

Twitter Thread by [Dickie Bush](#) ■



Dickie Bush ■

[@dickiebush](#)



Atomic Habits from [@jamesclear](#) changed my life.

In Atomic Habits, James lays out the Four Laws of Behavior Change.

- 1. Make it obvious**
- 2. Make it attractive**
- 3. Make it easy**
- 4. Make it satisfying**

Here's how to leverage them to build a daily writing habit (■👉■):

Habits are made up of a four-part feedback loop:

1. Cue
2. Craving
3. Response
4. Reward

Building a habit means intentionally designing each part of this feedback loop.

1. Make it obvious
2. Make it attractive
3. Make it easy
4. Make it satisfying

<https://t.co/BulTeay0uw>

The Habit Loop

To better understand how a habit works and how to improve it, let's divide a habit into four stages.

1. Cue

2. Craving
3. Response
4. Reward

These four stages create a feedback loop. Your mind is endlessly running this loop and learning from its experiences.
pic.twitter.com/sURCbTPp3N

— James Clear (@JamesClear) [November 5, 2018](#)

Before you start to build a writing habit, it's important to understand the real goal.

Your goal isn't to start writing.

Your goal is to become a writer.

Why the subtle difference?

Because behavior change is identity change.

We don't stick to habits that aren't aligned with our identity.

Luckily, habits that align with your identity are easy to stick to.

Every action you take is a vote for the type of person you want to become.

So to become a writer, we have to consistently cast "writer votes."

Step 1: Make it obvious

Time and location are the most important habit cues.

You **MUST** leverage them to build your writing habit.

Every great writer has their sacred hours.

This thread can help you find yours:

<https://t.co/zORePxKLmt>

Sacred Hours...

A life-changing concept.

What are they and how to find yours: (thread) pic.twitter.com/AHSMqwtTb0

— Dickie Bush \U0001f6a2 (@dickiebush) [December 2, 2020](#)

But just having a time of day to write isn't enough.

You want to intentionally design your writing environment to maximize focus.

Some good things to have:

- A go-to writing playlist
- A comfortable desk chair
- High-quality headphones
- Cold Turkey internet blocker

Step 2: Make it attractive

Habits with clearly defined benefits are easy to stick to.

So when building your writing habit, have a list of benefits you hope to unlock once you start writing consistently.

Review them every time you sit down to write.

<https://t.co/R4oOxwEcuT>

The 7 biggest benefits of writing:

- \u2022 Razor-sharp thinking
- \u2022 Learning things faster
- \u2022 Storing your experience
- \u2022 Meeting like-minded people
- \u2022 Building personal momentum
- \u2022 Becoming a thought leader at scale
- \u2022 Exposing yourself to new opportunities

What am I missing?

— Dickie Bush \U0001f6a2 (@dickiebush) March 6, 2021

You also repeat habits that align with the social norm.

So if you want to start writing consistently, you want to surround yourself with other writers.

Seek to find a community that gives you approval, respect, praise, and feedback on your writing.

<https://t.co/JJNKZQKb75>

Step 3: Make it easy

Beginner writers think their first post has to change the world.

This kicks off the doom loop: procrastination disguised as planning.

How to overcome this?

Start smaller.

Consistency comes from starting smaller.

Start with writing one tweet per day. Repeat this for a week.

Then, up it to a few tweets per day.

After a few weeks, you'll stop overthinking and overcome your fear of publishing.

From there, you can start to expand your ideas.

Now your writing flywheel starts to spin.

You can go from writing tweets to writing short, Atomic Essays.

- One single idea
- Under 250 words
- Fits into a single iPhone screenshot

Again, we make it easy to keep publishing until we've built unmatched consistency.

Four reasons you should write a daily Atomic Essay

Publishing a daily Atomic Essay is the highest leverage habit in human history.

Here's why:

1. Find your niche faster by making noise.

The fear of "*finding your niche*" paralyzes early writers. Finding their "*personal monopoly*" becomes an exercise in procrastination.

Instead, you need to **make noise, then listen for signal**. Share as many ideas as possible. Then, listen for the ideas which resonates with you and with others. Double down on those ideas, then iterate again.

Daily Atomic Essays accelerate your noise making.

2. Learn to think clearly with daily idea refinery.

Writing is thinking. There is no better way to understand something than to write about it.

The big ideas in life don't need a whole blog post. **The Atomic Essay constraints force you to simplify, clarify, and distill**. And one cannot overestimate the compounding of 365 days of thinking.

3. Publish with prolific momentum.

Early writers should not write weekly blog posts into the void. **Instead, they should leverage platform algorithms to distribute their ideas at scale**. These algorithms reward consistent, daily production, like Atomic Essays.

Not to mention, the personal momentum of creating a published asset every single morning, starting every day with a small win.

4. Lower the friction of creating content.

The first commandment of writing online: **done is better than perfect**. Publishing daily reinforces this mindset. Every day's essay does not need to be perfect, it needs to be done.

And shipping every day also teaches you to write fast. With the 30-minute timer ticking, there's no time to dilly dally.

Atomic essays pave the way to finding your voice, clearer thinking, and unstoppable momentum.

@dickiebush

 Ship30for30.com

Step 4: Make it satisfying

Humans are simple dopamine chasers.

You want to find as many ways as possible to be "rewarded" every time you sit down to write.

The easiest way to do this?

Print out a giant calendar.

Make a big red X over each day you write and publish.



In the beginning, you want nothing but positive reinforcement.

Another great way to do this: find an accountability partner.

Team up with someone also trying to build a daily writing habit.

- Share your struggles
- Cheer each other on
- Build a rock-solid relationship

That's it!

The best writing habits are designed intentionally.

And following these four simple steps will make your writing habit inevitable.

And if you enjoyed this thread:

1) Follow me [@dickiebush](https://t.co/gFBSuuRAzv) for more threads and resources for building your writing habit.

2) Check out Ship 30 for 30, the accountability and system you need to finally start writing online.

<https://t.co/gFBSuuRAzv>

And for more threads on building your writing habit: <https://t.co/9oPEHHVeBu>

My mission: Empower 1,000,000 people to build an online writing habit.

Writing and publishing online is the highest leverage habit in human history.

Below you'll find tweets and threads on building a writing habit, prolific content creation, and intentional audience building:

— Dickie Bush \U0001f6a2 (@dickiebush) [March 7, 2021](#)

The scale of Twitter's distribution never ceases to amaze me.

- 470k impressions
- 47k detail expands
- 10% "click through" rate showing there are many people who want to build a daily writing habit.

Share ideas, get market validation, double down (while adding value).

8:17

LTE 





Tweet activity

Dickie Bush  @dickiebush

Atomic Habits from @jamesclear changed my life.

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Here's how to leverage them to build a daily writing habit ( ):

Impressions 447,927
times people saw this Tweet on Twitter

Media views 150
all views (autoplay and click) of your media are counted across videos, vines, gifs, and images

Total engagements 47,550
times people interacted with this Tweet

[View all engagements](#)



Reach a bigger audience

Get more engagements by promoting this Tweet!