Top Three Guide Reflections

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Introduction

Hi,

Thanks for downloading our reflections PDF. In this, you'll find the reflections that we've written during the first weeks of TTG.

June has been a busy month for Loki and myself. We started working on Top Three Guide on the last day of May, if I remember well. Just over 5 weeks have taken us from nothing to one website, a YouTube channel, a Facebook page and an Instagram account. We've gone from 0 notes to 94 Evernote notes divided into 15 folders. We should probably keep that more organised. And I'm not even mentioning the files and spreadsheets in Google Drive.

In short, we've produced a lot of content in June. Most of it is only available for us now. Gradually, we'll release more interesting productivity articles and behind-the-scenes content. This is the first of the latter. All the information is raw, so don't be surprised if you find some weird spelling or grammar inventions.

I hope you'll enjoy having a look at our thought processes.

Best,
Kjell

8 July 2020

Highlights:

- We are now working across three platforms: Drive, Evernote and ClickUp. Evernote is still the main tool. ClickUp is just for planning and Drive for bigger files and spreadsheets. — **Kjell**
- I loved Loki's ideas for the catch phrase and "Facilitating your Flow" really struck me. After some thinking, we did decide to go with "Facilitate your Flow". — **Kjell**
- We've not been very good with deadlines. I'm not sure if we were just too optimistic or busy with other things. Prioritising and dividing work will be key for next week. — **Kjell**
- Setting up the website account was a lot harder than I imagined. Now, I understand why 'support and response time' was a big issue in host reviews. — **Kjell**
- I feel that I need to trust in the process and allow myself to produce stuff I'm not 100% happy with to enable myself to learn, grow and improve. — **Loki**
- I must gain a little perspective on the **unimportance** (for want of a better word) of posting to Instagram. The goal is to turn followers into blog readers. The instagram posts are a means to an end, not an end in themselves. — **Loki**

Week 1
Kjell

Date:	6 June 2020
Start Time:	9:15 a.m.
End Time:	9:26 a.m.
Things I'm proud of from this week	I'm proud of the progress we've made in terms of planning and content brainstorming. We have many ideas lined up and we set good priorities. I think we created a SMART goal for this business for the next three months and the next year. We've also organised Evernote and added a new app for todo's: ClickUp. We are now working across three platforms: Drive, Evernote and ClickUp. Evernote is still the main tool. ClickUp is just for planning and Drive for bigger files and spreadsheets.
Areas to improve for next week	We've done very well in terms of brainstorming and coming up with ideas and goals. Now, It's time to take action and take action.
Any new and great ideas?	Many. We had the idea to structure everything into 5 categories and start with one. We decided to do some market research for the logo. It was an important idea because our first design was a lot less popular compared to later designs. I loved Loki's ideas for the catch phrase and "Facilitating your Flow" really struck me. After some thinking, we did decide to go with "Facilitate your Flow".
Notes:	This is more or less the end of week 1 and we've taken big steps already. We're about 4 weeks from launching now. feel like the business idea is quite complete now. In the next week, we should look at the foundation of the project: acquiring a website and setting up bank accounts. We will also start creating content and we should be ready with some articles by the end of the month. After reviewing everything we should go live and start spreading the word on social media by the first week of July.

Week 1
Kjell

Date:	6 June 2020
Start Time:	9:15 a.m.
End Time:	9:26 a.m.

Loki

Date:	7 June 2020
Start Time:	01:57
End Time:	02:46
Things I'm proud of from this week	• Seeing the logo designs from an objective perspective and putting personal preference to one side. I feel like this is an important step for the future of our collaboration together - not holding on to my ideas for the sake of them and committing to what's best for the project • The organisation of our work. Kjell has sorted Evernote into a structured area for us to collaborate and complete tasks. ClickUp has been super helpful for tracking tasks and I feel confident that we will be able to keep up the momentum and keep contributing with these tools to help us

Areas to improve for next week	• More ambitious and clear tasks to complete in the lead up to our next meeting. It was our first time using ClickUp, but now we know what to do we can set deadlines and priorities for task completion during the meeting and ensure that we are ambitious in terms of what we would like to achieve before the next session
	
	• Start to implement a process by which blog posts have (implement this next week or week after)
	
	     o At least 1 cycle of draft, notes/review and revision
	
	     o Either weekly or in between meetings

Any new and great ideas?	• Coming up with a catch-phrase/slogan for each broad topic on the website (productivity, fitness, lifestyle) • Writing cycle for reviewing and drafting articles using ClickUp
Notes:	**Notes**: Progress has been made. Momentum is increasing. It feels like we have been working for a while now simply on the set-up of the blog, social media and company. We have found a good balance of choosing what is important to us and then either: 1. Make a decision 2. Research and look into something before reviewing and making a decision I am looking forward to getting on a roll with writing content and achieve our goals of having close to 12 blog posts written for the end of the month. However I will be happy with only 4 posts ready if we have put in the graft of setting up the blog and designing everything before we launch.

Loki

Week 3
Kjell

Date:	16 June 2020
Start Time:	5:40 p.m. La Paz time
End Time:	5:52 p.m.
Things I'm proud of from this week	I'm really proud of having reached 150 instagram followers in just a few days. We only have 5 on Twitter but we've not promoted that at all. I believe that will come later on. I'm also quite happy with having constructed a solid basis. The website is up, some social media accounts are up. We still have plenty of ideas.
Areas to improve for next week	We've not been very good with deadlines. I'm not sure if we were just too optimistic or busy with other things. I guess it's a bit of both. Prioritising and dividing work will be key for next week. We've lost a lot of time both on creating instagram posts.
Any new and great ideas?	We've been thinking a lot about video content this week. I think that might be the biggest focus for next week, along with getting more texts ready.
Notes:	Setting up the website account was a lot harder than I imagined. Now, I understand why 'support and response time' was a big issue in host reviews. Fortunately, I could reach out to my friend Siebert who knows all about computers, programming and whatnot. He's been of help and I hope to be able to lean on him in the future.

Week 3
Kjell

Date:	26 June 2020
Start Time:	8:59 a.m. La Paz time
End Time:	9:11 a.m.
Things I'm proud of from this week	I'm proud of the content calendar I created. I'm also happy with the progress we've made on the content. I think we've got about 5 completed articles by now. Finally, I'm pretty happy with the current, temporary version of the website. Is it really only week 4, by the way? It feels like so much more!
Areas to improve for next week	Maybe not for next week, but for the future. Look into content possibilities and keywords before adding something to the calendar. This will make things easier and more effective.
Any new and great ideas?	Too many! Some monetising options, such as ebooks, apps, affiliate plans. Nothing concrete, though. Some ideas for pages and blog posts. We should get some kind of high-end subscription, such as the Harvard BR. This will provide us with tonnes of information! We could look at image apps that allow us to create themed images and designs. It could avoid many copyright issues.
Notes:	I downloaded about 25 apps to check out for the habit tracker post. I am surprised by the quality of many free or freemium apps. It will be hard to select a top3! I should look into SEO tools. Maybe paid? It's funny that the reflections have been written exactly every 10 days.

Loki

Date:	26 June 2020
Start Time:	12:39
End Time:	13:05
Things I'm proud of from this week	I feel like this week was a big test for us. We have really zoned in and focused on churning out content. We now have at least 5 posts ready for the start of July - all of which adding value in our quick, reliable and effective format. We have continued to build on the momentum and it gives me great confidence that we can keep this up as we move out of lockdown and life begins to get busier again.
Areas to improve for next week	Personally, I've been quite frustrated at myself. I've been dilly-dallying about when it comes to creating content for social media: Instagram carousels and YouTube in particular. Gary Vee says that the pursuit of perfection hides insecurity. He is right. I am scared to post for our audience with a piece of content that could be better. But that's the problem with perfectionism - it can always be better. I feel that I need to trust in the process and allow myself to produce stuff I'm not 100% happy with to enable myself to learn, grow and improve
Any new and great ideas?	A couple of great ideas for the website this week: • Having a 'user guide' for our. Readers/audience so that they can get the most out of our content, regardless of the amount of time the have available. I love this idea because it caters to all kinds of readers. Those in a rush can still take in key points, while those with more time can understand the 'why' behind our tips. • A top 3 articles/posts for a section allows a small insight for new readers to see our best, most helpful work. This will draw new readers in by showing the way in which we can impact their lives.
Notes:	I'm really proud of the progress we have made as a team on the website. Kjell has been super efficient with his writing. I feel like I need to step up to the same level when it comes to instagram posts and stop OVERTHINKING. To do this, I must gain a little perspective on the **unimportance** (for want of a better word) of posting to Instagram. The goal is to turn followers into blog readers. The instagram posts are a means to an end, not an end in themselves. I am going to complete a template for the productivity insta posts - something basic which can be consistently applied to all of our blogposts to increase my efficiency. I will review this template with Kjell and if he thinks it's good enough - I will make no further format changes.