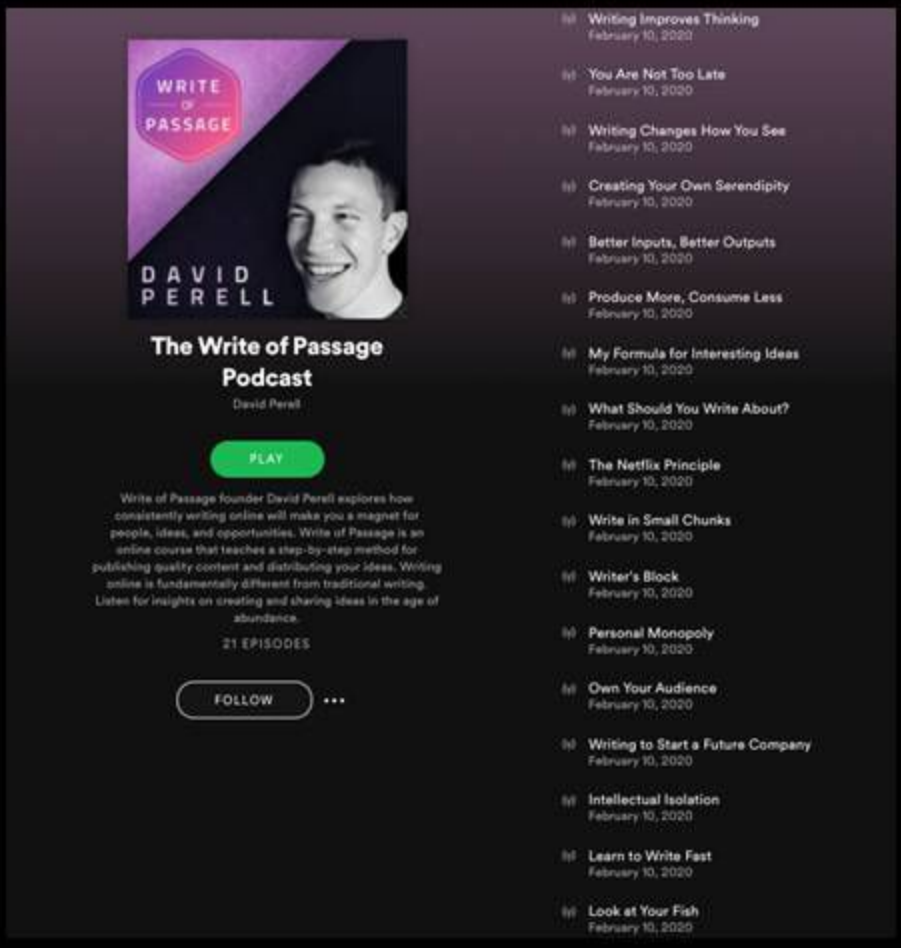
A Summary

The Write of Passage Podcast

Hosted By David Perell
(Episode 1 – 21)

Curated by
Sathyanand.S

Content



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Content

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02	Build a Note-taking System
03	Good Writing is Assembled, Not Created
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Preface (the Beginning)

What do you think are the most overlooked but useful skills in life/work? WRITING!

- Writing has also become imperative for any professional in any industry. Particularly, in the age of Internet, writing can help you build a portfolio of digital asset, to showcase your knowledge and expertise, and design your career trajectory.
- While all are taught general writing, there are few nuances that we need to understand to write ONLINE.
- I am deeply passionate about writing – using it as a tool to articulate one's thoughts, to brainstorm ideas, and to organise and develop content.
- Despite years of writing, it was only until I started my career as an entrepreneur, I learnt the power of writing.
- However, I didn't know how to write online, or use writing as a vehicle to gear up my entrepreneurial ventures. It also fits well into my introverted nature.

Preface (Journey continues)

- So, like always, I started (and still am) educating myself to write ONLINE.
- Internet helped. Google helped a lot!
- I discovered the works of people like David Perell. I was excited how he is building his online business, using the techniques he's proposing.
- I started devouring almost every content written and spoken by him.
- I listened to his Write of Passage podcast (all the Episodes from 1-21).
- I've started documenting and summarising what I'm learning.
- This ebook is an is an outcome of such a learning. I hope you will enjoy reading, as much as I enjoyed writing.

Who is David Perell?

- **David Perell** is a writer, teacher, and podcaster. He believes writing online one of the biggest opportunities in the world today. For the first time in human history, everybody can freely share their ideas with a global audience.
- David is on a mission to teach thousands of people to write online, share their ideas, and build an online audience. He teaches an online course called Write of Passage, that has been taken by more than 500 students from more than 40 countries and from companies like Intel, Google, and Twitter.
- The 5-week course draws on David's experience writing online, building an audience, and his interviews with more than 100 successful creators, artists, and entrepreneurs, that include astrophysicist Neil deGrasse Tyson, author Seth Godin, and economist Tyler Cowen.
- David also runs an online course for 9-11-year-old kids focused on creativity and entrepreneurship.
- As an Emergent Ventures fellow, David's work is supported by the Mercatus Center at George Mason University.

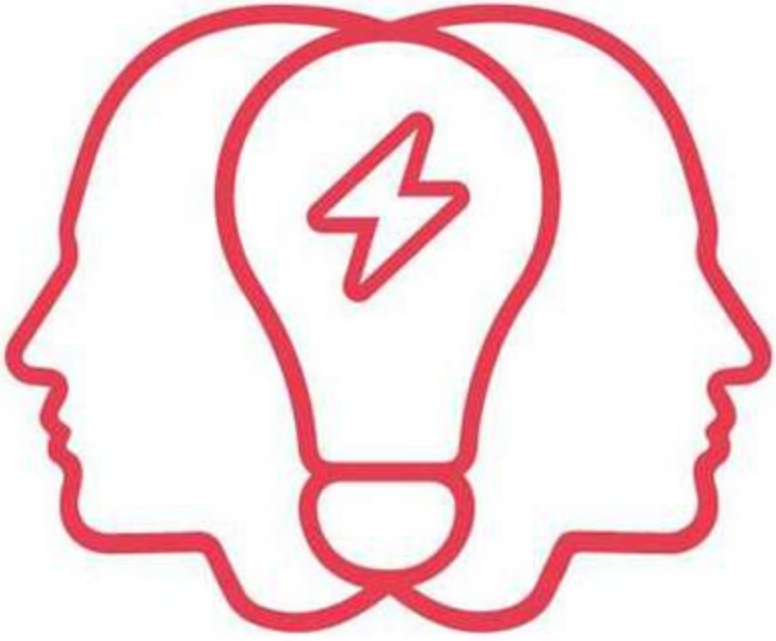
- ❑ Write of Passage course: https://writeofpassage.school
- ❑ WoP podcast: https://www.perell.com/write-of-passage-podcast
- ❑ Twitter: @David_Perell

Writing Improves Thinking | Episode 1a

"Writing is the Highest Leverage Human Activity." – David Perell

- Writing…
  - makes your smarter
  - helps you share your unique ideas
  - helps you meet remarkable people
- Writing = Language of the internet

World progresses when People Share Ideas| Episode 1b



"It's arrogant for you to do the hard work of learning things and not share it with the world." – David Perell

- By sharing, you're eliciting feedback/ critique/ agreement, which further clarifies your thinking, makes you more intelligence
- You also take on the responsibility to improve the quality.
- Have ideas in your brain that could move the world forward? Codify & share them, so the world can benefit

Be Different, Not Better | Episode 2

"The internet rewards people who think well & connects those who think differently." – David Perell

- DON'T write about things everyone else is already writing about—pick something unique
- You'll find tons of opportunity. You end up shrinking the world.

Writing Changes How You See | Episode 3

"Things that would have once been invisible to me begin to pop" – David Perell

- Primes you brain to discover interesting ideas
- You start observing the world with a sharper lens
- Forces you to up the quality of information consumption
- Like a photographer, consume the world with an intent to produce great content

Create Your Own Serendipity | Episode 4

"The best ways to create your own serendipity/ luck? ***Write online****"*

- Luck = value created + how different what you're creating is + how many people you tell about what you're creating
- When you write online, your words are like "magnetic attractors" for interesting people & opportunities tailored just for you
  - And good news: your writing doesn't need to be world-class;
  - It just needs to be different & distinct

Better Inputs, Better Outputs | Episode 5

"When you start writing online, you're forced to improve the quality of your input" – David Perell

- It forced David to level up…
  - the quality of books he reads,
  - newsletters he consumes,
  - podcasts he listens to,
  - videos he watches, and
  - people he talks to

Produce More, Consume Less | Episode 6

"People who share their best ideas are the most visible & attract the most opportunities into their lives." – David Perell

- Stop spending 100% of your time consuming content
- Use what you consume to CREATE. Realize: this is by no means easy.

Formula for Interesting Ideas | Episode 7

- Writing is NOT about grammar/ syntax
- Writing is about…
  - conveying interesting & informative ideas
  - in ways that are easy to understand, and
  - fun to read
- How to know whether your idea is good?
  - Engage in conversation about it.
  - Bring the feedback process forward, not after you've finished a draft

"Conversation is a hyper-efficient, low-cost way to get a sense of what you should focus more/ less on" – David Perell

Write What Excites You | Episode 8

"If you can produce words that excite you, you'll end up exciting the reader" – David Perell

- What ideas are you thinking about in the shower?
- What makes you passionate?
- What invigorates you?
- What gets your blood boiling?
- What gets you angry?
- What gets you AMPED?

- When you write about what you're excited about, you're much more likely to sustain a writing habit

The Netflix Principle | Episode 9

- Netflix buys shows with long shelf-lives i.e., shows that stay relevant years after production v/s sporting events, which are only worth watching live
- Like Netflix, write evergreen content—articles that will be relevant 15 years in the future
  - Write about ideas/concepts that stand the test of time, not current events
  - Produce content that pays dividends long into the future

Write in Small Chunks | Episode 10

- The most time-consuming part of the writing process? Taking the time to learn something that others aren't aware of.
- Capture as many interesting ideas as you can in a notebook
- Do NOT expect yourself to remember your golden nuggets
- Then, when you sit to write, BOOM! All your ideas are waiting for you

Writer's Block | Episode 11

"If you're struggling to put words down on a page, speak them out" – David Perell

- Writing is a 2-step process:
  1. Getting ideas from your head onto the paper (David uses Otter.ai app to transcribe voice to text)
  2. Refining your words into a proper structure

Personal Monopoly | Episode 12a

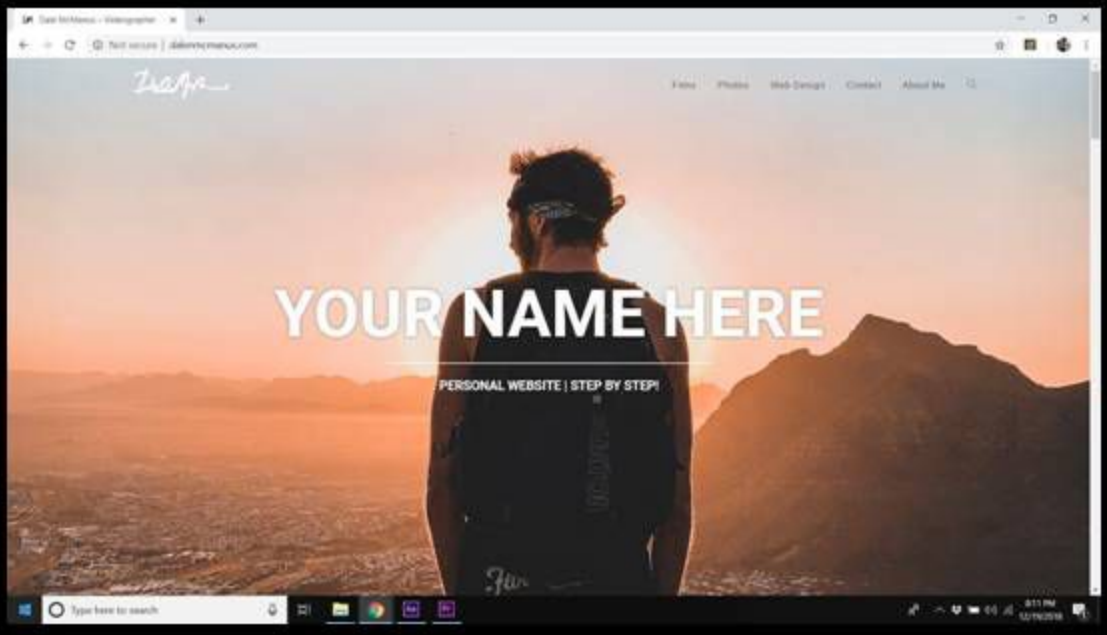
"The ultimate goal of writing online: to build a personal brand (aka personal monopoly)" – David Perell

- A personal monopoly = when you're know for something on the internet—something that's uniquely yours
- Be **unique**, not the best
- Do what others are not doing
- This is the fastest way to...
  - attract attention,
  - avoid competition, and
  - build your personal monopoly

Your Unique Skills + Traits + Interests | Episode 12b

- By writing online, you're combining your…
  - unique skills,
  - personality traits,
  - interests, and
  - personal experiences
  - To create your **unique** personal monopoly
- Formula for changing your career:
  1. Find a small, emerging market that hardly anyone's writing about
  2. Learn everything you can about it
  3. Share what you learn by writing online

Own Your Audience | Episode 13



"If you want to write online & build an audience, you need to own your distribution" – David Perell

- Not Twitter/ Facebook/ Instagram, not Medium
- Your OWN platform – a personal website or an email newsletter
- "Email is by far the best place to build an audience. It's 100% yours… People treat their inbox as a sacred place; if you can get in there, you can build a solid relationship." – *David Perell*

Writing to Start a Future Company | Episode 14

"To be in control of your life and have total freedom over your time, start your own business. Writing online is a great place to begin" – David Perell

- Old way: Build product first & audience second
- Now: Build the audience first, *then* the product

"When you write about things you're uniquely interested in, you attract smart, like-minded people who double as a feedback loop to make you smarter and more interesting" – David Perell

Intellectual Isolation | Episode 15

- **Issue:**
  - You might feel stuck
  - You have a ton of interests, but no clarity on where to start writing
  - You might feel alone with no one to share your ideas with
- **David's advice:**
  1. Leave the sidelines & join the idea parade of the internet by writing online
  2. Find a group of people who can help push you to write online, and get you over the initial hump,
  3. Ultimately leading you to change your identity: from consumer to producer, from watcher to doer

Learn to Write Fast | Episode 16

$$f = \frac{c}{\lambda}$$

where: f = frequency
c = speed of wave
λ = wavelength of wave

"The internet rewards people who work fast." – David Perell

- Why:
  - The algorithms reward people who publish frequently.
    - When the cost of failure is high, plan first and act second;
    - When the cost of failure is low (AKA when creating content online), it's better to act first and plan second
- How:
  - Develop a sound note-taking system for saving and organizing your ideas

Look at Your Fish | Episode 17

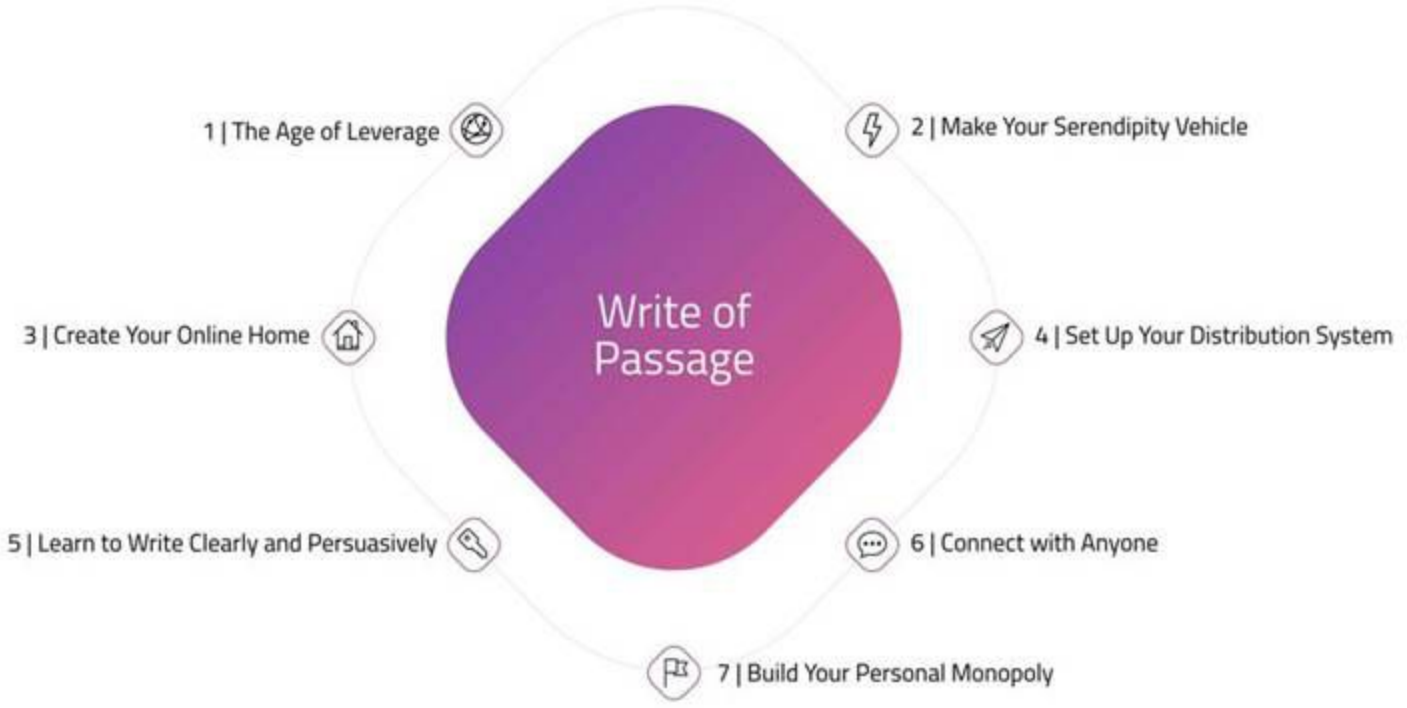
"You don't always need to go find new things to write about; just look at the fish in front of you." – David Perell

- Look at a fish. REALLY look at it. REALLY, REALLY look at it.
  - Do you see how cool it is?
  - How interesting it is?
  - All of its unique components?
  - The way the eyes rest on its head? Its many colors?
- You should be able to write PAGES about a single fish

POP Writing | Episode 18

- Make your writing POP: personal, observational & playful
- Personal: Write about stories and experiences
  - Sentence starters: I saw; I heard; I felt; You may have noticed that
- **Observational:** Write about hidden truths; things that people see but don't notice
  - Sentence starters: I noticed this pattern; Look at this trend; You don't know this, but
  - Observational writing surprises readers
- **Playful:** Make your writing fun with puns and jokes
  - How? Use sensory words/phrases and riddles—bring out the kid in the reader!

Write of Passage: 5 Weeks, 7 Modules | Episode 19



"We live in a time where it's free to produce & distribute your ideas. You can reach more people than ever before at any time in human history." – David Perell

What If I'm Not Ready Yet? | Episode 20

'The best time to plant a tree was 20 years ago; the second-best time is now'. Start writing online NOW

- Humanity advances when people share knowledge
  - *"If you know things that other people should know about, you have a moral obligation to write about it. Otherwise, humanity won't benefit from all the thinking and learning you're doing." – David Perell*
- You don't need expertise
  - *"Because you develop the expertise, as you write. When you approach topics with a beginner's mind, it allows you to explain complicated topics in a way average people can understand." – David Perell*
- Start before you're ready
- Have an action bias
- Stop passively learning & start actively understanding
- Make publishing online a habit

3 Reasons to join WoP course [Episode 21]

	Most online courses are...	Write of Passage (WoP) is...
Reason 1: Pace	Self-paced	Live
Reason 2: Difficulty	Easy and relaxed	Hard & intense
Reason 3: Experience	Solo-experience	Social. Facilitate friendships through challenge

Bonus Content

People are becoming media companies

"It's getting easier & easier to reach your audience and build a business around it." – David Perell

- Take your social currency & turn it into a financial currency
- But don't you need a massive following?
  - *"I think people are under-estimating how much action you can drive with a relatively small number of people."*

Build a Note-taking System

- A sound note-taking system makes writing about your ideas much easier
- Build a ‘capture’ habit; save ideas into one centralized place
- Digital note-taking allows you to save all your ideas for the rest of your life
- As the number of your stored notes increases linearly, the number of connections you can make between them increases exponentially

Good Writing is Assembled, Not Created

"Modern writing isn't created but bundled together" – David Perell

"Books are made from other books" ~ David Walter Wallace

- 2 step process
  - Gathering LOTS of good ideas from various sources, and
  - Choosing the BEST ideas to develop and transform into an article or book.

FAST v/s SLOW Writing

- **SLOW writing**
  - S: School/ Syllabus
  - L: Listen
  - O: Observe
  - W: Write
- **FAST writing**
  - Write first, research second
  - F: Finding ideas
  - A: Assemble
  - S: Speak
  - T: Teach

Audience-first Strategy

- To build a product, you should solve a problem for your audience or yourself — ideally both.
- Ask yourself…
  - To build for your audience, ask: “What product does my audience need to solve a problem they have?”
  - And to build for yourself, ask: “What product can I build to make my life easier?"
- Bigger the overlap between the audience you attract and the product you sell, the more successful you’ll be.

Scale with Software & Contractors

- If you define your processes, you don't have to hire full-time employees - scale the company with contractors & software
- Outsource repeatable processes
- Make sure your systems are mature before you automate
- If you can't automate a process with software, you can delegate it with contractors & personal assistants.

WHY NOW?

*We've reached a **tipping point** for the creation of online businesses.*

1. Easier than ever to build an online audience.
   - Find future customers on social media
   - Stay connected through email
   - Build a relationship through articles & podcasts
2. The number of no-code, plug-and-play software tools has exploded in the past five years.
   - Cheap to use
   - Gives low-cost access to a "shadow work force"
   - Keeps my company small so we can move fast.

Inference

You can make a profitable online business, with what you've, from where you're!

- Use the internet, leverage your writing
- Product or audience first? Decide the sequence, based on your context
  - If you know, what you want to create, start with a product & then find the right audience who would pay for it
  - If you are figuring out, start sharing your ideas freely on the social media to find which one your audience resonate with
- Start sharing ideas freely
  - to connect with your potential audience,
  - as feedback loop (live market research)
- Build your email list
- Create & sell your own info-products

Youtube videos resources

- Live writing session by David https://www.youtube.com/watch?v=regp1Vh5Fr8
- David's writing online process https://www.youtube.com/watch?v=0Mj0u-IFpLw
- Writing a long form essay https://www.youtube.com/watch?v=5LHjI9PQuwo

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