.

Source: Niall Doherty – “[2 Directory Sites Earning \\$10,000+ Per Month](#)”

7) How To Stay Ahead |

Befriend Those Ahead of You

“You're the average of the five people you spend the most time with.

Be wise and spend time with people that are ahead of you and [who are already] making a living by creating digital products.”

Source: Aimee Groth - [“You're The Average Of The Five People You Spend The Most Time With”](#)

Fight To Find Them

Where are your kindred spirits?

As social creatures, humans need to feel validated by their peers in order to go all in on who they are. We become like the people around us, so it's hard to sustain ambition in a complacent environment.

This is why actors move to Hollywood, musicians move to Nashville, and explorers go to Africa.

...ambitious people don't just need peers. They need mentors. They need people who will encourage them to pursue hard and meaningful projects.

Paul Graham says: "Ambitious people are rare, so if everyone is mixed together randomly, as they tend to be early in people's lives, then the ambitious ones won't have many ambitious peers.

When you take people like this (very ambitious) and put them together with other ambitious people, they bloom like dying plants given water."

Fight to find your kindred spirits, even if it means moving across the world or staying in on Saturdays to write on the Internet.

The more ambitious you are, the more consciously you'll need to cultivate your social circle."

Source: Davide Perell - "[Ambitious People Need Each Other](#)"

Have a System

One should have a system instead of a goal.

“If you do something every day, it’s a system. If you’re waiting to achieve it someday in the future, it’s a goal.

In the world of dieting, losing twenty pounds is a goal, but eating right is a system. In the exercise realm, running a marathon in under four hours is a goal, but exercising daily is a system.

Goal-oriented people exist in a state of continuous pre-success failure at best, and permanent failure at worst if things never work out.

The “goals people” are fighting the feeling of discouragement at each turn. The “systems people” are feeling good every time they apply their system.

That’s a big difference in terms of maintaining your personal energy in the right direction. ...

Goal-oriented people mostly fail. If your goal is to lose 20 pounds, you will constantly think that you are not at your goal until you reach it. If you fall short, you’re still a failure. The only way to reach your goal is to lose 20 pounds. It’s a state of near-perpetual failure.

What you really want is a system that increases your odds of success. Even if that system only improves the odds a little, it adds up over a long life. ”

Source: Farnam Street - “[How to Fail at Almost Everything and Still Win Big](#)”

• Recommended Newsletters |

1) Kuration

10 quality links to resources, apps and tools + grabbable domains and job listings. Daily. By Raiyan Yahya.

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2) ebiz Facts

Analysis of new interesting businesses that monetize online. Rich in useful and hard-to-find info. By Nihall Doherty.

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3) Storythings

Insightful stories, deep-dives, videos and other non-obvious resources of inspiration. Weekly. Curated by [Hugh Garry](#).

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5) TheSample

Discover niche authors’ newsletters on a variety of topics making it easy to subscribe to those that interest you.

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• *Recommended Tools* |

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• *From the Heart* |

Story of the Two Buckets

And the restaurant of Mistaken Orders.

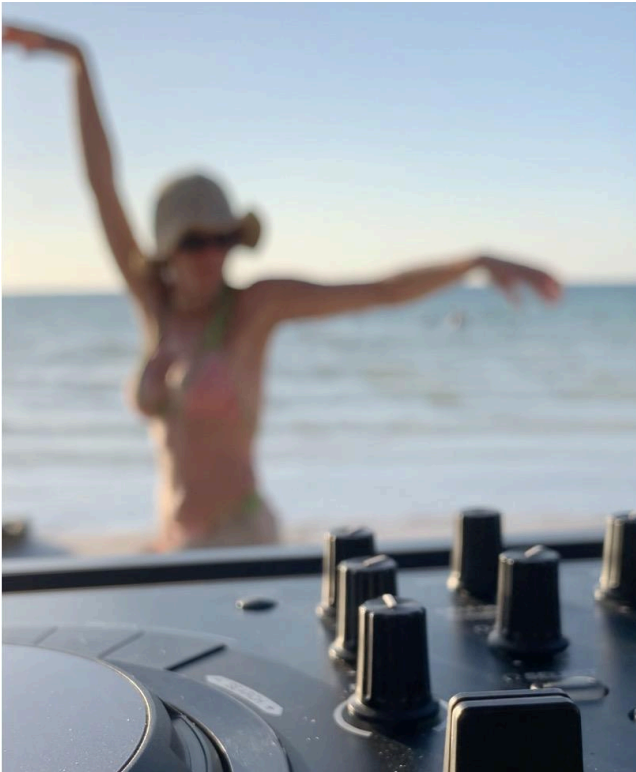
Always include humanity.



(1':49")

via Storythings - "[Being Bored, Being Bad, and the Restaurant of Mistaken Orders](#)"

Opportunity (Personal Note)



When an opportunity arises in front of you, unrequested, catch it!

Right there and then.

Don't sit on it.

Don't wait for the right moment to come.

Don't think you have already got it.

You don't.

When the opportunity presents itself, it's still an opportunity.

It's not something you have.

It's something that you could take, if you decided to.

But it doesn't become real, until you take explicit action.

Robin Good

If this newsletter did help or inspire you, please do let me know.
(email me at robingood@substack.com)

If you like what I do, please [consider supporting me](#).

Follow a path with a heart.
The time is NOW.

From sunny Holbox,
Robin Good



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