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

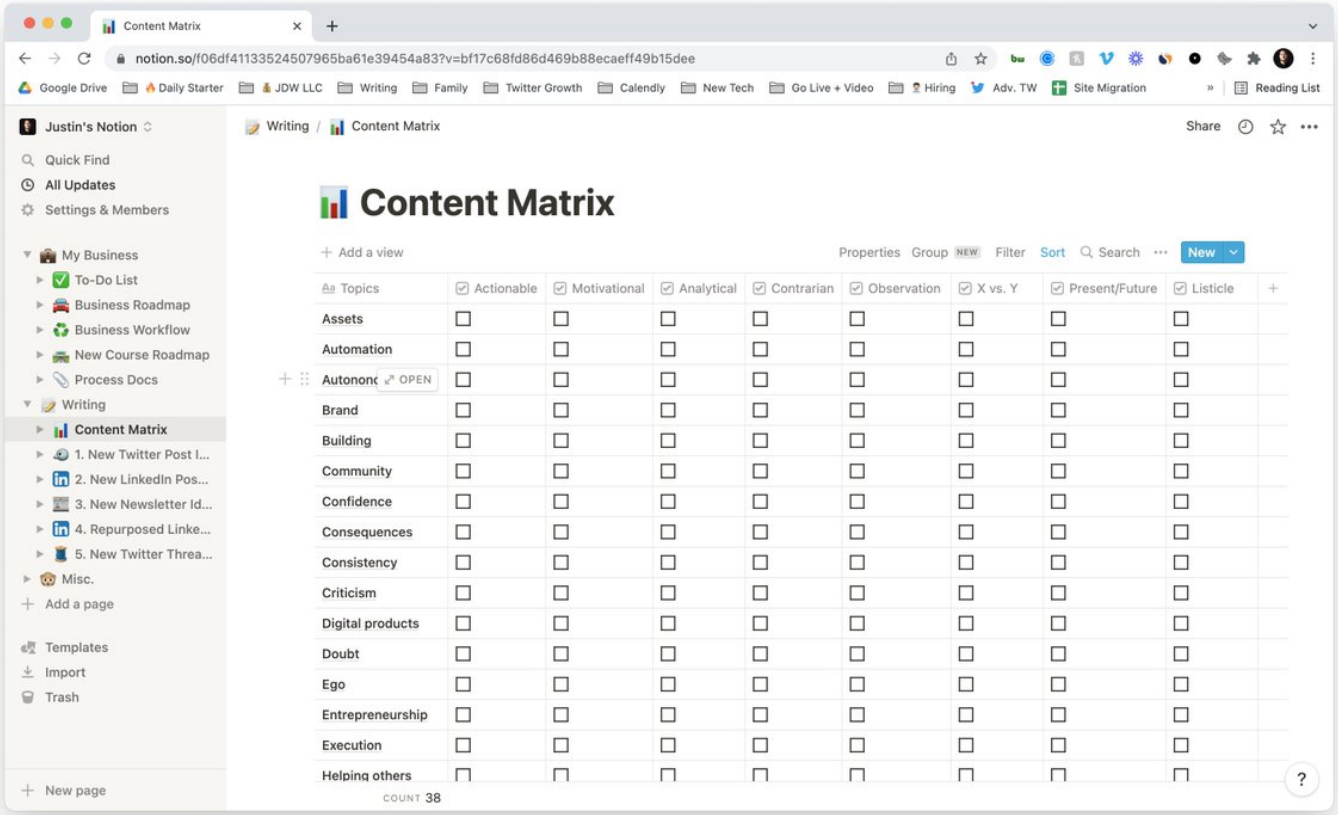
What's the fastest way to come up with ideas?

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

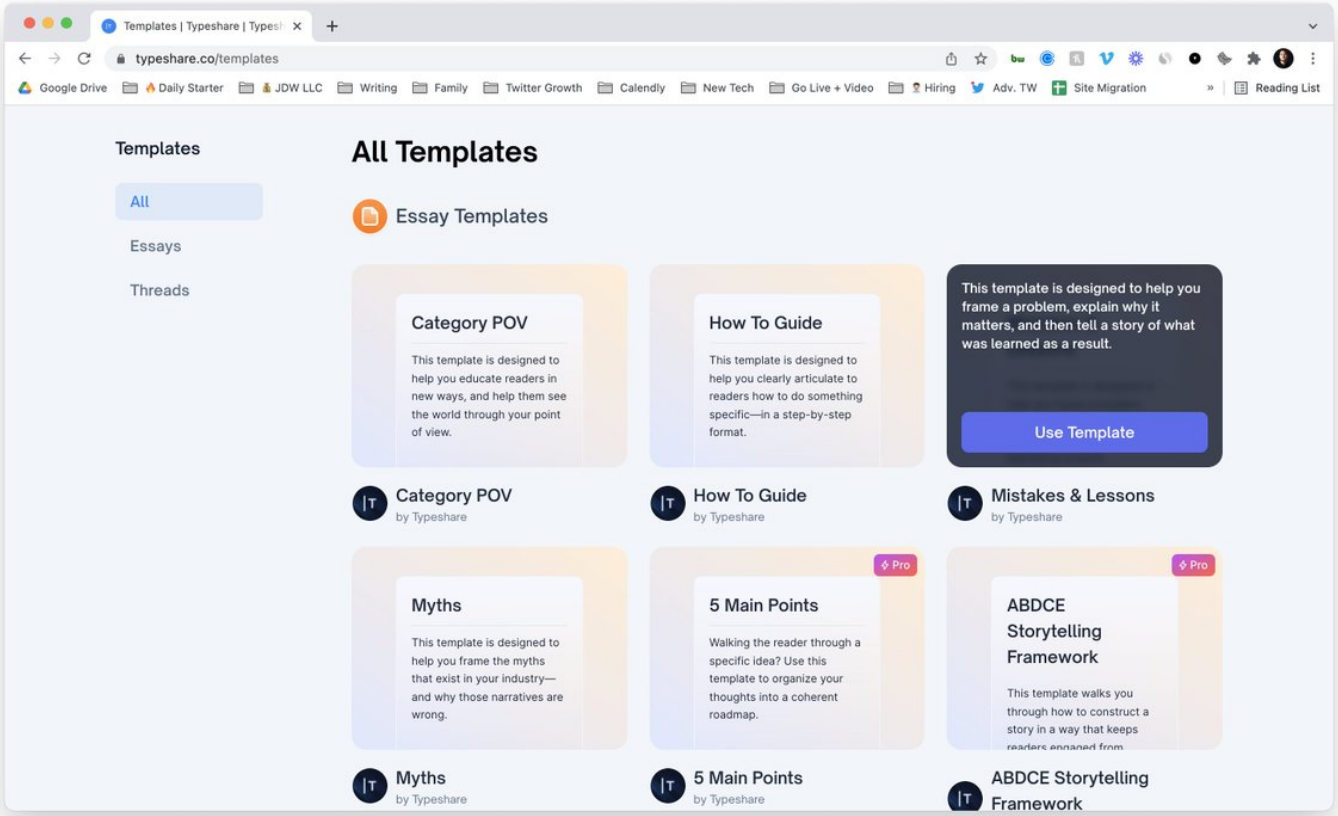
Struggling to format your writing?

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

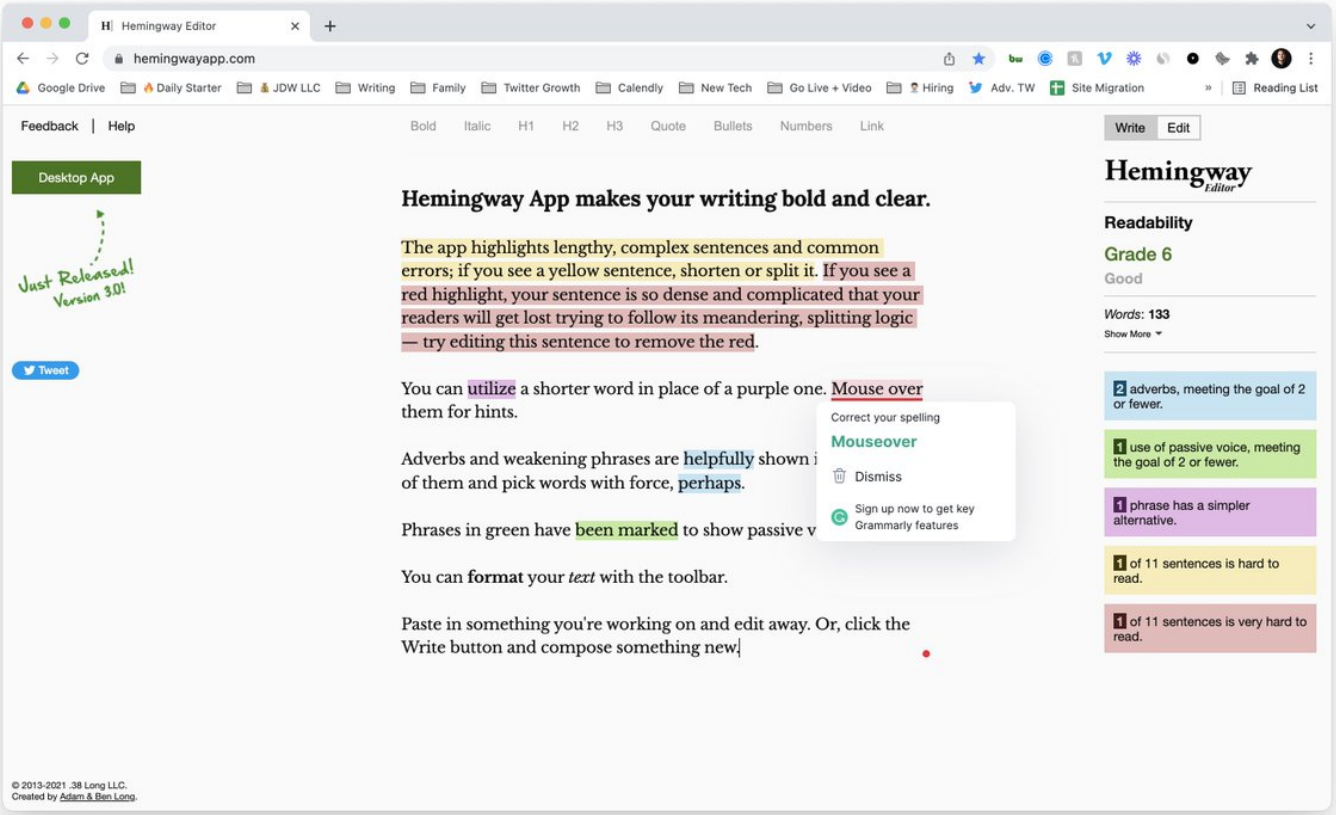
No easier way to lose a reader than unclear writing.

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.

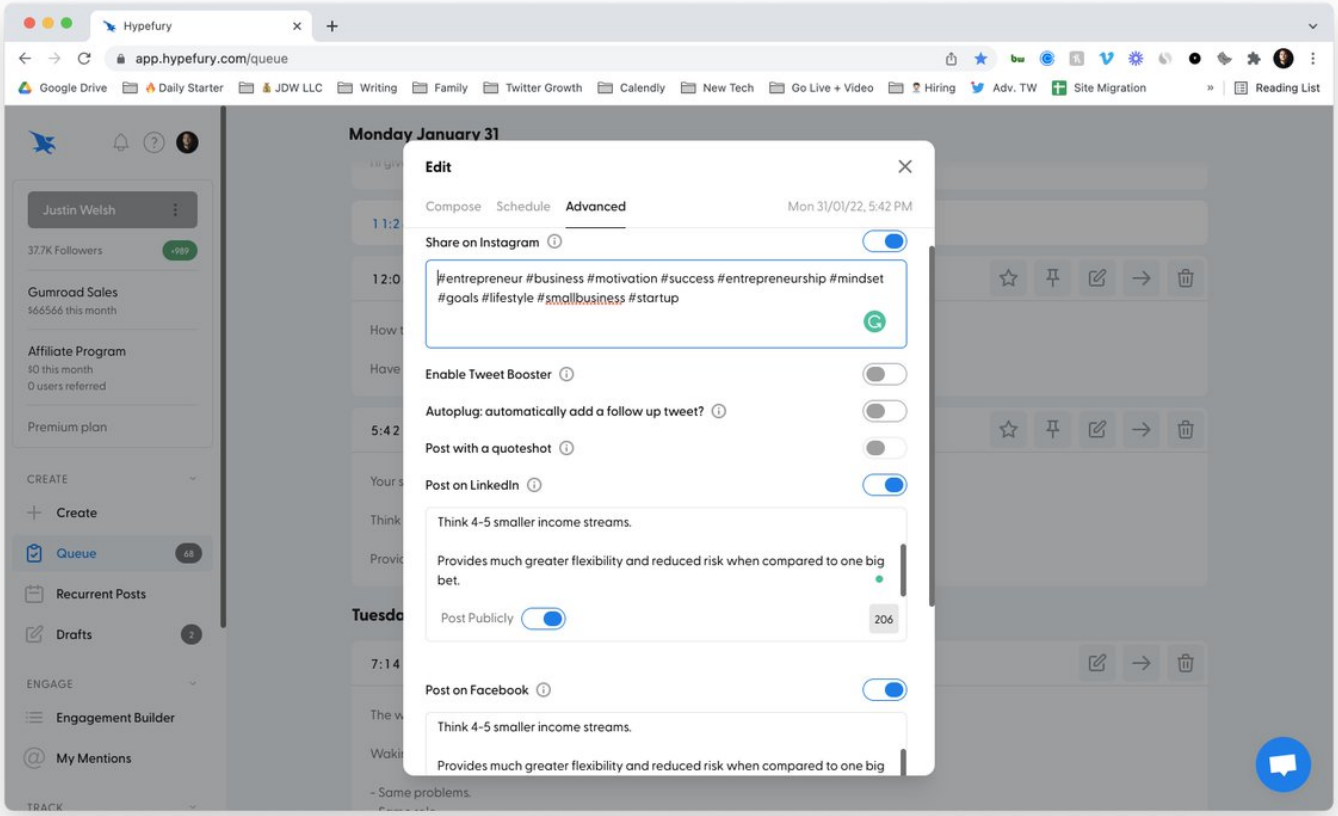
You've already written something.

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