

# Twitter Thread by Justin Welsh

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**I made \$0 online in 2019.**

**3 years later:**

- **100M+ impressions**
- **\$1.7M in online income**
- **4 successful revenue streams**

**What changed?**

**I started writing online every day.**

**Here's my simple 4-step process.**

**[Short ■]**

Step 1: Ideate rapidly

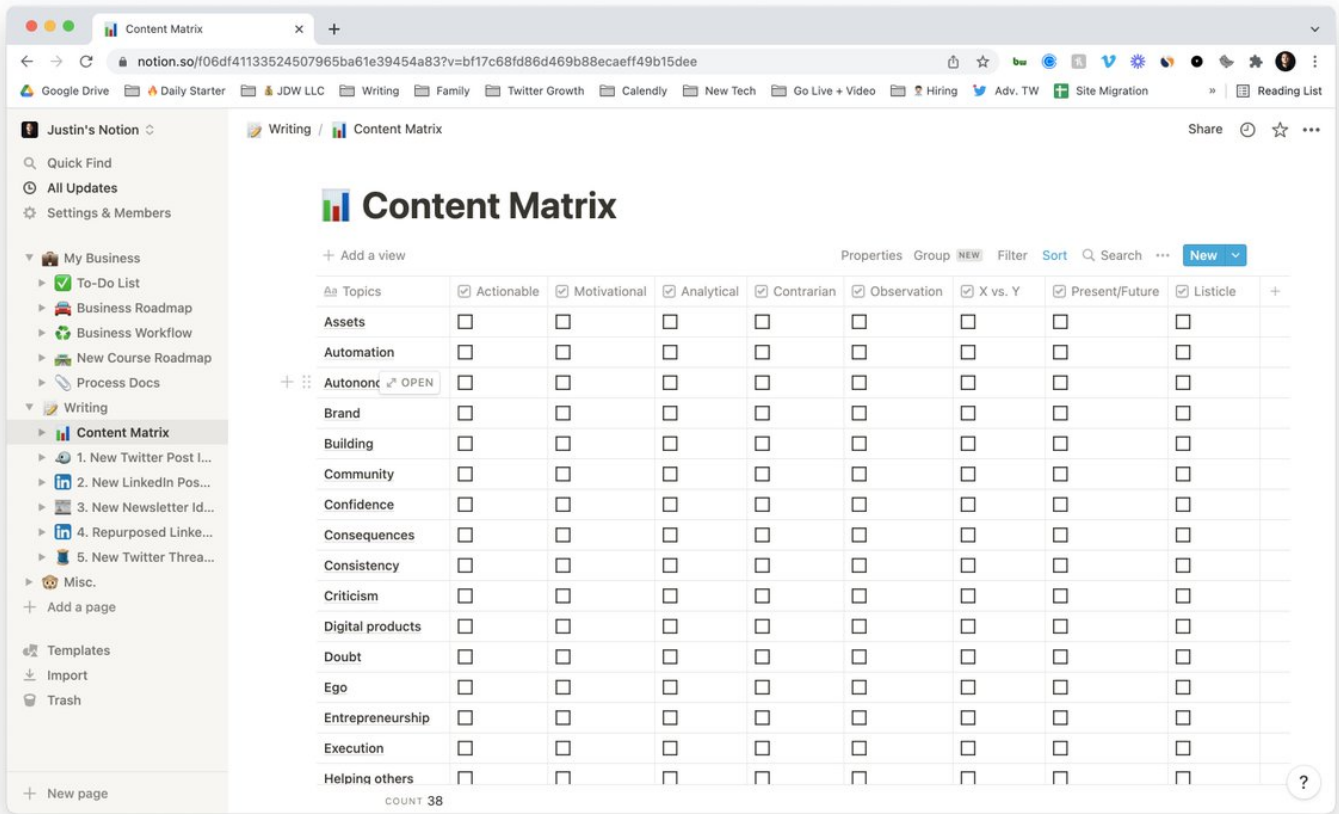
What's the fastest way to come up with ideas?

Use systems.

I created my own content matrix in Notion.

- Choose a topic
- Match it to a style
- Write a quick headline
- Repeat until you have 10 ideas

Much of writing is about systems.



Step 2: Choose a solid format

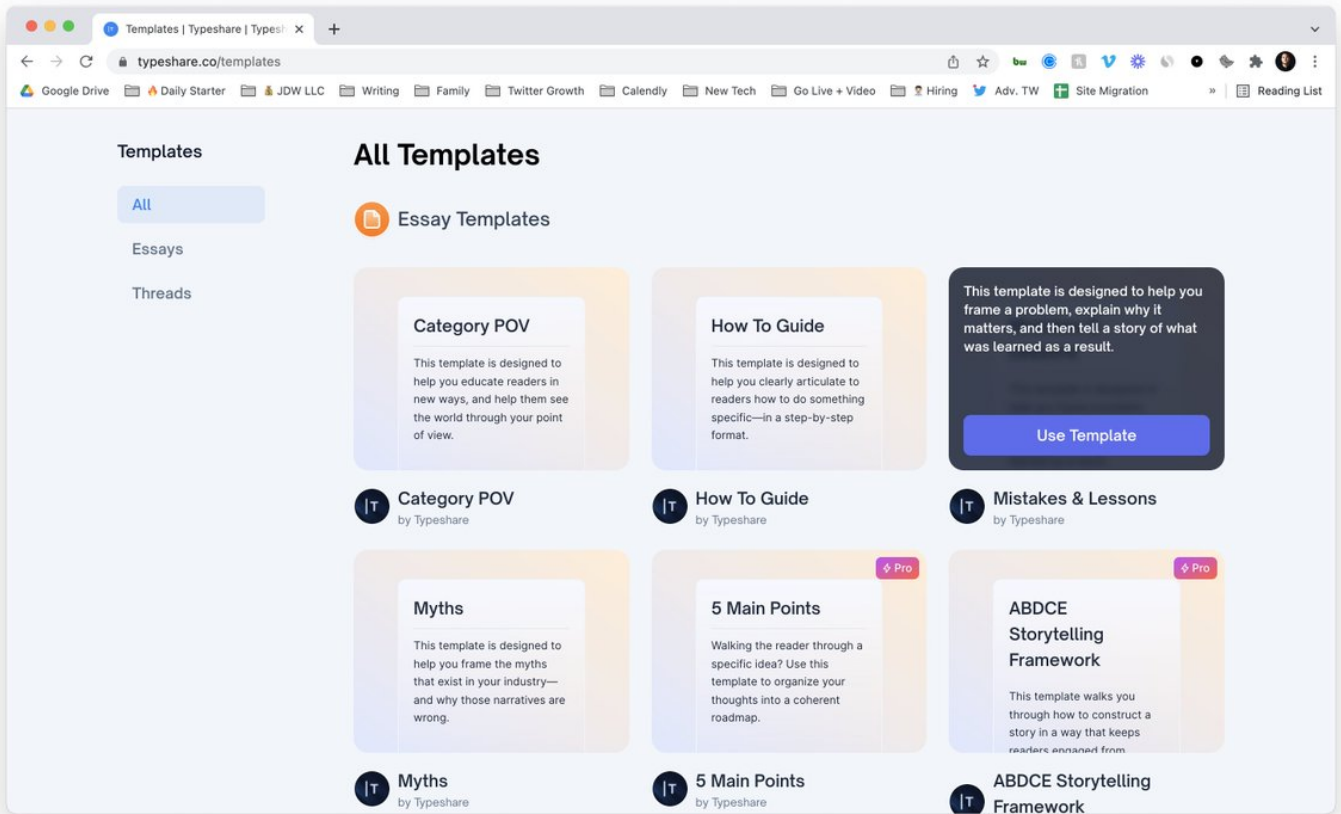
Struggling to format your writing?

There are so many tools out there to help.

I am loving [@typeshare\\_co](#)

They have beautiful templates built right in for inspiration.

No better way to get started.



[@typeshare\\_co](#) Step 3: Edit ruthlessly

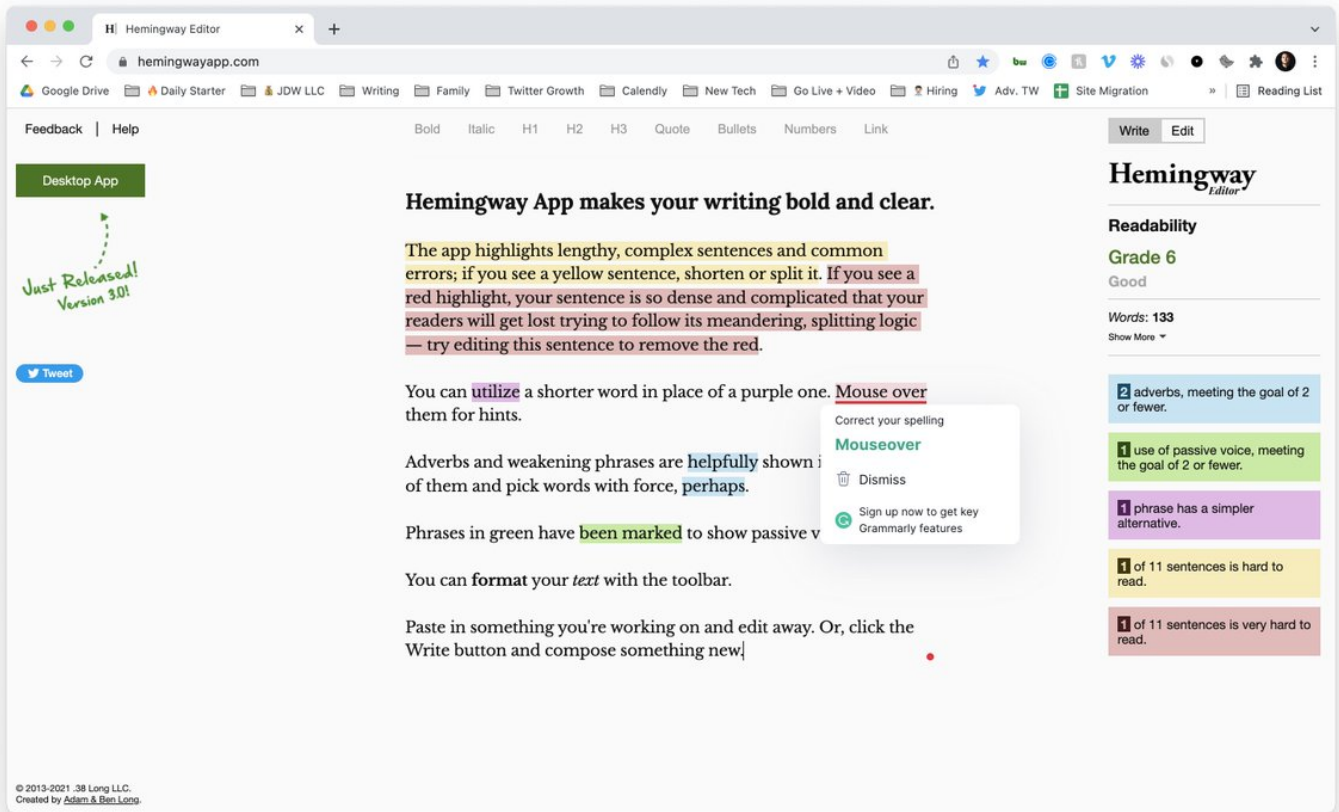
No easier way to lose a reader than unclear writing.

So, once I'm done, I pass my writing through [@HemingwayApp](#)

It tells me:

- The grade level
- Poor word choices
- Poor sentence structure

Paste in your writing and see where you can simplify.



[@typeshare\\_co](#) [@HemingwayApp](#) Step 4: Distribute widely

99% of people waste distribution opportunities.

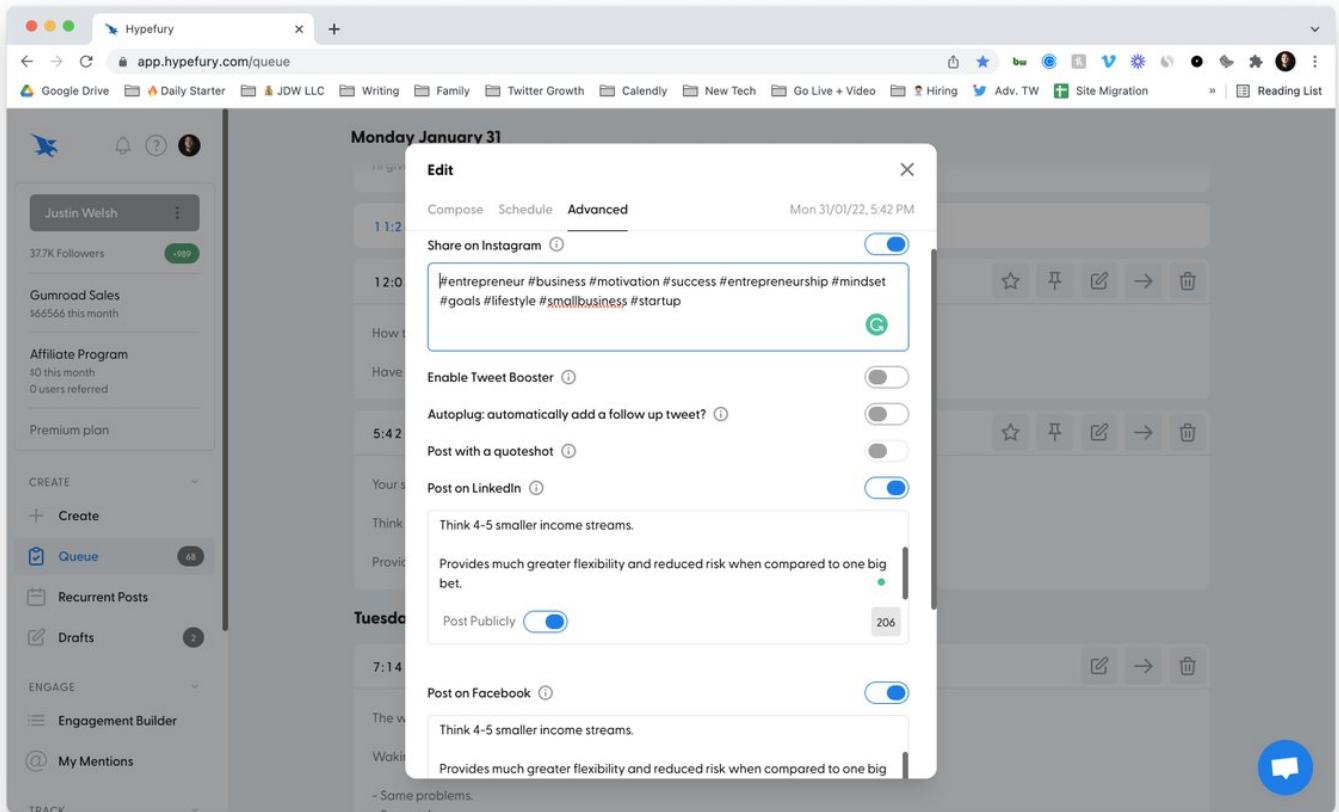
You've already written something.

Why not share it everywhere that's relevant?

I use [@Hypefury](#) to send my content to multiple platforms.

- Twitter
- LinkedIn
- Instagram

The tool is powerful as hell.



[@typeshare\\_co](#) [@HemingwayApp](#) [@hypefury](#) Step 5: Stay consistent

Writing consistently is the most important step of all.

Here's the TL;DR:

- Ideate with topics/structures
- Format with tools like Typeshare
- Edit with tools like Hemingway
- Distribute with tools like HypeFury

[@typeshare\\_co](#) [@HemingwayApp](#) [@hypefury](#) That's it for today.

If you found this thread valuable:

1. Follow me for more threads on solopreneurship → [@JustinSaaS](#)
2. Get short tips for growing your online audience and business in my weekly newsletter → <https://t.co/Bc6J7KbNqS>

Here's my Content Matrix in a Notion page you can duplicate:

<https://t.co/4cAIBUT5qL>