Numbers are positions, 1..N in ranked order. Re-sorting the list renumbers it, and that is fine — nothing outside this file may reference an entry by number (see the rule above). A briefly-tried alternative, keeping each entry's original number as a permanent ID so the list could re-order without renumbering, was reverted the same day: it put 48 at the top of the page and George's verdict was direct — the number means nothing to a reader except as a position, so preserving it preserves noise.

Permalinks key on the title, not the number. build.py gives each entry an anchor slugged from its title (#content-as-ministry), so a link someone saved still points at the same idea after the next re-ordering — which a numeric anchor would not. The build asserts no two titles slugify to the same anchor.

Entry format is a plain markdown ordered list — `N. **Title:** body. publish.py turns ^N.` items into Word auto-numbering, which is correct now that the number IS the position: the mirror renumbers itself to match.

George Kao's Best Ideas

Version 1.10 · Last updated October 26, 2026 · 82 ideas · georgekao.com/bestideas

A companion to George Kao's Distinctive Perspectives, The 7 Practices of Thriving Soulpreneurs, and The 5 Levels of Soulpreneurship.

How this doc differs from "Distinctive Perspectives." This one is the **canon** — the named ideas George's audience already knows him for, each self-standing, stated plainly. Its sibling doc holds the **edge**: the sourced stances where his teaching differs from generic business advice, deliberately excluding anything already listed here. If an idea below and an entry there ever say the same thing, the version here wins and the other should be removed.

George Kao has created over 2,000 pieces of content. Here are his audience's favorite ideas — **ordered by how many of his students echo each one back to him in their own words, and how broadly he teaches it across his courses, blog and videos.**

The order is a signal rather than a verdict: an idea sits lower mostly when there is less of his own writing behind it yet, which says more about what he has published than about what he believes.

1. **Netcaring:** Connect with colleagues (niche-mates) from *genuine care* & enjoyment; *vs* transactional "networking" ("what can I get from this person?"); collaboration *over* competition; builds an authentic support system.
2. **Energy Signature:** the unique energetic "fingerprint" that comes through in all your work - the combination of your values, experiences, healing journey, and soul's expression. It makes your content & offers distinctively yours, even when covering similar topics as others. It *is* your authentic brand.

3. **Content as Ministry:** Generous act of service from heart; *not* primarily client-getting tool; *vs* mainstream "content marketing" funnel-filler; selfless giving, authentic service; builds trust *without* a call-to-action (CTA) in every piece of content; creation as intrinsic reward.
4. **3 Stages of Content:** Stage 1 = Explore prolifically (public-journaling), low-effort, *no* perfectionism. Stage 2 = Notice what resonates with audience, then refine, repurpose (e.g., text→video), and reshare. Stage 3 = Core, polished assets. *Vs* trying to make every piece perfect (Stage 3) from start.
5. **Gentle Launch:** Exactly two messages per launch — e.g. "early bird," then "starts next week" — posted everywhere, on a roughly monthly rhythm; light, heartfelt, invitation over pressure. *Vs* 17-email launch sequences with countdown timers. So central to his teaching that he nearly named a whole course after it.
6. **Market Discovery Calls:** Caring conversations, *not* sales calls; learn what people *actually spend money on* in your field; *vs* asking "what do you want" (unreliable); generates empathy for your audience and helps you ground your offers in real-world demand. *If you want to make selling really easy, simply sell what they are already buying.*
7. **Energy Reboots:** 30-sec micro-mindfulness resets (e.g., 3 breaths + mantras); *vs* waiting for long breaks; restore presence, joy, sustainability *during* work; anchor to triggers (e.g., feeling suboptimal). Google "energy reboot" for George's articles & videos about this.
8. **Niche Your Offers, Not Yourself:** Keep *identity* broad, multi-passionate if you'd like; *vs* mainstream "niche down" yourself (limiting). Instead, create *specific, clear offers* ("doorways") for different client wants; allows for your authentic complexity. The image he teaches it with: your body of work is one **mansion with many doorways** — each niched offer, and each marketing angle on the *same* offer, is a different entrance to the same house. Show a visitor every room at once and you overwhelm them; rotate which doorway you publicize (January this one, February the next) and you can launch monthly off one offer without making anything new.
9. **Work Lightly:** Excellence requires skillfulness; skillfulness requires reps. Beginners should expect beginner results — that's normal, not failure. Spend less time creating each thing, lighter expectations (you're practicing), but more frequency of output. "Half-ass it" (guaranteed output) vs perfectionism (guaranteed burnout). "You're a genius — you just need a timer!"
10. **Hat Manuals:** Short, simple *checklists* for each "hat" (role) you wear in your work; *vs* complex SOPs (standard operating procedures); hat manuals reduce confusion, ensure calm, on-task work; supports Joyful Productivity.
11. **Tiny Audience, Great Business:** Deep connection *over* mass attention; *vs* mainstream "grow huge list" dogma; avoids burnout, ego-traps, algorithmic dependency; exceptional service leads to referrals; true fans add much more value to your business.
12. **Selling is Inviting:** Gentle, playful invitations to your audience to work/play with your business; *not* persuasion, arm-twisting, objection-handling, or creating false urgency; *vs* mainstream high-pressure sales; appreciative even if declined; preserves relationship; no-coercion.

13. **Authenticity Over Tactics:** *Vs* grabby lead magnets, inauthentic "pain points"; choose genuine connection, service, ministry; attracts aligned clients.
14. **Separate Content from Offers:** Create content as pure ministry and make offers as *separate*, humble invitations; *vs* mainstream content that *always* has a CTA/pitch; builds trust and long-term loyalty. The live gathering is where the two may legitimately meet: at a free-to-attend webinar one brief, genuine mention of a fitting offer at the end is honest, and the paid recording is a real offer rather than a hook. "Free" means no bait and no drag — not never naming what else exists.
15. **Marketing as Spiritual Practice:** Vehicle for personal growth, *not* just client acquisition; actions (content, offers) + feedback loop reveal calling & impact; *vs* metrics-only approach; evolves the *creator* as much as the biz.
16. **Focusmate:** Use virtual co-working tools; provides accountability, focused work blocks (e.g., 25 or 50 min); simple, effective productivity tool.
17. **Sustainability & Well-being:** Integrate joy, values, *and* rest into work; *vs* "hustle & burn" culture; if it's not sustainable, you'll quit, negating all success. This mindset is a basic necessity.
18. **Soul Group:** Before birth, you and your soul group planned to find each other in this life (take it literally or as metaphor); your marketing is the signal in a soulful game of hide-and-seek. Practical corollary: your people are far more patient than a passing stranger and may need several encounters, so keep showing up, and treat silence as timing, not failure; *vs* winning a stranger's attention in three seconds.
19. **No Funnels:** Avoid automated, manipulative sequences aka mainstream "sales funnels"; treat audience as individual souls to be cared for; relational, respectful.
20. **Marketing is Making Friends at Scale:** Generous content, caring discovery (market discovery calls), gentle launches (invitations); *vs* mainstream impersonal, broadcast, high-pressure tactics; builds real trust, rapport, approachability; relational vs. transactional.
21. **Spiral Learning:** Learn in *layers* over time; *vs* linear, one-and-done learning; revisit concepts every 3-6 months to integrate deeper; *no* such thing as being "behind."
22. **FTApr Webinars:** FTApr stands for "Free To Attend, Paid Recording"; *vs* free-for-all replays (devalues content); FTApr signals real value; grows audience; creates a simple low-cost offer. George urges **one a month** wherever a soulpreneur can manage it. The live hour rests on a different premise than a funnel webinar — give attendees a genuinely good experience, a quick win, real presence; it stands on its own as a gift. If a next-level offer honestly fits, mention it once at the end, briefly, and let it go.
23. **Content as Self-Exploration:** Primary act of finding *own* voice, message, calling; *vs* creating only what market wants; clarity comes *through* expression (public journaling), not before.
24. **OGI — Organic Grounded Insight:** His counter-acronym to AGI. Once AI can generate everything else, the one durable creative asset is insight that's *organic* (from your own soul, not prompted out of a machine) and *grounded* (in lived experience no model has had); *vs* waiting for a topic to strike, or racing AI at idea generation — the game it now wins. Not a content type, a daily filter: keep an OGI log.

25. **The 111 Formula:** Balanced yearly plan (e.g., 40 Stage 1 content, 20 market discovery convos, 20 collabs/netcaring-projects, 10 gentle launches, 6 case studies, 5 JoyPro skills habituated); *vs* vague "be consistent" advice; customizable numbers (e.g., 222 formula for faster progress, or do 111 in 2 years instead); focuses on *good process* not just good outcomes.
26. **Capture, Categorize, Calendar** (CCC) – Capture: Write down all ideas, tasks, open loops — don't keep them in your head. Distance creates perspective; few things are truly urgent. Categorize: Regularly sort captured items into folders/labels (e.g., Marketing, Writing, Admin). Calendar: Schedule recurring time for each category. When that time arrives, open the folder and work on whatever feels most important at the present time. Stay in that category for the duration.
27. **Paid Ads for Warm Audience:** Use ads (e.g. Facebook/Instagram Ads) so your existing audience sees your content at least occasionally – it is a ministry to them and makes your selling easier long-term.
28. **Offer Alignment:** When offers don't sell, it's likely a mismatch between offer and audience need, aka lack of Product-Market Fit. Social media and market discovery become ongoing activities to discover alignment.
29. **Easily-Referrable-Issues (ERI):** "Offer doorways"; clear, specific problems you solve (e.g., "resolving challenges with in-laws affecting your relationship"); *vs* vague "I'm a life coach"; makes it *easy* for colleagues to refer clients, hence it's called easily-referrable-issues.
30. **The Mountaintop and the Riverbank:** You've done the inner work and speak from the mountaintop; your people live at the river, with immediate, concrete, present-tense wants. Shouting mountaintop truth downhill reads as noise, not help. Speak river-language without abandoning the view; *vs* "meet your audience where they are" as a platform choice — this is altitude, not location.
31. **Think in Versions:** Let go of perfectionism by treating everything as a version, not a final product. You already know enough. Clients need inspiration and guidance more than new information.
32. **Create for One Caring Person:** Dissolve perfectionism/anxiety; write/create as if it is a personal message to *one* supportive human (friend, ideal client); *vs* imagining a huge audience (paralyzing).
33. **"Bless and Let Go"** – The inner mantra for all marketing activities: Create from your heart. Share it as an offering. Release your grasp on the outcome. Makes the activity itself fulfilling, regardless of results.
34. **Work as Integrating Virtue:** Every work moment (e.g. launch planning; email responding; content creation; etc) is an opportunity to practice core values (living from the heart, generosity, joy, oneness of focus); *vs* just "getting it done" or doing it just for money. Since 2026 the order matters: run grating work through **EASE** first; virtue is for what remains.
35. **Generate Flow (rather than wait for it)** – Acknowledge feelings, but don't let *transient* feelings control your schedule; *vs* "only work when inspired." Flow can be generated at will; it's a skill that gets stronger with practice.

36. **Focus on What You Control:** Control your *practices* (actions, consistency); *not* the *outcomes* (views, sales); *vs* obsessing over results (anxiety).
37. **Forgiving Past Marketing:** Forgive *yourself* for less-authentic/ethical early days; *vs* self-shame; we are all human, capable of change.
38. **Focus on Meaningful Work:** *Vs* "financial freedom" (creates grasping, burnout); focus on *meaningful work + self-care now*; fulfillment is in the present.
39. **Setting Intentions:** Before work, set *clear, mindful intention*; *vs* diving in unconsciously; guides session with purpose.
40. **Concentric Circles Business Model:** a wholesome alternative to sales funnels. Visualize rings radiating from YOU at center: Free Content (lightest touch, widest reach) → Books → Online Courses → Group Programs → 1-on-1 Clients (deepest access, highest price, most energy). Key: clear boundaries at each level; pricing reflects energy investment. People freely enter/exit any level without pressure.
41. **Use a Timer:** "You're a genius, you just need a timer"; *vs* "try harder / keep working" (willpower-only); timer is a simple tool for focus and prevents over-working (Parkinson's Law).
42. **Don't Seek Attention:** *Vs* mainstream "attention hacking" / viral-chasing; instead, be yourself authentically, see who shows up (true fans), focus on connecting with and serving *them* deeply.
43. **No Idea is Original:** Ideas exist in shared, interconnected space; *vs* "protecting" ideas; our job is to *channel* them in *our* unique voice.
44. **Magnum Opus Trap:** The belief that your next book, course or product must be THE definitive work. The giveaway is feeling you need more months to do it justice. A catalog of imperfect versions, each better than the last, beats one masterpiece, and your first is probably your weakest, which is fine; *vs* building and polishing one flagship, then launching it big.
45. **Strict, Lenient, Gentle:** *Strict* about showing up (self-appointments); *Lenient* about results (detachment from outcome); *Gentle* about refocusing (no self-blame); *vs* most soulpreneurs (lenient on showing up, strict on results).
46. **Visualize the Process:** Focus on joy of *doing* the work (process); *vs* mainstream "visualize the outcome/goal" (can create grasping). Consistency ⇒ skill ⇒ results.
47. **Social Media Boundaries:** You're not expected to respond to everything, only within your time limits. Prioritize self-care. As tech skills and stamina build, your customer service naturally improves. Until then, protect yourself with boundaries.
48. **Build-While-Selling:** Pre-sell the *gist/concept*; co-create & refine modules *live* with the first cohort; *vs* building entire course in isolation (high risk); transparent iteration; guarantees relevance.
49. **You Are Already Doing Enough:** The work is infinite and undoable, so "enough" can never be earned by volume — it's a permission you grant now, not a threshold you cross later; *vs* productivity culture's implicit "not yet." Shame at not working hard enough is itself the thing damaging the work.

50. **80/20 Content/Offers Ratio:** When posting to social media, aim for 80% pure content (no selling, not even a hint) and 20% clear, gentle offers (no content, just transparent invitations to enroll/buy). Vs mixing content and offers in the same post (erodes trust, creates internal conflict).
51. **Don't Be the Best, Be the Only:** Inventory your traits with brutal honesty — looks, voice, charisma, writing, humor, even unglamorous ones like your cost of living or a specific life experience — not to accumulate strengths, but to find your one rare *combination* and lean into it. *Vs* competing to be best at any single trait (exhausting, and someone always out-ranks you). His 2026 refinement: "You're not hunting for something unique. You're assembling an accurate combination."
52. **Less Editing for Videos:** Especially for Stage 1; *vs* high-production (wasted time); just turn on camera, make, upload; saves many hours.
53. **Daily Idea List:** Write 10 ideas *daily* (lightly); stretches creativity muscle; *vs* AI-brain-outsourcing; "idea muscle" *not* "idea bank"; the exercise is what grows your capacity and continued ability to innovate.
54. **No One Remembers Bad Content:** Algorithm *buries* flops (low-engagement); *vs* "fear of judgment" (paralyzing); therefore you are *liberated* to explore prolifically.
55. **Post on Multiple Platforms:** Be where your true fans are; *vs* mainstream "pick one" (can be creatively blocking); allows different facets of expression.
56. **Calendar as Faithful Assistant:** Your calendar is an assistant carrying the plans of your earlier, wiser self, *not* a boss enforcing them; a slot that fails gets replanned at another time next round, without blame; *vs* time-blocking as self-policing. A calendar also has the limit a to-do list lacks: book real time for every promise, and give a shiny new idea the first open half hour, even three weeks out (it may have lost its appeal by then).
57. **Self-Appointments:** Make *and keep* appointments with yourself for deep work; *vs* honoring only client appts; builds self-integrity, avoids self-disappointment.
58. **Calling as Intersection:** Your calling is "the place where your deep gladness and the world's deep hunger meet" –Frederick Buechner. Content Creation & Offer Experimentation is a privilege to discover that intersection.
59. **The ART Framework:** Three dials explain why an offer isn't enrolling: **Alignment** (does it match what people already want and buy?), **Reach** (do enough of the right people see the offer?), **Trust** (do they trust you?). The higher one dial, the less the others need: a highly aligned offer sells to a small warm group, and deep trust can sell a half-explained offer. Ask which dial would shift results most for the least effort; *vs* blaming the marketing tactic.
60. **Productivity Stamina:** The capacity for focused work is a muscle built over weeks, *not* a willpower trait you have or lack. "I always fail at structure" usually means jumping from zero to extreme; start so small it feels trivial, then expand. George's own co-working capacity grew from three sessions a day to seven over many months; *vs* "21 days to a habit" and all-or-nothing discipline.
61. **Investing $10k could become $100k in 10 Years with Bitcoin:** The importance of *long-term compound interest* power; *vs* concerns about short-term ups and downs. Same can be applied to any skill growth or personal/professional development habit.

62. **Grounded Confidence:** Money follows confidence, but hype confidence is dishonest, and soulful people can't sell what they can't feel truthful about. Grounded confidence has two sources: care for one real person at a time (the offer is service), and treat each offer as a **paper airplane**: throw it, watch it crash, bend the wing, throw again. Built by action, then reflection, then celebration; *vs* "fake it till you make it," or buying one more course to feel ready.
63. **Reparenting for Soulpreneurship:** We were parented for employee-era (outdated) to follow instructions; must *actively* build new courage, risk-tolerance, self-validation; *vs* waiting for permission.
64. **Teach From Your Scars, Not Your Wounds:** A wound still bleeding makes the audience absorb your unprocessed pain — "don't bleed on your audience"; a scar is the lesson already extracted, and that's safe and powerful to share. *Vs* "be radically vulnerable online" — there is a line, and crossing it costs the reader rather than serving them.
65. **No Charm Pricing:** Use round numbers ($100) you are *proud* of; *vs* manipulative "99" prices (or $95, $47, etc); signals authenticity, trustworthiness.
66. **True Productivity =** Valuable *interaction* with people you serve (e.g., discovery calls, content replies); *vs* isolated "busy work" (e.g., tweaking website, polishing); focus your business activities on actual connection & impact.
67. **Video Personas:** You contain several true personas; a "rant" mode and a spiritual-teacher mode can both be authentic. Choose deliberately by topic and moment, and experiment, because "without enough experience, all we have are guesses." On camera, authentic presence is acting with more self-acceptance; *vs* one fixed brand voice, or "just be yourself, don't act."
68. **EASE:** Before you do any task that isn't joy, ask in order: **Eliminate** ("does it need doing at all?"), **Automate** ("can it run without me?"), **Share** ("could someone else do this task?"), and only then **En-Joy**, bringing care and play to what remains. AI has made the first two far bigger: "Work that grates on your soul? Now, you can get rid of that work." *Vs* "learn to love every task" or "delegate whatever you hate." (Formerly EADA.)
69. **Minimum Resentment Rate:** Price between two pressures: your own resentment (the floor: the lowest you can charge without resenting the people who signed up) and the client's sticker shock (the ceiling). Count your true hours (prep, follow-up, overrun), say the price aloud, and adjust until you feel neither resentful nor unsure; *vs* "charge what you're worth" or "what the market will bear."
70. **Your Message is Important:** World needs *your* perspective, in *your* voice; *vs* "it's all been said" (paralysis); *your* tribe needs to hear it from *you*.
71. **Director of Admissions:** You choose who enters your business; clients apply to *you*; *vs* accepting anyone who'll pay (which prospects can feel, and pull away from). From his real pre-coaching job — first Director of Admissions of an MBA program, acceptance rate 90–95% — so it's a posture, not a rejection quota. Dissolves the dread of seeming pushy: you're not begging, you're evaluating fit.
72. **Law of Action:** Law of Attraction is *manifested* via Law of Action; *vs* passive "sit and wish" spirituality; must take practical steps, consistently, infused with values.

73. **Support Circle for Visibility Fear:** Start with a trusted circle of 5 for 1 month — each person gets one day to post, others comment supportively. This builds the experience of being seen safely. Exposure + Support, repeated.
74. **Minimalist Newsletters:** Email newsletters (e.g. once a month) as a core distribution channel, each done in 15 minutes. No unique content needed — simply curate snippets of your recent social media with "read/watch more" links. Same template every time. End with a gentle mention of current offer. Real examples here: https://georgekao.com/monthly
75. **The Popcorn Principle:** Sales for a well-fitting offer come in a burst right after launch, then naturally trickle — like popcorn popping. Push for two or three more kernels past that point and you risk burning the whole pot; *vs* "keep promoting until the cart closes." A stopping rule, not just "don't be pushy."
76. **Time Logging:** Track time (e.g., for 1 week); *vs* "guessing" (unreliable); become *conscious* of where time *actually* goes; re-evaluate habits (e.g., juicing).
77. **Idea Alchemy:** Break ideas into discrete pieces; combine/contrast for *fresh frames*; thoughtfully critique *popular* advice (voice the unsaid); generates unique content.
78. **Sacred Reciprocity:** Charging isn't extraction — it's a container of mutual accountability. The payment obligates *you* to deliver well and makes *them* take the work seriously; free work, both sides tend to treat casually. His proof from an unrelated angle: $0 books get meaningfully lower read-through than $1 books. *Vs* "price fairly so you can eat," which is only about your side of it.
79. **Simple Content for Purer Stats:** Use text-only posts (not always images); *vs* flashy design or using selfies; text-only posts focus your audience on the *message* so you can see what *truly* resonates; compares apples-to-apples.
80. **The Three Loops:** Three traps soulpreneurs pour effort into: the **credibility loop** (another certification, chasing a "credible enough" feeling that never arrives), the **refinement loop** (rewording the site, offer or niche again), the **marketing loop** (freezing, or scattering across every channel you're "supposed to" be on). All three happen alone at a screen. The way out is structured contact with real people, e.g. documented client work; a dozen case studies are "more valuable than twelve years of trainings."
81. **Social Media as Karma Points:** View each post as a "deposit" in a social "bank account"; *vs* just posting for engagement/vanity; builds positive energy, helps you find & develop your public voice; reframe the social media *platform* as a platform for personal & professional growth.
82. **Client Sessions as Divine Service:** Every client is a *gift* from Source; divine opportunity to practice love, mindfulness, excellence; *vs* just another interaction or transaction.

For more of George Kao's best content

- Best articles about Authentic Marketing: https://www.georgekao.com/authentic-marketing
- Best articles about Joyful Productivity: https://www.georgekao.com/joyful-productivity
- Best videos: https://www.georgekao.com/videos

Version Log

v1.10 — 2026-10-26 (current) — 82 ideas

- One voice throughout (George, 2026-10-26): the doc and its web page are both third person. The three "My best…" links became "Best…", and the reader's own questions in Netcaring and EASE now sit in quotation marks.

v1.9 — 2026-10-24 — 82 ideas

- Companion-doc note refined to George's own phrasing: the stances where his teaching differs from generic business advice.

v1.8 — 2026-10-24 — 82 ideas

- The note on the companion doc now describes Distinctive Perspectives by its contrast with standard business advice, rather than with what an AI would say.

v1.7 — 2026-10-24 — 82 ideas

- Links to this doc and its companions now go straight to their pages on georgekao.com.

v1.6 — 2026-10-17 — 82 ideas

- **Ten ideas added** from George's newly refreshed course folders, including 37 older courses never drawn on before: **Soul Group**, **Magnum Opus Trap**, **Calendar as Faithful Assistant**, **The ART Framework**, **Productivity Stamina**, **Grounded Confidence**, **Video Personas**, **EASE**, **Minimum Resentment Rate** and **The Three Loops**. Each one is named back to George by his students in their own words; Magnum Opus Trap, Video Personas and Productivity Stamina by a dozen or more.
- **Re-ordered** with the echo measurement now covering the older courses too, nearly doubling the student comments behind it (almost 14,000, up from about 8,000). Netcaring and Energy Signature now lead.
- **Two refinements** in George's newer words: "Don't Be the Best, Be the Only" (an accurate combination, not uniqueness) and "Work as Integrating Virtue" (run grating work through EASE first).
- **Course links now point at George's own course pages** on georgekao.com. One of them, for Sacred Reciprocity, had been landing on an unrelated website.

v1.5 — 2026-07-28 — 72 ideas

- **"Free" sharpened where it was too absolute.** Two entries now say the same thing consistently: giving means no bait and no upsell drag, *and* a free-to-attend live event may carry one brief, genuine mention of a fitting offer at the end. **FTApr Webinars** gains George's actual recommendation — one a month wherever a soulpreneur can manage it — and

Separate Content from Offers gains the boundary case, so a reader can't come away thinking a free event must name nothing.

- **FTApr's link repointed** to the short slug georgekao.com/blog/fta, confirmed canonical by the page's own og:url.

v1.4 — 2026-07-27 — 72 ideas

- **The list is now ordered by evidence rather than by the order ideas were written down.** Two things were measured across George's whole corpus: how many *distinct students* echo each idea back in their own words (~8,000 comments across all 21 courses, ~1,309 students), and how broadly he teaches it (presence across 41 category distillates covering every course, blog post and video). Twelve agents, one pass. The method, weights and limits are kept with the data so the next refresh can update it instead of redoing it.
- **Numbered 1–72 in ranked order**, so *Energy Signature* is 1. Permalinks key on the entry's title (#content-as-ministry) rather than its number, so a saved link still points at the same idea after the next re-ordering. Nothing outside the doc refers to an entry by number any more — the blog queue and the refresh rota were converted to names the same day, which is what makes re-ordering free.
- **What the ordering weighs, and what it cannot see:** an idea that travels *between* courses counts for more than one echoed loudly inside its own, because volume mostly measures which cohort was largest. And because the only recorded audience response is course-student comments — the blog and YouTube archives have none on file — public reach is weighted double inside the teaching measure. Without that, ideas like *Strict, Lenient, Gentle* and *No Funnels*, which drew zero student echo and run right through his public writing, would have sunk to the bottom.
- **The lower half is partly a map of what hasn't been written yet.** The lowest-scoring entries overlap heavily with the ones that still have no blog post behind them — no post means no presence in the blog distillates and nothing for a reader to find. A low position there measures the gap, not the idea.

v1.3 — 2026-07-27 — 72 ideas

- **9 ideas added**, and for the first time the test for admission was run on evidence rather than judgment: a full pass over the student discussion in all 21 courses — roughly 8,000 comments — looking for the ideas students name *back* to George in their own words. That is what canon membership actually means, and it is the only place it can be measured. Every addition below cleared it.
- **OGI (Organic Grounded Insight)** · **The Mountaintop and the Riverbank** · **Director of Admissions** · **Sacred Reciprocity** · **Teach From Your Scars, Not Your Wounds** · **Gentle Launch** · **The Popcorn Principle** · **Don't Be the Best, Be the Only** · **You Are Already Doing Enough**.
- **#8 sharpened rather than duplicated.** Four separate readings of the corpus surfaced the "mansion with many doorways" image as its own idea; but #8 and #20 already carried

"doorways," and #20 already links the doorways post — so the metaphor and its monthly-rotation mechanic were folded into #8 instead of becoming a fourth overlapping entry.
- **#63's link was broken and is fixed.** It pointed at a Facebook photo album, which returns an error to anyone not logged in — a dead end for most readers. It now points at "How I Invest My Money" (July 2026), which develops the same compounding argument.
- Every URL in the document was fetched and confirmed live before publishing.

v1.2 — 2026-07-26 — 63 ideas

- **Every idea now links out** — to the blog post that develops it where one exists (48), to one of George's YouTube videos where the blog doesn't cover it (7), and to the relevant course or resource short link for the remaining 8. Every URL was fetched and confirmed to return 200 before shipping.
- The three companion docs named at the top are now links.
- This published version also gained a page footer and clickable links throughout.

v1.1 — 2026-07-26 — 63 ideas

- **No ideas added, removed, or reworded.** Migrated from the Google Doc (1LVLpZqtecVkVdkV12Af-0txNK25OhVpIcSJ0YmkNs1E) to canonical Markdown + DOCX mirror, so this doc joins the systematic refresh cycle instead of being hand-edited in Drive.
- Added the version stamp, this log, the sibling-doc explainer at the top, and the maintenance notes below.
- Cleaned Google-Doc export artifacts only: escaped characters (>, !, =>), and three links that were glued to their surrounding text now stand alone.

v1.0 — Dec 2025 — 63 ideas

- The edition that lived as a Google Doc. Content unchanged in v1.1.