



Ebomb the pain

VIRTUAL HOT SEAT

Once you've learned to find pain in the wild, your next job is to practice using it for good!

We asked you to come up with a list of potential Ebombs topics based on a single discussion thread assigned by us. Even if you're unfamiliar with the audience and their terms, the previous Painstorming exercise should have helped you learn what they need help with.

Now, let's see how you did with your assignment!

Maximize your skills!

by learning along with your peers... virtually!

Learn how to level up by comparing your work to these students — who are newbies, just like you! — and the questions & feedback they received firsthand from us, just like we were all in the same workshop together.

Test yourself to see what we see. Ask the hard questions. Then take what you learn and apply it to your own work!

Here's how:

1. Read the following 2 *real* students' Ebomb topics
2. Compare both students' Ebomb topics for your own from the exercise
3. Use our Hot Seat questions to learn through critique
4. Finally: Use the Hot Seat Cheat Sheet for your own Ebomb topics (today, and for coming up with infinite ebombs!)

Ebomb Topic Brainstorm: Eliza



Source: <http://bit.ly/30x500-safari-2>

How to build an effective payment schedule for client work

How to find the perfect client

Avoid making these mistakes as a new freelancer

Get every client on a maintenance plan TODAY

How to spend more time on paid work vs. maintenance as a freelancer

How to create a sense of obligation in your clients to keep projects moving forward

A freelancers survival plan - billing for all the 'stuff'

How to bill for phone calls, IMs, and even prospecting for new business:

10 great time trackers for new freelancers

Get your time under control and bill for every hour

10 tips on staying focused on client work while removing the demands of your freelance operations tasks

Love helping people with your web skills but hate sitting in a chair all day? Here's how I solved that problem

Avoid angsting yourself into overworking as a freelance illustrator

Simple methods for quickly and effectively planting the seeds that will reap qualified buyers in just 10 minutes a day

'I could go for a muffin and an espresso right about now' - a cost/benefit analysis of working from cafes for freelancers

Ebomb Topic Brainstorm: George



Source: <http://bit.ly/30x500-safari-2>

- One benchmark of average working hours ppl do in social media and publicity
- Struggling with life/work balance? One simple rule to follow to succeed it.
- How to avoid spending too many time at answering emails and calls?
- Why should I bill every hours I work whatever the task?
- 5 steps to evaluate you and set up a correct rate.
- Worry that your laptop would overheat because your work too much? 3 tips to keep your laptop cool enough.
- What should you rate if you do social media and publicity?
- Overwhelmed by task switching? Learn how you can pack your tasks and avoid to many switches.
- Why you should avoid switch too many times between task during a work day?
- Hard to manage your contractors? 5 things to do to a better collaboration.
- Healthy and tasty dinners in less than 15 minutes
- How to work less and better by keep focused on your work at home
- Avoid task switching: how to organize your day
- A simple email filter to eliminate 80% of your interruption
- Being interrupted? Here is a simple procedure to implement today

VIRTUAL HOT SEAT

put your best thinking cap on!

Pick at least 5 topics from each of the student examples above so you can study them closer and answer these questions:

- A** How many words could be written about these topics, if you were comprehensive with your answer or advice?
- B** What is the actionable piece of advice, or “fix” would you give at the end of the ebomb?

Real answers from real students:

A How long could those ebombs become, if you were trying to be comprehensive with your answer or advice?

I mean, there s a ton of stuff to consider...

2,147,483,647 words

this could easily fill several books

it seem like they'd be SO hard to actually finish as a blog post. I could go on forever.

george: some of my topics are so big they could become products themselves

TEACHER DISCUSSION

- A** How many words could be written about these topics, if you were trying to be comprehensive with your answer or advice?
-

If you could write a whole book - or *many* books – about a topic, it's not going to make an easy-to-write blog post (or code snippet, or screencast, or...).

The secret to writing great Ebombs is to get REALLY specific, probably more specific than you're used to.

When you're helping someone one-on-one, it's easy to just start anywhere because if they don't get it, you can adjust. But with Ebombs your audience will need to discover and use your ebombs without you being there to adjust if they don't get it.

Once you've picked a topic (based on some pain you found in your audience):

- 1 - narrow it by picking one *specific* angle on that topic...and then
- 2 - narrow it again by choosing one *specific* fix to provide for that angle.

This will help you avoid creating fixes that are too big to actually finish...and too vague to actually be useful. Which ties nicely into Question B...

Real answers from real students:

- B** What is the actionable piece of advice, or “fix” would you give at the end of the ebomb?

"Being interrupted? Here is a simple procedure to implement today"
being interrupted by WHAT?! doesn't hold much promise of a specific fix.

This one is great: "A simple email filter to eliminate 80% of your interruption"
It's a specific pain + a hint at a specific fix.

TEACHER DISCUSSION

B What is the actionable piece of advice, or “fix” would you give at the end of the ebomb?

Your goal with every Ebomb is to give your audience something that they can actually **do**, even if the action they’ll do in their head – like make a decision with confidence. Without action, they can’t feel a “win”. No win, no ebomb.

You can save yourself from a lot of half-finished drafts and unactionable Ebombs by choosing a specific fix to addresses your audience’s pain *before* you even sit down to create the Ebomb itself.

For example, using the 2-step narrowing process we outlined in the previous Teacher Discussion, you could choose the topic:

Topic: *“Get your time under control and bill for every hour”*

Narrow Angle: *“How to batch smaller tasks for easier client billing”*

Narrower Single Fix: *“Save time, energy, and wasted billable hours with Just One Change Tuesdays”*

Ebomb Topic Brainstorm: Amy & Alex



Source: <http://bit.ly/30x500-safari-2>

Suggested language for getting clients to pay for phone calls

Guide to hiring contractors who are reliable and easy to work with

Guide to keeping contractors motivated

How much time can you bill by timeboxing (experiment/how-to)

Proven retainer agreement template for selling bucketed time

Help reader decide if client's prepaid bucketed time roll over, or not

Show how to track how much time you're losing every day to task switching (and how to get that time back)

Guide to making "client discovery" projects billable

3 automations to look for work...while you work

Example daily schedules from 2-3 successful freelancers

ANALYZE YOUR OWN WORK

how do your ebomb topics compare?

- A** Which of your ebomb topics **could become a full book or product**, like some of Eliza and George's examples? Which are **specific and small**, like the teacher examples?

Hint: if your topic would require explaining lots of other things in order to fix the problem, it's probably too big to be a single ebomb.

- B** What **single fix** will you give them? What would be your audience member's **tiny win** if they implement your fix?

Hint: if you're providing more than one option, you've got more than one fix...and potentially more than one ebomb.

You have a new ability!

You can create an **ENDLESS** supply of helpful content that your audience will love to read, use, and share

You've gone from a whimper of "marketing content, ugh, I don't have time for that" to having a **clear and strategic path forward**. You'll never stare blankly at an empty page, wondering what blog post to write for your audience...you'll never wonder if it's even worth your effort to keep writing, recording, and sharing.

Instead you have the ability to use your audience's pain to fuel everything you do, including **create infinite Ebombs that you KNOW deliver wins** to your audience. Those wins will earn you trust, reputation, and an audience who's primed to buy when you have a bigger offer that matches their pain.

And best of all, you can start helping them *right away. Right now.* **Really!** Here's our cheat sheet for coming up with endless ebomb topics that will be easy for you to ship.

2 Ebomb Topic Cheat Sheet

Set up a place where you can start adding potential Ebomb topics as you find them on safari. We really like using a Trello board for this!

When you add a topic to your Trello board (or wherever), here's a few things to double check:

- What's the **specific pain** your Ebomb is addressing? Could you **point to an example** of that pain in your watering holes?
- If a topic **requires explaining a lot of other things** to make your point, get more specific, so your Ebomb doesn't wander.
- No fix, no Ebomb. What fix will this topic give your audience? **Decide the "win" first** and work backwards from there.