Twitter Thread by Dickie Bush ■



Dickie Bush ■
@dickiebush

The world's most valuable skill:

Writing effectively.

But colleges charge you 120k and still do a terrible job teaching it.

Instead, here are 9 writing frameworks that cost you nothing and will save you hundreds of hours:

1. Start with building your writing habit by leveraging @jamesclear's Four Laws of Behavior Change.

https://t.co/P3RMSIlswk

> Atomic Habits from @jamesclear changed my life.
>
> In Atomic Habits, James lays out the Four Laws of Behavior Change.
>
> 1. Make it obvious
> 2. Make it attractive
> 3. Make it easy
> 4. Make it satisfying
>
> Here's how to leverage them to build a daily writing habit (\U0001f9f5\u270d\U0001f3fc):
>
> — Dickie Bush \U0001f6a2 (@dickiebush) March 10, 2021

2. With your writing habit down, study these 10 tips from the world's most legendary marketer: David Ogilvy.

https://t.co/sMNdjETd24

> One of the most legendary marketers of all time: David Ogilvy

In 1982, David wrote an internal memo to the employees of his advertising agency titled "How to write."

And in just 10 bullets he put together a masterclass in effective writing.

Here's a breakdown of each one: pic.twitter.com/MxRYuQRLyA

— Dickie Bush \U0001f6a2 (@dickiebush) June 2, 2021

3. Then, immerse yourself in the takeaways from the bible on business writing.

https://t.co/GzDvf32qoY

Business writing is a superpower.

But schools and employers do a horrible job teaching people to write.

In 1981, two advertising executives wrote a timeless guide for how to write in the business world.

And here are 12 of their tips you should staple to your desktop: pic.twitter.com/w0hh0qBOG4

— Dickie Bush \U0001f6a2 (@dickiebush) June 8, 2021

4. Like to learn on the go?

Dive into the creative process of the world's best writers in these 10 episodes of the @timferriss show.

https://t.co/QYwkilTWHY

I've listened to every episode of the @tferriss show.

And some of my favorites are when Tim interviews prolific writers, diving into their creative process to improve his own.

If you are looking to build a writing habit, these 10 episodes are a must-listen:

\u270d\U0001f3fc\U0001f3a7\U0001f447\U0001f3fc

— Dickie Bush \U0001f6a2 (@dickiebush) March 3, 2021

5. Like to read instead?

These 10 books more than cover everything you need to know:

https://t.co/vtVunx88C3

Looking to build a writing habit? \u270d\U0001f3fc

I've read far too many books on the subject - almost all of them were a waste. \U0001f5d1 \U0001f6ae

But here are the 8 books I recommend to every new writer (that are actually worth your time): \U0001f9f5\U0001f4d6

— Dickie Bush \U0001f6a2 (@dickiebush) March 12, 2021

6. Struggling to find time to write?

Discover the life-changing magic of Sacred Hours.

https://t.co/zORePxKLmt

Sacred Hours...

A life-changing concept.

What are they and how to find yours: (thread) pic.twitter.com/AHSMqwtTb0

— Dickie Bush \U0001f6a2 (@dickiebush) December 2, 2020

7. Finding yourself constantly distracted?

Stop relying on willpower. Design your environment distraction impossible.

https://t.co/gTyVQp1VFq

One struggle every writer faces:

Distractions.

Between you and your best writing stands a never-ending stream:

\u2022 Notifications
\u2022 Shiny-objects
\u2022\xa0Genius engineers
\u2022 Buzzfeed clickbait

Here's a thread on how to overcome them \U0001f9f5\U0001f447\U0001f3fc

— Dickie Bush \U0001f6a2 (@dickiebush) March 8, 2021

8. Overwhelmed with too many choices?

• What to write?
• When to write
• Where to write?

Leverage the power of creative constraint.

https://t.co/l9tbAORUS6

> The key to unlocking creativity?
>
> Constraints.
>
> Setting the rules of the game lets you focus all of your efforts on one thing: creating.
>
> Because the fewer decisions you have to make, the better your output.
>
> As a creator, here are 7 different constraints you can put in place:
>
> — Dickie Bush \U0001f6a2 (@dickiebush) April 15, 2021

9. Once you've started writing, now you need more ideas to write about.

Use the AAAA framework to never stare at a blank page again.

https://t.co/UwVKwDQuax

> How to never run out of ideas:
>
> Use the AAAA framework.
>
> You can express a single core idea in four ways:
>
> \u2022 Actionable (here's how)
> \u2022 Analytical (here are the numbers)
> \u2022 Aspirational (yes, you can)
> \u2022 Anthropological (here's why)
>
> Give it a try and watch the ideas overflow.
>
> — Dickie Bush \U0001f6a2 (@dickiebush) June 12, 2021

Now, you could passively read all of these ideas and then stuff your notes somewhere to be forgotten forever.

Or you can learn to write by writing and publishing every day for 30 days with 500+ other writers.

https://t.co/JJNKZQKb75

If you found these threads valuable:

1. Toss me a follow for more threads on writing and building → @dickiebush

2. Go down the rabbit hole of the best threads I've ever written:

https://t.co/GIVdfYvXZI

> My mission: Empower 1,000,000 people to build an online writing habit.
>
> Writing and publishing online is the highest leverage habit in human history.
>
> Below you'll find tweets and threads on building a writing habit, prolific content creation, and intentional audience building:
>
> — Dickie Bush \U0001f6a2 (@dickiebush) March 7, 2021

And if you think others will find these threads valuable too:

Hop up to the top and retweet it to share it with them.

↓

https://t.co/EZja7jy6Sk

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