Twitter Thread by Dickie Bush ■



Dickie Bush ■
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In the last 60 days, I've helped 253 people build an online writing habit.

Here are 10 lessons they've taught me in behavior change, human psychology, and writing online.

THREAD...■■■■■■

1. Start smaller

The foundation of Ship 30 for 30 is the Atomic Essay.

• One idea
• Under 200 words
• Fits in one iPhone screenshot

This eliminates any friction to publishing ideas online.

And without that friction, momentum is inevitable.

2. Constraints create freedom

"Write something every day" is hard.

There are too many choices to make.

"Publish a 200-word essay with a 30-minute time limit every day for 30 days."

This is easier.

Within these constraints, creativity thrives.

3. Results come from tight feedback loops

The foundation of Ship 30 for 30 comes from @jackbutcher:

Make noise, listen for signal.

Weekly blog posts sent into the void = no feedback.

Daily Atomic Essays on Twitter = immediate feedback.

Faster feedback = faster iterations.

4. Impostor syndrome is curable

But not with common advice of "believing" in yourself.

Early writers think everyone else has figured out.

Until they start writing.

Then, they realize everyone is figuring it out as they go.

Cure impostor syndrome with action, not belief.

5. Fear is ego in disguise

If you're afraid to publish ideas online, you have an ego problem.

You assume people care what you have to say.

Newsflash: No one on earth thinks about you 1/10000 as much as you think about yourself.

Just start shipping.

6. Behavior change is identity change

The goal of Ship 30 for 30: build an online writing habit in 30 days.

The real goal: become a writer.

Because writers write every day.

When your habits align with your identity, they're easy to stick to.

Simple as that.

7. Focus on finding your tribe

Writing every day, alone, is hard.

Writing every day, surrounded by 250+ others on the same journey as you, is easy.

When a behavior aligns with the rest of the tribe, behavior change is easy.

There's a camaraderie to group struggle.

8. Put some skin in the game

Never underestimate accountability.

Ship 30 for 30 leverages:

- Financial accountability
- Community accountability

If Ship 30 for 30 was free or done privately, no one would stick to it.

With any new habit, find your forcing functions.

9. Consistency creates competence

No one has 200 shitty versions of anything.

They either quit after 10 tries or stick with it long enough to figure it out.

It's not 10,000 hours.

It's 10,000 iterations.

10. Writing and publishing every day is the highest leverage habit in human history.

In 30 minutes per day, you unlock:

- Clearer thinking
- Sharper communication skills
- Access to like-minded people

And most importantly:

Unstoppable personal momentum.

If you found this thread valuable, follow me @dickiebush for more insights like this.

And you can jump back to the top of the thread here: https://t.co/jY1qfJIxAU

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> THREAD...\U0001f447\U0001f3fc\U0001f447\U0001f3fc\U0001f447\U0001f3fc
>
> — Dickie Bush \U0001f6a2 (@dickiebush) February 2, 2021

And if you want to learn more about Ship 30 for 30, you can learn more here:

https://t.co/gFBSuuRAzv