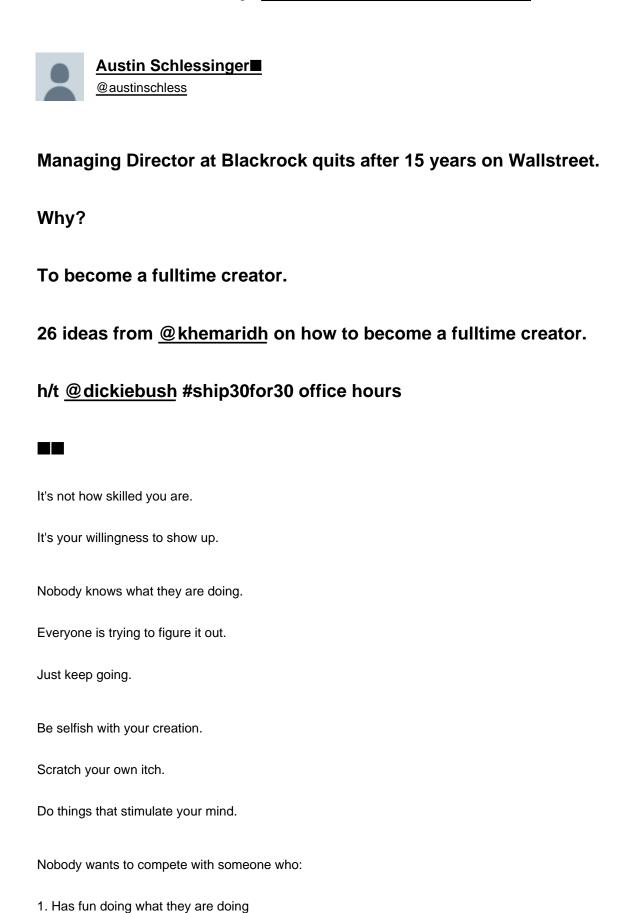
Twitter Thread by <u>Austin Schlessinger</u>■



2. Spends 16 hours on their craft
Follow your curiosity and you will always win.
Stay guided by fun.
If something isn't fun, don't do it.
Learn to say no.
Fall in love with the craft.
If you love the craft, you are going to stick with it.
Quit things that aren't fun.
If you don't like Instagram, don't use Instagram.
If you don't like Youtube, don't use Youtube.
Don't feel pressured to do things you are not interested in.
Just because others are doing it, doesn't mean you have to do it.
You're going to repeat ideas.
You will write the same thing over and over.
That's okay.
The more you write about it, the tighter the idea gets.
Things I wish I would have known when I was starting writing
1. Headlines matter
2. Framing matters3. Leverage Zeitgeist
Headlines matter
Write 10-15 headlines for every post that you write.
Framing matters

Frame your message in a unique way

 Tell stories Use examples Relate to other concepts and ideas
Leverage Zeitgeist
Zeitgeist is the spirit of a generation or a period of time
It answers
1. What's going on right now?2. What are people talking about?
Find your core ideas through iteration.
Loop those ideas through everything that you do.
Facts don't sell.
Stories sell.
Talent without distribution is wasted.
Talent is important.
Distribution is MORE important.
Want to become a better writer?
Write and PUBLISH every day for a year.
Just write.
Find what you are good at, and keep doing it.
Forget about the things you don't enjoy doing.
There is a benefit from sharing your ideas on a social network.
Social networks allow people to learn who you are.
The more time you spend on distribution, the less time you are going to spend on writing.
Focus on making distribution easy.

Focus less on notetaking systems
Google is the best place to find information
Your prior writing is the next best place
Ask yourself Is my notetaking a form of escapism?
If it is, cut it.
Don't let your notetaking system limit your creativity.
Want to know the ultimate compounding?
SHIPPING!
Just keep shipping your work.
Notetaking apps don't ship for you
Do you define your self worth from what you accomplish?
Want to know how to manage this?
Ask yourself why.
Then ask yourself again.
And again.
Why I write
 It's fun It can make me money It's a creative outlet It's a form of therapy
Bottom line 1. Follow your curiosity 2. Be consistent

3. Ignore the noise