

Twitter Thread by DAN KOE

DAN KOE
@thedankoe



Sundays set the tone for the week.

20 minutes is all you need to save 10 hours of wasted time and energy.

Here is my 3-step process for self-reflection, writing, and productivity:

The problem:

Never becoming aware of

- Your blindspots
- Your life direction
- What you don't want
- A new route to take

It's not worth it to have unconscious problems weighing you down without you even knowing it.

Here's how you change that.

// Macro Reflection //

Before I outline anything for the week, I review my:

- Vision
- Big goals
- Small goals
- Value system
- Lever movers

This helps assure that my weekly actions are moving the needle in the right direction.

<https://t.co/OVv7HSyHbq>

How to create a life of meaning, money, and impact (as fast as humanly possible).

\u2014 Thread \u2014 pic.twitter.com/U1Mb1RvHFS

— DAN KOE (@thedankoe) [November 26, 2021](#)

When reviewing my long-term plan, I am doing 2 things:

- 1) Bringing my "north star" to the top of my mind.
- 2) Beliefs, goals, or aspects of my vision that don't resonate with me anymore.

If certain things don't resonate, I change them.

This is how I track personal growth.

// Micro Reflection //

Every week, I ask myself a set of 8 questions.

(These are paraphrased to save space)

- 1) What were my major sticking points last week?
- 2) How can I improve for next week?
- 3) What are my focus goals for the week?
- 4) What are my focus projects for the week?
- 5) What self-experiments am I running this week?
- 6) What are my focus habits this week?
- 7) What may prevent me from making progress in these areas?
- 8) What sacrifices need to be made to make progress?

Weekly reflection helps:

- Uncover my blind spots
- Reveal potential distractions
- Become aware of energy suckers
- Laser in on what's important to me

If you aren't aware of unconscious roadblocks, you will get frustrated knowing that you should be moving faster.

// Content Ideation & Outline //

By the time I finish my reflection, I usually have a few newsletter, thread, or tweet ideas.

I brainstorm a list of 3-4 content ideas that I want to outline.

This is a crucial step that most writers skip over.

Every Sunday, I pick a topic for:

- My newsletter
- A Twitter thread
- A podcast episode

All of my tweets, Instagram posts, and LinkedIn posts stem from these.

What do I include in my outline?

- The topic
- A braindump of ideas
- Problems related to the topic
- Benefits to overcoming those
- Key points of the newsletter

I do not start filling these in yet.

Here is my full process:

<https://t.co/ZOpPNEp3T3>

How I turn 1 piece of content per week into a \$45,275 a month creative income and 340,000 followers in ~2 hours a day

(in 5 simple steps):

— DAN KOE (@thedankoe) June 7, 2022

The secret to unique writing:

Let the outline sit as you go about your week.

- Go on walks
- Consume-related content
- Note down potential talking points
- Start filling in the outline

The first hour of my mornings are dedicated to filling in the outlines.

To recap, I save hours throughout the week by:

- Reviewing my long-term plan
- Reflecting on my week
- Outlining the weeks work

After that, I call it quits and prioritize a restful Sunday with good friends and sunlight.

Happy Sunday my friends.

Before you leave, I have a favor to ask.

Being a 'social media influencer' my self-esteem is dependent on likes and retweets.

So, if you could do me a favor and retweet the first tweet of this thread, my ego would appreciate it:

<https://t.co/ypaCYvXqJk>

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Here is my 3-step process for self-reflection, writing, and productivity:

— DAN KOE (@thedankoe) July 10, 2022

Lastly, I send out an extra long weekly newsletter every Saturday.

This one was from a few weeks ago, but if you liked this thread — you'll like this post.

Check it out:

<https://t.co/zho8adWmTs>