

Top Three Guide Reflections

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Introduction

Hi again,

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

October started with a positive boost in follower counts. Loki's IG live generated new Instagram followers and the collab with Bennie provided us with some extra followers on Facebook.

The amount of content produced this month has gone down slightly. Yet, we feel the quality has benefitted from more thorough research and intense feedback sessions.

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

29 September 2020

Highlights:

- We're getting good feedback but it's not excellent yet. It's not yet of the quality like "look what these guys are doing." That's where we need to get. — **Kjell, Week 2**
- I am happy that I finally took the step to pick up my phone and talk to the camera on an Instagram story. Like with most things, the fear of it was much more in my head. I look forward to doing this more often in the future. — **Loki, Week 2**
- When I'm writing I need to focus more on writing to one person. So from now on, my texts will be focused on teaching Loki. — **Kjell, Week 3**
- Consistency is the biggest key and while we're very far off our social media followers and weekly reader goals, I have faith that as we continue to add value to our community, not only will we grow but we will also improve.— **Loki, Week 5**

Goal-tracking

Month	Avg. Views/Day	Socials	Content pieces
June	n/a	157	8
July	28,7	448	20
August	7,5	466*	30
September	14,1	499**	42
Oktober	12,1	562***	49
Oktober Goals	15	600	50

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

** IG: 192 followers, FB: 275 likes, YT: 11 subscribers, T: 20 followers, Pinterest: 1 follower

*** IG: 224, FB: 284, YT: 12, T: 28, P: 1, Email: 13 subscribers

Week 2

Date:	6 October 2020 — Kjell
Things I'm proud of from this week	I'm proud that we decided to be more consistent on social media. We made a calendar for the next week with some ideas for the rest of the month as well. I'm happy that our follower count keeps growing. While it's very slow, it's still steady. We're a bit over 500 now and I'm confident we can reach at least 600 by the end of this month.
Areas to improve for next week	Now that we have the calendar, I need to start planning. To be more consistent it would be very useful to schedule ahead for a week. I'm quite busy now so it'll be more on an ad hoc basis this week, but I hope to plan better starting next week. On a content level, I've been a bit distracted. I have gathered a lot of information but I kind of lost the confidence to start writing. I feel like I have never enough information and need to keep adding. It's also part because I'm busier with other paid projects. Once I've planned those in well, I hope to write some top 3 articles.
Any new and great ideas?	The social media calendar again. It's not really a new idea. But it's something new for us. I hope this will give us the extra boost we've been looking for.
Notes:	I feel T3G is becoming more personal. We're getting good feedback but it's not excellent yet. It's not yet of the quality like "look what these guys are doing." That's where we need to get. I hope the personal touch will add that little extra to make this happen.

Date:	6 October 2020 — Loki
Things I'm proud of from this week	I am happy that I finally took the step to pick up my phone and talk to the camera on an Instagram story. This kind of content helps to add a more personal, interactive side to our project. Like with most things, the fear of it was much more in my head. I look forward to doing this more often in the future.
Areas to improve for next week	As Kjell and I had our social media meeting yesterday, I still need to schedule some instagram posts to ensure consistency without needing to constantly remind myself. This will come as I carve out time in my schedule for T3G.

<p>Any new and great ideas?</p>	<p>Social media interaction outside of our regular content, i.e. more than just posting about new articles! Using content from others' accounts, posting quotes and interacting more ourselves via video are exciting ways to engage more with the readers and followers of T3G - something we need to do a lot more of to encourage buy-in to our content!</p>
<p>Notes:</p>	<p>Plan has been set. Catch-up has been had. Baby is being made. Time to start being 100% consistent and reliable on socials, with clear planning and themes.</p>

Week 3

<p>Date:</p>	<p>16 October 2020 — Kjell</p>
<p>Things I'm proud of from this week</p>	<p>In the last days we've taken the courage to pick up our cameras and do IG lives. The first one was really successful and scored us many new likes. Afterwards, it has slowed down again, but consistency is key and will lead to new results. We're starting to rank for more keywords. We're slowly creeping into the top 10 for the flow article. With new flow content coming out soon, I'm sure we'll start getting some organic visitors next month.</p>
<p>Areas to improve for next week</p>	<p>Our IG live last Monday had several flaws. I forgot about my IG limit. Both Loki and I forgot to save the interview so we could not publish it afterwards. That really sucked and that was very preventable.</p>
<p>Any new and great ideas?</p>	<p>I don't think so. Finally executed past ideas such as the flow cheat sheet. Also finally writing the flow related articles. We've been a bit more active on social media and we probably need more ideas for that.</p>
<p>Notes:</p>	<p>I've struggled to turn ideas and knowledge into text. That's finally happening now. I'm pretty glad and I'm confident the content will be worthwhile. When I'm writing I need to focus more on writing to one person. So from now on, my texts will be focused on teaching Loki. I'll just have him in mind and pretend I'm writing a summary for him so he can learn the basics about whatever topic I'm writing about.</p>

Week 5

Date:	26 October 2020 — Kjell
Things I'm proud of from this week	In the couple of last days, I finally finished all the articles about flow. I gathered a lot of information for them so I hope they are of very good quality. This means I'm now ready to move on the next chapter: saying no .
Areas to improve for next week	On a personal level, I need to up my productivity levels again. I've been very distracted with social media and phone games. I should try to be a bit more consistent on T3G social media and post more often, especially more snippets and more shares.
Any new and great ideas?	The only thing I could think of is finding Facebook groups to post our content in. I can't believe I haven't thought about this before, we used to do this all the time at coLanguage when I did my internship there.
Notes:	I've been struggling quite a lot with finding my sense of purpose and T3G's sense of purpose as well. Imposter syndrome is a big issue but also the fact that I want our information to be affordable and available for everyone. This makes paid newsletters, ebooks etc. more difficult. I can only think of two alternatives atm: "buy me a coffee" and book affiliate links, but then we should promote a lot more books to even make a couple of \$\$\$ per month.

Date:	27 October 2020 — Loki
Things I'm proud of from this week	2 main things to point out: 1. The interview with Bennie was really interesting, informative and engaging 2. Kjell's flow articles have been top quality. The amount of research he put in is really paying off and I'm extremely confident that the value we provide to our readers in these articles will have a real impact on them, if they can apply the advice. This is what T3G was started for.
Areas to improve for next week	Next week, I want to finally start using a social media scheduling tool. Taking a break from uni work for an instagram post has been necessary, but not super effective in terms of productivity. Planning, creating and scheduling all IG activity every weekend will improve the reliability of our posting and create a stronger bond between the account and its followers

Any new and great ideas?

I'm looking forward to going live on IG with Kjell later this week, for an open Q&A and some real interaction with our followers. It will be really interesting to engage with even just 1 follower or reader on a 1-2-1 basis. Furthermore, adding more of a human face to T3G will increase the potential for buy-in from readers!

Notes:

While there are always aspects for us to improve on, I'm proud of how far we've come. Consistency is the biggest key and while we're very far off our social media followers and weekly reader goals, I have faith that as we continue to add value to our community, not only will we grow but we will also improve.