

# Top Three Guide Reflections

Total words: 2.042

Expected reading time: 7 minutes

## Introduction

Hi,

Thanks for downloading our reflections PDF. In this document, you'll find the reflections that we've written during the second month of T3G.

It wasn't easy, but we've kept going. The number of roadblocks far exceeds the number of wins so far. However, if we keep going now, things can only get better.

We've used the same format as last month with three important questions for reflection:

- What are we proud of?
- What can we improve in the future?
- What are the best ideas we had?

As always, 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 and Loki

28 July 2020

## Highlights:

- I think we need to prioritise more. Is design as important as content? Do we even need a design for everything? — **Kjell, Week 1**
- I tend to look for small things to improve all the time: morning, noon, evening, night. When I'm not doing this, I'm looking at the website stats or checking if there are any new likes on FB or IG. This HAS TO STOP. — **Kjell, Week 3**
- Habits are easy to start. Even when things initially go wrong. — **Kjell, Week 3**
- Just writing for one person who will definitely benefit from it makes it more worth while than writing for 100 people who might not even completely read our article. — **Kjell, Week 4**
- I feel like I've gone a bit easier on myself mentally with T3G this week - which I believe is an important aspect of sustaining motivation and work ethic long-term. — **Loki, Week 4**
- I've allowed overthinking to prevent me from getting really stuck-in with the YouTube videos this week. I need to bite the bullet & force myself to film, focusing on the process and worrying about the outcome later. — **Loki, Week 4**
- I'm sure that if I got down to it, filmed and edited, I would actually be pretty happy with the result. I need to stop thinking and start doing. — **Loki, Week 4**
- The basic idea of business is finding solutions to problems. If we can think more along these lines of solving problems we face - then we will do the same for others and continue to provide high-quality value. — **Loki, Week 4**

## Goal-tracking

Results are stated between brackets.

Month	Avg. Visitors	Socials	Content
<b>June</b>	n/a	10 (157)	12 (8)
<b>July</b>	15 (15,5) per day*	600** (448)	20 (20)

\* Between July 6 and July 31. (The website was not live before)

\*\* Instagram: 173 followers, Facebook: 256 likes, Youtube: 8 subscribers, Twitter: 11 followers

## Week 1

### Kjell

<b>Date:</b>	6 July 2020
<b>Start Time:</b>	17:05 (La Paz time zone)
<b>End Time:</b>	17:13
<b>Things I'm proud of from this week</b>	I'm proud of the website design. The white background with grey and light blue details is lively, stylish and not too overwhelming. I'm happy that we've set up the most important social media channels for now.
<b>Areas to improve for next week</b>	I've been too strict with deadlines. I've definitely overestimated myself and Loki. I've changed up the content calendar at least two times this week. I just did it again now. I hope we will now be able to stick to the deadlines. I think we need to prioritise more. Is design as important as content? Do we even need a design for everything? So we need to stick to what's most important for the reader and I think that's well-researched content, not well-designed social media posts.
<b>Any new and great ideas?</b>	We started using Brave as a browser. That's been really helpful in terms of working faster. I've been thinking especially about ways to make money by selling ebooks. I don't want to go into too much detail for now, though.
<b>Notes:</b>	In all, it's been a very busy time. Uploading all the texts to the website has been quite time-consuming. Double-checking urls has been exhausting. However, now that we've got about 10 pages online I feel we're ready to create traffic for the next two weeks. If we can continue putting out at least 1 article per week, preferably about 1,5 per week, we're good to continue. I'm excited about the future!

## Week 3

### Kjell

<b>Date:</b>	16 July 2020
<b>Start Time:</b>	19:35 La Paz time
<b>End Time:</b>	19:44
<b>Things I'm proud of from this week</b>	I'm proud of the website. I have wasted a lot of time on it but it's worth it. I purposefully use the word wasted because I don't feel like it's been a very productive, time-efficient job. On the bright side, I'm very proud of the result. I like how the ratings and number of views stand out, although I would appreciate more people actually rating the articles. I'm also proud of our small wins. We've had a few compliments from friends and those are really inspiring/motivating.
<b>Areas to improve for next week</b>	Time-efficiency. I tend to look for small things to improve all the time: morning, noon, evening, night. When I'm not doing this, I'm looking at the website stats or checking if there are any new likes on FB or IG. This HAS TO STOP. I feel that this will get better soon though. I've been reflecting a lot about the difference between being busy and being productive. I've thought about my most productive times for certain activities as well and so I can only see progress from now on.
<b>Any new and great ideas?</b>	No major biggies this time. I did have a few ideas about blog posts and social media posts. Blogging is a bit different from our usual content, so I want to include things like charities and I've thought about a possible collaboration as well. I've also had an idea for video content on IG or Youtube in which I get into more details about a habits article based on my one life. I know this sentence makes no sense; I'm sorry. Writing this explanation is just faster and easier than actually reorganising it.
<b>Notes:</b>	Habits are easy to start. Even when things initially go wrong. These weekly notes were supposed to be written weekly. Obvious. However, the first three reflections were not weekly but coincidentally every 10 days. When I noticed this, I decided that they had to be written very ten days instead. And that's it. A habit was created!

## Loki

Date:	16 July 2020
Start Time:	22:41 GMT
End Time:	22:54 GMT
Things I'm proud of from this week	<p>Instagram carousels launched and slowly got better. We've developed a simple theme and aesthetic for our feed and I've gone from taking 2/3 hours to create a below average carousel post to taking 30-60mins to create a decent one.</p> <p>YouTube intro video filmed. I felt more confident on camera after a while and it was cool to try out the new tripod and mic. I'm looking forward to shooting content this weekend - giving me the opportunity to focus on editing during the week.</p>
Areas to improve for next week	<p>Keeping up to date with the content calendar for blogposts. I need to be much more 'on' research and reviews - our audience needs to have consistent new content and helpful tips! This is how we provide value! We need to also begin looking into ads to widen our following. Some sort of analysis and research needs to be conducted (by me like I said I've been too disorganised this week)</p>
Any new and great ideas?	ADVERTISE (probably using video)
Notes:	Ad.ver.ti.se.

## Week 4 Kjell

<b>Date:</b>	23 July 2020
<b>Start Time:</b>	13:05 La Paz time
<b>End Time:</b>	13:13
<b>Things I'm proud of from this week</b>	<p>I think we've caught up a bit with the content. We're not too much behind schedule with the articles now - only one or two days I think. I'm not even opening the content calendar that regularly anymore, so that means we're good.</p> <p>Several people have complimented us on the good work. However, as Loki pointed out, it would be nice to receive some constructive feedback as well.</p>
<b>Areas to improve for next week</b>	<p>I'm disappointed with the low number of new followers on our social accounts. It grows but really slowly. So that's something we need to improve. As it is, we're not going to reach our monthly goal. I also doubt we will reach our content goal for this month.</p>
<b>Any new and great ideas?</b>	<p>We've been thinking about collaborations mainly. Podcasts have come up, but also interviews and other ways to collaborate.</p>
<b>Notes:</b>	<p>SHIT. I told Loki to write reflections today. Today is the 23rd. Not the 26th. I'm breaking the usual rhythm.</p> <p>I wish we'd be able to have more conversation with our readers. However, I'm happy with the few responses that we've received. This will help us to provide the content that our readers want to read. Just writing for one person who will definitely benefit from it makes it more worth while than writing for 100 people who might not even completely read our article.</p>

## Loki

<b>Date:</b>	23 July 2020
<b>Start Time:</b>	15:12 GMT
<b>End Time:</b>	15:27 GMT
<b>Things I'm proud of from this week</b>	<p>Vision of the future. I feel like I've gone a bit easier on myself mentally with T3G this week - which I believe is an important aspect of sustaining motivation and work ethic long-term. For some reason - I was not aware of the fact that our website content is evergreen. This so called 'realisation' has made me a lot more confident that we will be able to spend time collaborating, promoting &amp; expanding T3G in the future, following content creation.</p> <p>On that note, I feel a lot more confident that this is something I will be able to continue while back at university from September &amp; beyond. Watching a Tim Ferris video Kjell sent me - I realised that this project isn't one for 6 or 12 months. It's more like one for 3 or 4 years. Minimum. I really have belief that we can keep it up for that time. It's gonna be crazy to look back even just at the end of 2020 to see how far we've come. Gotta get the work in til then though!</p>
<b>Areas to improve for next week</b>	<p>Stop being so scared! I've allowed overthinking to prevent me from getting really stuck-in with the YouTube videos this week. I need to bite the bullet &amp; force myself to film, focusing on the process and worrying about the outcome later. I feel like this is a similar mental block as with the carousel posts - only this time I'm even more scared because instead of images &amp; text, it's just my face &amp; voice on camera.</p> <p>This is a perfect example of living in my head. I'm sure that if I got down to it, filmed and edited, I would actually be pretty happy with the result. I need to stop thinking and start doing. I'm gonna finally shoot the productivity video in an hour or so. I'm just gonna go for it. Come on.</p>
<b>Any new and great ideas?</b>	<p>A really exciting idea from Kjell was 'Top 3 Artists'. I love the creative industry, I find it really inspiring &amp; the idea of working with artists in a somewhat professional sense with T3G gets me excited. I also love the idea that we can help our friends &amp; people we admire gain exposure by sharing their stuff, and we can too in the process.</p> <p>Additionally, I feel like Kjell and I took a little step towards being 'entrepreneurs' rather than 'bloggers' with a conversation this week about meditation. We are both interested in it, but have questions and a lack of clarity with some of its aspects - something that we're sure other people share too. The basic idea of business is finding solutions to problems. If we can think more along these lines of solving problems we face - then we will do the same for others and continue to provide high-quality value.</p>
<b>Notes:</b>	<p>I'm feeling inspired for the future. I feel like my faith and trust in ourselves is growing week on week - but that cannot allow me to rest easy. I still need to continue to push myself outside of my comfort zone and do the 'difficult' things. Being in front of a camera and shooting videos in particular.</p>