

Unknowns I face from Checkpoint #2:

- What content I'll post on short form socials
- Do I first focus on one thing(i.e. Blog Posts) or do I do everything at the same time
- Do I need to create a lead funnel or can I straight up send them to the sales page from my content.
- How to create a lead funnel
- How and what different emails should I send them
- How much blog posts do I need to create
- How am I going to get people that opt in to view more blog posts to the sales page
- How long will it take till I start having a lot of people as organic traffic
- Is it possible to get 300,000 people to view my content in 1-2 months.

First one:

- What content I'll post on short form socials

Risk Level:

Low - I can test and post whatever content as much as I want until I find the content that will work on short form socials

Background:

What do others in my niche post:

For short form content others mostly post cuts from their long form videos but even so they don't get so much views, there are only 2 main competitors in the Kali Linux niche and both of them rarely post short form content so this is an open opportunity for me.

They mostly post long form videos explaining different hacking things including Kali Linux.

Construct a Hypothesis:

Hypothesis #1:

- One hypothesis is that short form content won't work and that I should just stick to long form content videos and blog posts.

Hypothesis #2:

- Another hypothesis is that this niche and specifically the short form content field in the Kali Linux niche is free and hasn't been used, which means I can be the first one to blow it and start using it actively.

Test:

I should test reproducing content from long form videos to short form ones by editing the most intriguing parts.

I should post as much as possible on short for socials because this field is basically free.

Second one:

- Do I first focus on one thing(i.e. Blog Posts) or do I do everything at the same time

Risk Level:

Mid Level - I may end up spending too much time that will then turn out to be wasted because I haven't produced enough because I haven't focused on one thing and finished it so I have a ton of unfinished things.

Background:

Past Experience:

- From my past experience I know that it is better to focus on one thing and publish it or finish it, but the important part is to not try making it "perfect" and end up spending too much time on it and not publishing it but make it a first draft publish it and then improve on it, then after making the first draft I should continue onto the next step, but only after finishing the first one.

Construct a Hypothesis:

- I should first try creating blog posts, not making one for 3 hours but making it good enough and with SEO, then I should see how they are performing, identify the weaknesses and improve them, I should then probably continue doing blog posts and

SEO for them till I get a solid number of people from there(100k) and only then can I move to creating other content like video content, short form content, socials content, ads, etc.

- I can first do blog posts that are SEO optimized and again improve them while at the same time doing video tutorials, and reproducing the content on other socials.

Test:

- First test to see if I have enough time and am capable of both creating good SEO optimized blog posts, video tutorials, and reproducing my content on other socials so that the quality of the content doesn't decrease, if it does and I can't do all of that then stick to one thing, first do blog posts, and start integrating video tutorials, and test how this is going, find the one that is working the best and stick to it the most.