

Top Three Guide Reflections

Total words: 1.374

Expected reading time: 4 minutes

Introduction

Hi,

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

Although our following barely grew and website visits went down, August was a month with a few small wins. We had our first organic visitors (via Google, Bing and DuckDuckGo). And we had a few people who are not our friends liking or sharing our Twitter and Instagram posts.

We're celebrating the tiniest wins because every step towards our goal counts.

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

31 August 2020

Highlights:

- In terms of social media, I need to release that it's NOT about us. I've been too anxious to receive likes, follows etc. When I post something, it needs to be useful for the reader. — **Kjell, Week 2**
- I need to focus more on the way we promote T3G. Stop Yelling, Start Helping. — **Kjell, Week 2**
- It's time to do more than post a carousel and share it on our story - it's time to start collaborating, reaching out to other creators and get more people aware of T3G. — **Loki, Week 5**
- A different approach to YouTube: show, not tell. It's time to put our advice into action - and show people the results. — **Loki, Week 5**

Goal-tracking

Results are stated between brackets.

Month	Avg. Visitors	Socials	Content
June	n/a	10 (157)	12 (8)
July	15 (15,5) per day*	600 (448)	20 (20)
August	100 (5) per day	1000 (466)**	25 (30)

* 6 July - 31 July

** Instagram: 172 followers, Facebook: 269 likes, Youtube: 11 subscribers, Twitter: 11 followers

Week 2

Kjell

Date:	6 August 2020
Things I'm proud of from this week	I don't know. There aren't too many things to be proud of in the last two weeks. I've made Pins on Pinterest for our posts but I'm not sure if it's really useful.
Areas to improve for next week	<p>I've been a bit demotivated. This week I've done anything useful yet. I need to pick myself up and move forward. I stop in my path because Loki is behind schedule and I feel that whatever I do moving forward will put more pressure on him. It'll also frustrate me more because I will need to wait for feedback longer than I would want. I need to put that behind me and move on.</p> <p>In terms of social media, I need to release that it's NOT about us. I've been too anxious to receive likes, follows etc. When I post something, it needs to be useful for the reader. If I don't have anything useful to say, I shouldn't say anything. And if we don't have visitors for a day. So be it. They will come later when our SEO rankings improve.</p>
Any new and great ideas?	<p>I've been thinking about guided meditation and a news letter. The guided meditation classes for beginners would be in line with what we're going to write but there are many people out there who are more professional. So I should leave the idea for now.</p> <p>I want to start an email list. The idea is to have three emails per month Loki's top3 pick of articles, apps, etc. outside T3G Kjell's top3 .. T3's monthly review. Our reflection and top 3 pick of our own articles.</p>
Notes:	I need to focus more on the way we promote T3G. Stop Yelling, Start Helping. Yesterday I thought about planning all Pins as Facebook Stories. Today I realised that would be yelling. So I decided to let go. I'll limit socials to new articles and blog posts for now.

Week 3

Kjell

Date:	16 August 2020
Things I'm proud of from this week	<p>We had a couple of small wins this week.</p> <p>First visitor referred by Pinterest</p> <p>Organic visitor from DuckDuckGo</p> <p>First income! 2\$ from the Brave referral.</p> <p>I also sent out the first interview this week. I'm looking forward to the answers!</p> <p>Recently, I've been doing a lot better in terms of selecting what to read now, what to read later and what to not read at all. I still create my own 'Sunday Digest'— I save all liked tweets and newsletters in a folder, so I can read/revise everything on Sunday mornings. About a month ago, I would've read every single thing. You know, just in case it has something interesting. In the last few weeks, I've become a lot more selective. I save more but I only read about half of what I've saved.</p>
Areas to improve for next week	<p>On a personal level, I should play less Football Manager. Boy, do I waste time playing that game. Very few things distract me, but I can easily spend two hours playing FM without realising it.</p> <p>I want to improve Twitter performance. I should probably try to interact more.</p>
Any new and great ideas?	<p>As I was writing the avoiding distractions article, I felt there was room for A LOT of information. This might be the first thing to actually turn into an ebook. However, it will be something for later. Loki's been a bit off the map in the last weeks. I'll be busy with other things as well as I just lost my job. And the newsletter should have priority for next month as well.</p> <p>This week, I started writing twitter threads based on our articles. Success rate? Zero. So maybe it's just a new idea, but not a great one.</p>
Notes:	<p>Twitter is a weird creature. I've reached out to people I'd never dare talk to in real life. They've replied or at least liked my tweet. However, our follower count @topthreeguide is not growing, at all. I just don't understand how it works.</p>

Week 5

Kjell

Date:	26 August 2020
Things I'm proud of from this week	There are not a whole lot of things to be proud of recently. It's been more or less business as usual. Nothing new. No wins. Not like last time.
Areas to improve for next week	I'm feeling a bit overwhelmed. We have many good ideas but act on none of them. Next week, organising these thoughts and ideas should be priority. Then, we need to start acting on at least one of them. The newsletter should probably go first.
Any new and great ideas?	We've discussed the value of YouTube and our purpose. We're going to use the channel for behind the scenes and documentation rather than giving the information. It's going to be more practical and based on personal experience.
Notes:	Nothing to mention.

Loki

Date:	30 August 2020
Things I'm proud of from this week	Having been away from London and on holiday for the majority of August, I don't have many tangible pieces of work or achievements to point toward. Returning to the T3G website this month, however, made me feel incredibly proud. In 3 months, we have created a beautiful, fully functional website and multiple social media accounts to match. 3 months ago, today, this was still just an idea in Kjell's head.
Areas to improve for next week	Content is up. We are adding value on our website - people just aren't seeing it. *Engagement* on social media is where there is plenty of room for growth. It's time to do more than post a carousel and share it on our story - it's time to start collaborating, reaching out to other creators and get more people aware of T3G
Any new and great ideas?	A different approach to YouTube: show, not tell. It's time to put our advice into action - and show people the results. By documenting our own productivity journeys, we can encourage others to embark on their own. Within this, there is plenty of room to collaborate with other creatives and spread the word about T3G even further
Notes:	Nada