Twitter Thread by Nicolas Cole



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■ Atomic Essays Republishing Framework ■

1. Write Atomic Essay
2. Post image on Twitter
3. (Bonus) Copy/paste text as thread
4. Find relevant Question on Quora. Copy/paste Atomic Essay + image.
5. Copy/paste again on Medium.
6. Again on LinkedIn
7. Win

Guide below ✍■■■

Step 1: Write Atomic Essay

I really enjoy writing right inside the Figma template. It helps give me a good sense of exactly how much "real estate" I have/have left before my time us up and I'm out of space.

Once finished, I export the image and send to my phone on Slack.

Essay_1

Writing Isn't The Goal. Publishing Is

If you want to be a professional writer today—meaning in the context of the internet—then writing isn't your goal.

Publishing is.

What separates the most successful, most-read, most referenced, most interesting writers today from everyone else isn't just the quality of their ideas, but their consistency. Coming up with unique things to say is only the first half of their greatness. The second half is their unrelenting commitment to sharing those ideas regardless of whether or not they feel "ready."

I call this Practicing In Public.

Step 1: Come up with an idea

Step 2: Work through that idea

Step 3: Publish that idea

Step 4: Repeat

The feedback loop for writers who do not Practice In Public is long. These are writers who sit in their room or coffee shop all day long working in a vacuum. They are their own echo chamber. And from the moment they set out to explore an idea, to the moment that idea makes its way into the world, the amount of time that has elapsed is significant.

In the case of many aspiring writers hell-bent on starting with a book, this first feedback loop can take years.

Meanwhile, writers who Practice In Public on the internet shorten their feedback loop to days, hours, even minutes.

They come up with an idea. They work through that idea. And they publish that idea.

This becomes their skill, their superpower. It's not just the writing they become proficient in, but getting out of their own way, trusting that what they write tomorrow will be better than what they write today, and hitting the publish button.

As a result, they become more than just writers.

They become publishers.

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ship30for30.com

Step 2: Post image on Twitter

Before I publish my Atomic Essay on Twitter, I use the Edit/Photo Markup function on the iPhone to highlight standout sentences.

These are usually power-phrases: things the reader skims and thinks, "That's interesting," prompting them to read more.

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Step 3: For the Ship 30 for 30 challenge, I only turn Atomic Essays into threads if...

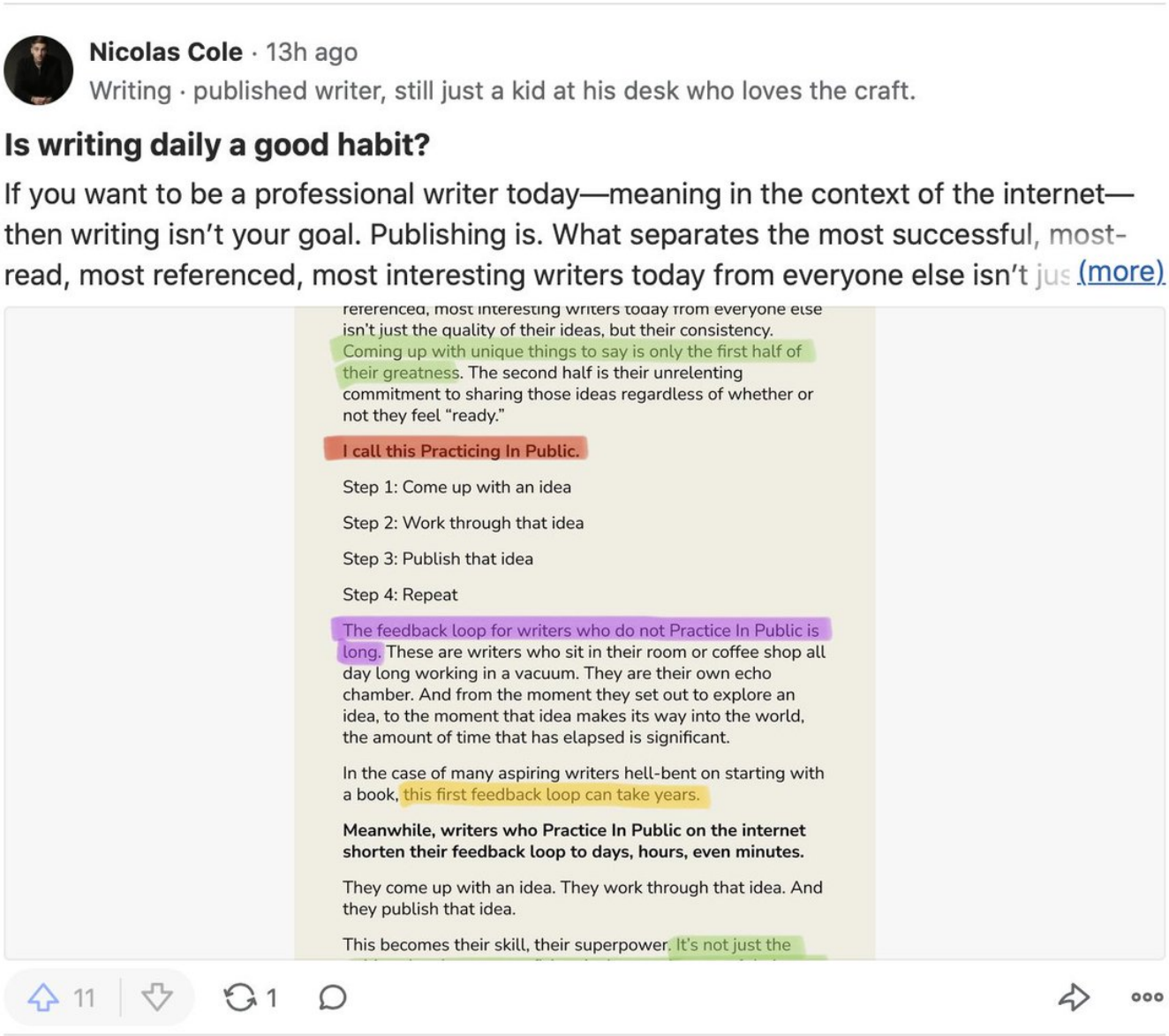
1. The piece is SUPER actionable and lends itself well to the thread format (lots of bullets, quick points, lists, etc.)

or...

2. I'm referencing research and want to link to the pieces.

Step 4: Find relevant Question on Quora. Copy/paste Atomic Essay + image.

Search on Quora around the topic you wrote about. Find a related Question. Copy/paste the whole Atomic Essay as your "answer" (& fix formatting). Then include image so it appears in the thumbnail.



Step 5: Copy/paste again on Medium.

Do the same thing on Medium. Use your same original Atomic Essay title and publish on Medium.

*Bonus points: put behind the paywall & submit to a Medium pub. (Now you're earning $ for republishing)

https://t.co/vx2RLHww5N

Step 6: Copy/paste again on LinkedIn

I like using the first few lines/paragraphs as my lead-in text when I publish the article and LinkedIn prompts me to add text for a status update.

https://t.co/qdnVjgUk8T

Step 7: Copy/paste again anywhere else you'd like.

- Personal website/blog
- NewsBreak
- Another publication that wants to curate your content

You can also turn your Atomic Essays into:

- TikToks
- Instagram Reels
- Tweet 1 sentence. Send to IG as an image.
- Etc.

For more Online Writing tips, tricks, growth hacks, best practices, and more, subscribe to my M-F newsletter, Daily Writing Habits.

https://t.co/aB6kuANb2l