

# The Content Operating System

## By Justin Welsh

[justinwelsh.me](http://justinwelsh.me)

# Your Instructor

[justinwelsh.me](http://justinwelsh.me)

# Justin Welsh

**Building a portfolio of one-person businesses to \$5M.**

- Former Chief Revenue Officer from 2015 to 2019
- Built a SaaS company from \$0 to \$50M+ in ARR
- Left in 8/2019 to pursue being a creator
- 190,000 followers on LinkedIn
- 60,000 followers on Twitter
- 120M+ impressions
- ~\$2M in revenue
- 98% margins
- Zero ads

***Note: This course is intended to be affordable, short, and no-fluff. No editing. Zero high-production value here.***



# Why is this course important?

[justinwelsh.me](http://justinwelsh.me)

# The importance of a Content Operating System

**Every single creative profession** uses systems to make "content" that they know will resonate.

- Music artists write with proven formulas.
- Movies have proven templated scripts.
- Books have templated storylines.

**Why, as creators, should we operate differently?**

[justinwelsh.me](http://justinwelsh.me)

# Systems are there when motivation isn't

Trying to grow simply through "will power" or a "strong work ethic" is a fools game.

## Systems are there when we aren't feeling creative or are stuck in a rut.



justinwelsh.me

# The problem...

Systems don't guarantee results.

They make great results more likely when you learn to write.

And learning to write content is just one piece in being a good creator.

**In this course, I want to cover how you can use systems to support your creator growth.**

[justinwelsh.me](http://justinwelsh.me)

# FAQs

[justinwelsh.me](http://justinwelsh.me)

# FAQs

## **Do you use systems and templates for everything?**

- No. I write plenty of unique, new content all of the time.
- Systems are for proven hits, times where I don't feel creative, consistency, etc.

## **Do I have to use the same technology and follow your system exactly?**

- Nope. This is just an example. If you use different tech, or different platforms, go for it!

## **Don't systems and templates seem inauthentic?**

- Not at all. All creative people from writers, to musicians, to movie producers and actors all have systems.
- Let's stop holding online creators to a different standard.

[justinwelsh.me](http://justinwelsh.me)

# Agenda & Outcomes

[justinwelsh.me](http://justinwelsh.me)

# Agenda

- **Chapter 1:** Creator funnel & content psychology
- **Chapter 2:** The Content OS architecture
- **Chapter 3:** The Full Operating System
- **Chapter 4:** Bonus materials

***Note: This course is only 55 minutes long. I highly recommend you schedule 2, 30-minute blocks on your calendar right now to complete this. Because just buying the course doesn't make you better.***

[justinwelsh.me](http://justinwelsh.me)

There are 2 intended outcomes for this course:

**Get discovered by creating high-quality content in significantly less time.**

**Build trust by creating an incredibly helpful newsletter, fast.**

You can do most of this for FREE.

Justin Welsh

# Chapter 1: The Creator Funnel & Content Psychology

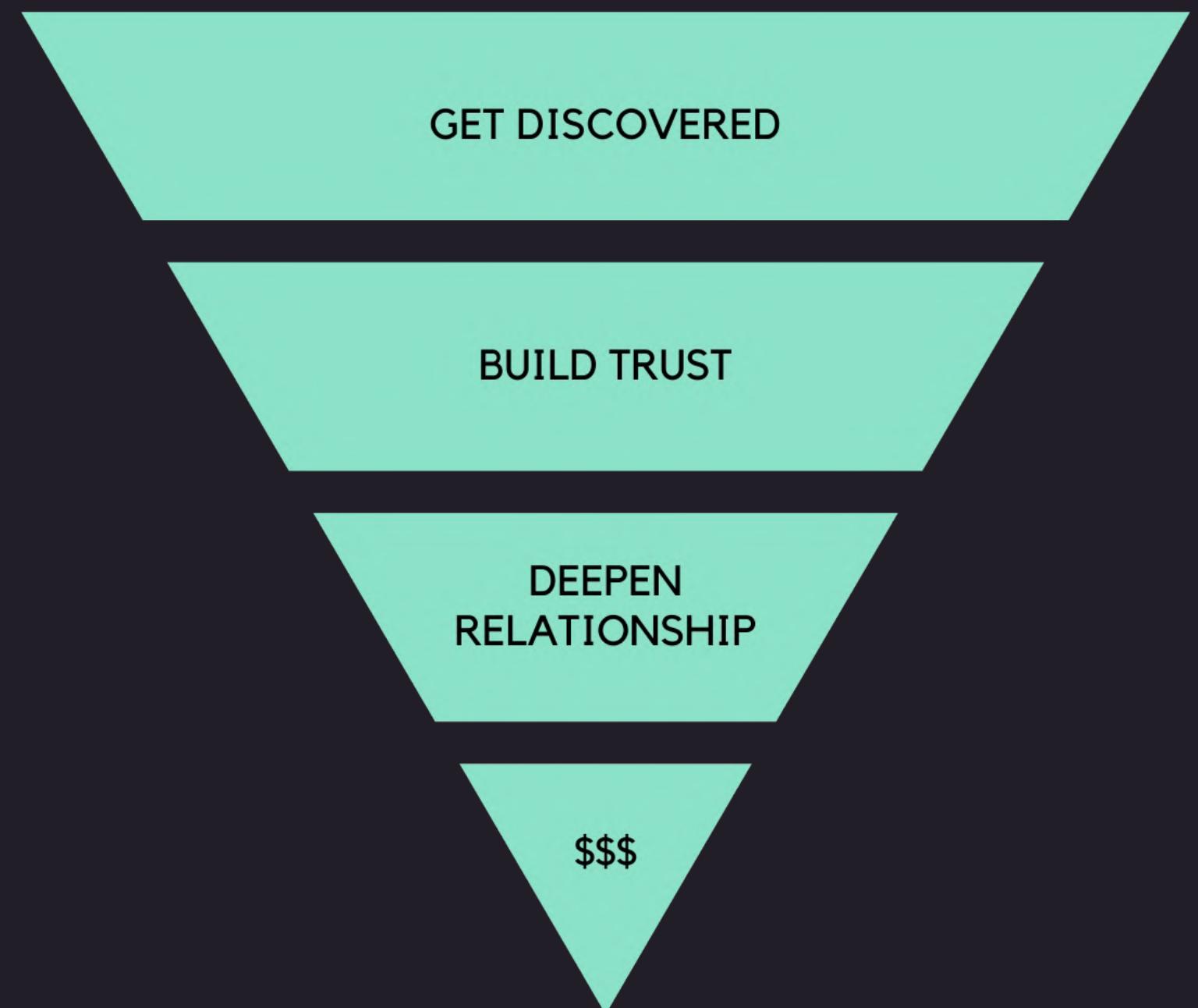
All about how human beings work

[justinwelsh.me](http://justinwelsh.me)

# The Creator Funnel

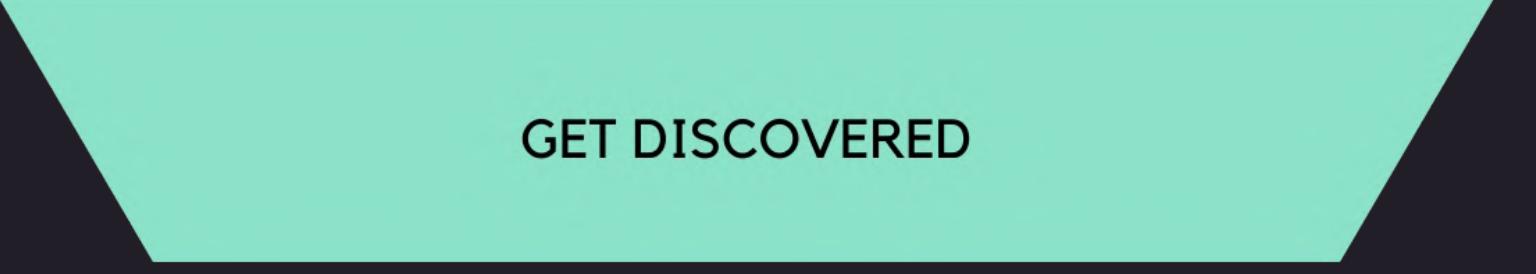
How to think about content in the long game

**A creator funnel is a simple journey that your online audience goes through, increasing the chance that they become a customer with each step.**



**We'll touch on the top 2 pieces of  
the funnel in this course.**

**Let's start with Discovery**



GET DISCOVERED

# Getting Discovered

In order to build a successful creator funnel, you must first get discovered.

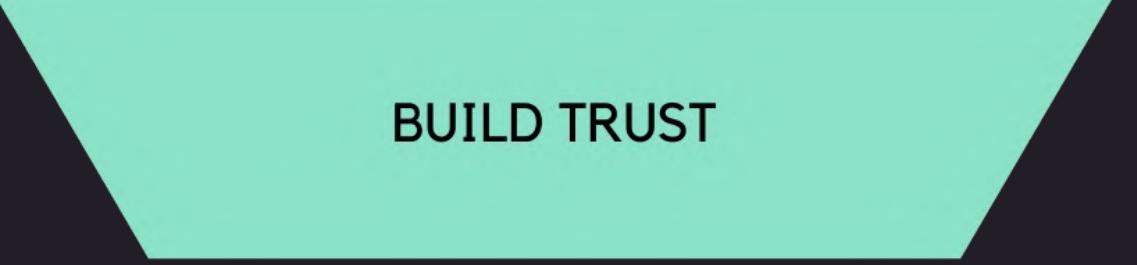
If nobody finds your thoughts or ideas, none of the other parts of the funnel matter.

Learning to stand out online is part of modern marketing.

**The easiest way to get discovered is to create valuable content where people are already consuming.**

**We'll touch on the top 2 pieces of  
the funnel in this course.**

**Next up is building trust.**



BUILD TRUST

# Building Trust

Once you've been discovered, it's important that you move your audience from thinking, "*this person is familiar*" to "*this person is someone I trust*".

When I use the word, "trust", I mean they trust in your expertise.

They trust that you know what you're doing in your field of choice.

**To deepen that trust, use longer-form content to show your expertise:**

- **Newsletter**
- **How-to guides**

**This part is super critical to eventually monetizing. We're going to cover this in Chapters 2 + 3.**

# **Content Pyschology**

How people's emotions play into content



**Justin Welsh**  
@JustinSaaS



**4 types of content builds a following:**

1. This person teaches me
2. This person entertains me
3. This person makes me think
4. This person understands me

That's about it.

7:26 AM · 24 Jan, 2022

27 replies 73 shares 560 likes

# This person entertains me

Generate Awareness of name/face

JK MOLINA on Twitter: "Cr X +

Thread ← JK MOLINA @OneJKMolina Crazy how this motherfucker controls the world

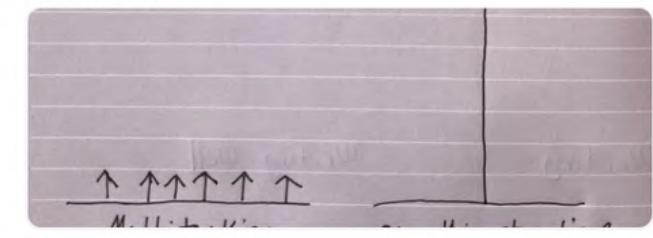


1:50 PM · May 15, 2021 · Twitter Web App

281 Retweets 65 Quote Tweets 3,628 Likes

JK MOLINA Manual Feedback Search... (Cmd + /) Highlights JK MOLINA @OneJKMolina Writer. Building a \$10 MM company ([jk.tweethunter.io](https://jk.tweethunter.io)). Money printing and idea cooking.

All Time Recent JK MOLINA Jan 8, 2022 12 hand drawings that will change how you think about business + life 1) Multitasking



311 21K 53K ⚡copy url

JK MOLINA Feb 22, 2022 Her: "what's your type?" Me: Irent 12/11/2018 10:05 PM



179 3.1K 27K ⚡copy url

JK MOLINA Mar 18, 2021 Men only want 4 things and it's disgusting



317 3.4K 24K ⚡copy url

JK MOLINA May 7, 2021 How it started vs. how it's going



# **This person teaches me**

Build trust in your niche

(17) Dickie Bush 🇺🇸 on Twitter: +

Thread

Dickie Bush 🇺🇸 @dickiebush

How to generate 100 ideas to write about in 30 minutes - even if you think you have nothing to say (THREAD):

7:20 PM · Jan 18, 2022 · Hypfury

905 Retweets 95 Quote Tweets 5,015 Likes

Tweet your reply

Dickie Bush 🇺🇸 @dickiebush · Jan 18  
Replying to @dickiebush  
My promise is to solve all 3 of these problems by the end of this thread:

1. You're not sure what topics to write about
2. You're not sure how to find the topics you're credible enough to write about
3. You're not sure how to come up with engaging ideas about those topics

Dickie Bush 🇺🇸 @dickiebush · Jan 18  
1 rule before we dive in:  
During this exercise, do not let yourself start judging the quality of your ideas.  
The goal here is to generate a ton of raw materials, knowing you won't write about 90% of them.  
BUT - you will emerge with crystal clear clarity.  
Let's go:

Dickie Bush 🇺🇸 @dickiebush · Jan 18  
Quick overview of The Endless Idea Generator:  
Step 1. Use the 2-Year Test to find your topic ideas

Twemex Manual Feedback

Search... (Cmd + /)

Highlights

Dickie Bush 🇺🇸 @dickiebush  
I talk about digital writing and digital leverage | I've helped over 3000 people start writing at [ship30for30.com](http://ship30for30.com) | Formerly @blackrock, now I write & build

All Time Recent

Dickie Bush 🇺🇸 Mar 30, 2021  
If you use it right, Twitter is the most powerful platform in the world.  
But Twitter does a horrible job of showing you its advanced features.  
Here are 10 of them you probably know nothing about:  
485 12K 45K ⌂copy url

Dickie Bush 🇺🇸 Oct 5, 2021  
Bad copywriting:

- Here's my product
- Here's what it does
- Here's what's so good about it

Good copywriting:

- Here's your problem
- Here's the benefit of solving it
- Here's why what you've tried has failed
- And by the way here's a product that will help you solve it

106 5.6K 27K ⌂copy url

Dickie Bush 🇺🇸 Oct 28, 2021  
The most creative company of the last 30 years:  
Pixar.  
Back in 2011, Pixar storyboard artist Emma Coats shared their "22 Rules For Storytelling."  
And the rules are a must-read for writers, entrepreneurs, and anyone who wants to tell captivating stories.  
Here's the breakdown:  


189 4.8K 19K ⌂copy url

Dickie Bush 🇺🇸 Feb 23, 2022

https://twitter.com/dickiebush/thread/1483610267896459264

# This person empathizes with me

Deepen emotional connection

(18) Amanda Goetz on Twitter: [X](#) [+](#)

← Tweet

Amanda Goetz [@AmandaMGoetz](#)

Things I want for Mother's Day:

1. Federally paid maternity leave
2. Pelvic floor therapy covered by insurance
3. Lactation consultants for all
4. Changing tables in all gender bathrooms
5. To not set our careers back when we have a baby
6. Affordable childcare

6:21 AM · May 7, 2021 · Twitter for iPhone

630 Retweets 90 Quote Tweets 3,017 Likes

Mindy Thomas | UGC Creator [@MindySThomas](#) · May 7, 2021  
Replying to [@AmandaMGoetz](#)  
All of this, but that pelvic floor therapy though 🤪

Amanda Goetz [@AmandaMGoetz](#) · May 7, 2021  
Mandated in Europe.  
Never discussed in the US.  
  
Peeing your pants when you sneeze doesn't have to happen?!? What?!

Neil Redding [@neilredding](#) · May 7, 2021  
Replying to [@AmandaMGoetz](#)  
~~100~~ — also a year of publicly funded at-home childcare assistance. Sweden does this I believe — pays off hugely in terms of happy children + availability for other work besides the enormous work of childcare. 🙌

Justin Welsh [@JustinSaaS](#)

Search... (Cmd + /)

← Highlights →

Amanda Goetz [@AmandaMGoetz](#)  
Founder, [@house\\_of\\_Wise](#) (luxury CBD + community for women) | Single mom x 3 | Midwest [MIAMI](#) | Pick my 🍀 here: [mentorpass.co/me/amandagoetz](#)

All Time Recent

Amanda Goetz Jul 27, 2021  
Things I know at 35,  
I wish I had known at 25.

Amanda Goetz Sep 4, 2021  
Women are fertile for roughly 24 days a year. Men are fertile for 365.

Want to prevent unwanted pregnancies? You are creating laws for the wrong group.

Amanda Goetz Nov 28, 2020  
My friends have a text chain where we share life updates: babies, houses, etc

I shared my new company today on that thread and heard nothing  
Let's normalize / celebrate these paths just as much as the others.

Side hustle texts, promotion texts, higher salary texts, all of it!

Amanda Goetz Jul 22, 2020  
If you cancel a meeting 30-60 minutes before it starts  
remember a parent has been planning their entire day around that time.

Respect the calendar.

Amanda Goetz Sep 2, 2021  
I lost followers yesterday after speaking out about the Texas abortion ban.

Know what I didn't lose? My life....when I had an unhealthy / nearly ectopic pregnancy that wouldn't miscarry and I had to have a D&C.

I would be in jail in Texas (or worse) if that happened today.

Amanda Goetz May 8, 2020  
Don't choose a job, choose a boss.

# **This person makes me think**

Challenge preconceived notions

Twitter (8) Justin Welsh on Twitter: "If

**Thread**

Justin Welsh @JustinSaaS

If you're publishing content daily, remember:

- 75% of your followers didn't see it
- 80% of your followers won't remember
- 100% of your new followers never saw it

Repurpose often.

Nobody remembers your content like you remember your content.

7:25 AM · Mar 18, 2022 · Hypfury

View Tweet activity Promote

84 Retweets 8 Quote Tweets 886 Likes

Reply

Justin Welsh @JustinSaaS · 20h  
Replies to @JustinSaaS  
If you like Tweets like this, you might enjoy my weekly newsletter: The Saturday Solopreneur.  
One actionable tip to grow your online business that you can always read in less than 5 minutes.  
Join here:

Justin Welsh @JustinSaaS

Twemex Manual Feedback

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Highlights

Justin Welsh @JustinSaaS  
Building a portfolio of one-person businesses to \$5M in revenue. Tweets and threads about the process. Previous: CRO at @PatientPop

All Time Recent

Justin Welsh Nov 9, 2021  
I've done over \$1M in income in 2 years as an entrepreneur.  
And I didn't write a single line of code.  
My 12 "must use" no-code tools:  
[thread]

167 2.1K 10K Copy url

Justin Welsh Jan 26, 2022  
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 thread]

191 1.5K 9.4K Copy url

Justin Welsh Oct 26, 2021  
Last week my little one-person business crossed \$1.3M in revenue.  
It took 810 days, I ran zero paid ads and operate at a ~98% margin.  
Here are the 14 steps of my strange journey:  
Hope it's helpful to someone.  
[thread]

233 988 7.0K Copy url

Justin Welsh Feb 15, 2022

# Chapter 2: Content OS Architecture

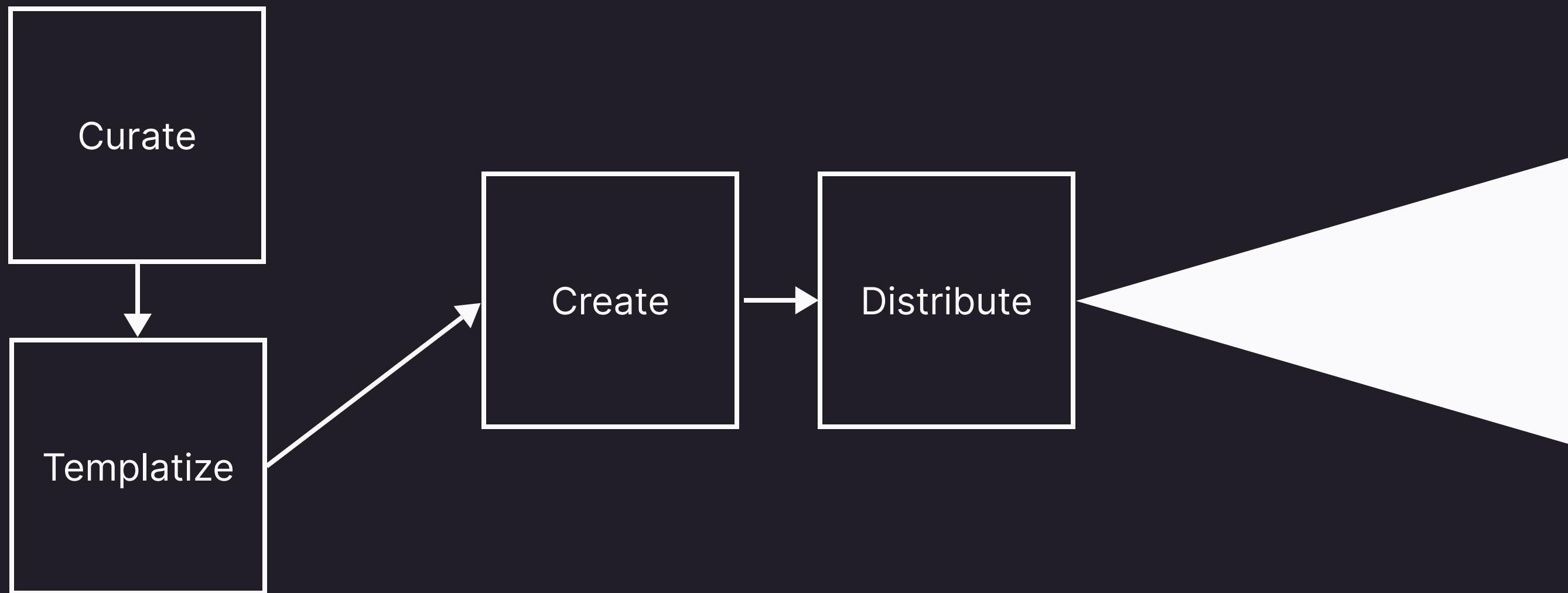
The overarching strategy and tools to build the operating system

[justinwelsh.me](http://justinwelsh.me)

**This chapter will walk through the 4 steps with no breaks.**

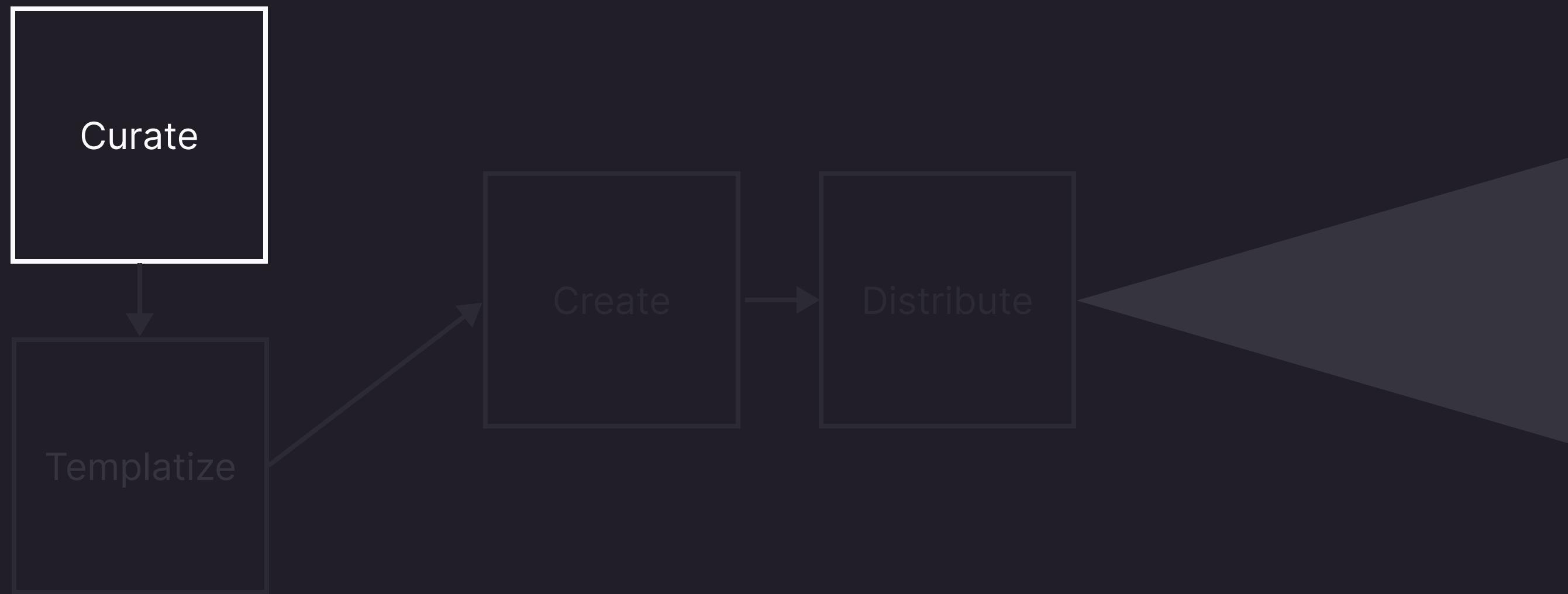
**Don't worry! We'll break them down 1-by-1 in Chapter 3.**

## The overarching structure of the operating system



This can be done for free or you can spend \$100/mo+

## The overarching structure of the operating system



This can be done for free or you can spend \$100/mo+

# Curation Tools

- Twemex (Free)
- Save to Notion (Free)

# Twemex

For capturing user's best Tweets

Justin Welsh (@JustinSaaS) / T X +

Home Explore Notifications Messages Bookmarks Top Articles Profile More

**Tweet**

**Justin Welsh**  
6,535 Tweets

LET'S BUILD TOGETHER

**Edit profile**

**Justin Welsh**  
@JustinSaaS

Building a portfolio of one-person businesses to \$5M in revenue. Tweets and threads about the process. Previous: CRO at @PatientPop

Entrepreneur | justinwelsh.me | Born July 11, 1981  
Joined January 2009

677 Following 56.6K Followers

**Newsletter**

**JW** The Saturday Solopreneur  
1 online audience & business growth tip each Saturday AM.

Subscribe

**Tweets** **Tweets & replies** **Media** **Likes**

Pinned Tweet

**Justin Welsh** @JustinSaaS · Oct 26, 2021  
Last week my little one-person business crossed \$1.3M in revenue.  
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Hope it's helpful to someone.

[thread]

Justin Welsh (@JustinSaaS) ...

**Justin Welsh**  
6,535 Tweets

LET'S BUILD TOGETHER

**Edit profile**

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**Justin Welsh** @JustinSaaS · Oct 26, 2021  
Last week my little one-person business crossed \$1.3M in revenue.  
It took 810 days, I ran zero paid ads and operate at a ~98% margin.  
Here are the 14 steps of my strange journey:  
Hope it's helpful to someone.

[thread]

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Highlights All Time Recent

**Justin Welsh** Nov 9, 2021  
I've done over \$1M in income in 2 years as an entrepreneur.  
And I didn't write a single line of code.  
My 12 "must use" no-code tools:

[thread] 167 2.1K 10K Copy url

**Justin Welsh** Jan 26, 2022  
I made \$0 online in 2019.  
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[Short thread] 190 1.5K 9.4K Copy url

**Justin Welsh** Oct 26, 2021  
Last week my little one-person business crossed \$1.3M in revenue.  
It took 810 days, I ran zero paid ads and operate at a ~98% margin.  
Here are the 14 steps of my strange journey:  
Hope it's helpful to someone.

[thread] 229 974 6.9K Copy url

**Justin Welsh** Feb 15, 2022  
How to build your first 2 income streams:  
(without knowing how to code)

[thread] 71 666 3.9K Copy url

Twitter (9) Nicolas Cole (@Nicolascole77) +

Nicolas Cole 16.8K Tweets

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Tweet

Tweets Tweets & replies Media Likes

Pinned Tweet

Nicolas Cole @Nicolascole77 · Jan 10 Over the past year, I have tweeted hundreds of small (but powerful) Writing Tips.

But these 19 accumulated more than 1,000,000 views and thousands of comments & shares.

Here they are all in one place 📚💡

88 852 4,145

Show this thread

Promoted Tweet

DraftKings Sportsbook @DKSportsbook MARCH MEANS COLLEGE HOOPS 🏀🔥

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Highlights All Time Recent

Nicolas Cole Jan 4, 2022 Over the past 10 years, I have read over 500 business books. 99% were 1 idea stretched across 300 pages. They should have been blog posts. Save yourself the time and just read these 10 📖

223 2.9K 15K ⌂copy url

Nicolas Cole Jun 7, 2021 Ghostwriting 101 Over the past 4 years, I have ghostwritten more than 2,000 articles for startup founders, C-level executives, Silicon Valley investors, and more. Want to know a secret? I use the same 5 templates every time.

121 1.2K 6.4K ⌂copy url

Nicolas Cole Jan 29, 2022 I journal every single morning for at least 30 minutes. I've been doing this since 2010. But over the years, I've learned you can (very easily) overcomplicate the act of journaling. Which is why now I only use 4 prompts:

92 1.2K 6.1K ⌂copy url

Nicolas Cole Feb 3, 2022 30 rules for a life well lived:

73 1.6K 5.3K ⌂copy url

Nicolas Cole Jan 10, 2022 Over the past year, I have tweeted hundreds of small (but powerful) Writing Tips.

But these 19 accumulated more than 1,000,000 views and thousands of comments & shares.

Twitter (9) DAN KOE (@thedankoe) / [T](#) X +

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DAN KOE  
21.6K Tweets

MM  
MIND  
SPIRIT BODY  
BUSINESS

DAN KOE  
@thedankoe Follows you  
I write about lifestyle design, the creator economy, & human potential. Founder: @ModernMastery Book: @TheArtOfFocus | MM  
Writer enjoy → links.modernmastery.co Born October 22  
Joined February 2011  
677 Following 99.8K Followers  
Followed by coco, Sahil | The NoCode Pro, and 94 others you follow

**The Mastery Letter**  
Lessons from my recent mental, physical, spiritual, and financial experiments.  
11.5K Subscribers

[Subscribe](#)

Tweets	Tweets & replies	Media	Likes
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DAN KOE @thedankoe · Nov 26, 2021 How to create a life of meaning, money, and impact (as fast as humanly possible).			
— Thread —			

Justin Welsh  
@JustinSaaS

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Highlights ▾

All Time Recent

DAN KOE Jan 14, 2020  
Use your money to
 

- Look better (grooming)
- Feel better (food choices)
- Make more money (invest)

 Use your time to
 

- Look better (gym)
- Feel better (meditation)
- Make more money (skills)

 Spend your time and money on things that will improve your quality of life

DAN KOE Feb 23, 2022  
7 bad habits that are preventing you from having the life you want:

DAN KOE Nov 5, 2021  
Fill your brain in the afternoons with books, learning, and socialization  
Empty your brain before bed with journaling, planning, and meditation  
Use your brain in the morning with creation, output, and focus

DAN KOE Mar 2, 2022  
I will bully every single one of you into going on walks, hitting the gym, building a business, and enjoying your life.

DAN KOE Nov 26, 2021  
How to create a life of meaning, money, and impact (as fast as humanly possible).  
— Thread —

Twitter (9) Chase Dimond | Email Marketing Nerd

# Chase Dimond | Email Marketing Nerd

23K Tweets

**CHASE DIMOND**  
EMAIL MARKETING AGENCY | DRIVEN \$50+ MILLION IN EMAIL REVENUE FOR CLIENTS

Following

**Chase Dimond | Email Marketing Nerd**

@ecomchasedimond Follows you

Driven \$100+ million in email revenue for clients. Partner at a 7 figure Ecommerce Email Marketing Agency. Join 31,162 marketers & get my email secrets weekly [⬇️](#)

Need email mktg help? DM me [🔗 chasedimond.carrd.co](#)

Joined April 2020

436 Following 60.7K Followers

Followed by BootstrappedGuy, Falan Blake | Google Ads Auditor, and 105 others you follow

**Newsletter**

The Weekly Email Marketing Newsletter from a \$100M Ecom...  
Every Monday I share actionable email marketing tactics & guides geared towards helping you drive more engagement and revenue...  
34.6K Subscribers

**Subscribe**

**Tweets** **Tweets & replies** **Media** **Likes**

**Pinned Tweet**

**Chase Dimond | Email Marketing ...** @ecomchasedi... · Apr 2, 2021 · ...  
How to make 30% more revenue without dropping a single penny on paid ads

From an email marketer who has generated over \$50 Million dollars in sales for dozens of 6 to 9 figure Ecommerce brands.

Bookmark this [\\$ \\$ \\$ Thread](#)

**Justin Welsh** @JustinSaaS

...

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Highlights

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**Chase Dimond | Email Marketing Nerd** Oct 6, 2021  
31 email marketing tips that will teach you to make money in less than 5 minutes  
(Bookmark this thread):  
48 490 2.3K ⚡copy url

**Chase Dimond | Email Marketing Nerd** Mar 4, 2022  
Apple is 80% marketing and 20% manufacturing.  
McDonalds is 80% marketing and 20% making food.  
Mercedes is 80% marketing and 20% building cars.  
There's a lesson in there.  
97 425 2.2K ⚡copy url

**Chase Dimond | Email Marketing Nerd** Mar 3, 2022  
Copywriting Tip:  
Sell with your own story.  
Use this format:  
1) I had a problem with \_\_\_\_  
2) It hurt because \_\_\_\_  
3) I tried to solve it with \_\_\_, \_\_\_, and \_\_\_\_  
4) Until I finally found \_\_\_\_ solution  
5) Now I am \_\_\_\_  
Your own story is your most powerful marketing asset.  
Use it.  
34 222 912 ⚡copy url

**Chase Dimond | Email Marketing Nerd** Mar 16, 2022  
Copywriting Tip:  
Change your Call-to-actions to a Call-to-values.  
Examples:  
"Get started" → "Create your website"  
"Find a job for you" → "Get hired today"  
"Start free trial" → "Try it at no cost"  
Don't tell them what they have to do.

(8) Mark Tenenholtz (@marktenenholtz) +

**Mark Tenenholtz**  
1,199 Tweets

Following

**Mark Tenenholtz**  
@marktenenholtz Follows you

I make gated knowledge accessible | Senior data scientist | Kaggle Master | Working on forecasting, NLP, MLOps, @Kaggle competitions

⌚ Cincinnati, OH Joined October 2019

180 Following 17K Followers

Followed by Pratham Prasoon, Louie Bacaj, and Nick Mehta (he/him)

**Newsletter**

**The Generalization Gap**  
The best newsletter for breaking into the gated knowledge in machine learning

Subscribe

**Tweets** **Tweets & replies** **Media** **Likes**

**Pinned Tweet**

**Mark Tenenholtz** @marktenenholtz · Feb 22  
Zillow's home buying business lost them \$500,000,000, 25% of their stock value, and 25% of their workforce.

How did this happen to a company with so much data on housing prices?

Bad model evaluation.

Here's the fatal error they made that you must avoid when deploying models

**Justin Welsh**  
@JustinSaaS

Twemex Manual Feedback

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Highlights

All Time Recent

Only activate meaningfully when weighted sum > 10

10 97 570 Copy url

**Mark Tenenholtz** How to spend time building most ML models:

Old way:

- Tons of literature review
- Bespoke statistical representation
- Intense assumption checking

New way:

- Off-the-shelf model
- Data curation, evaluation, EDA
- Stakeholder engagement

Spend your time wisely.

6 44 340 Copy url

**Mark Tenenholtz** Feb 20, 2022  
When you learn ML, there's no replacement for project-based learning.

The internet is bursting at the seams with courses, blogs, and bootcamps, and you should take advantage of them.

But if you ever want knowledge to stick, you have to apply it.

12 30 314 Copy url

**Mark Tenenholtz** Mar 14, 2022  
You should write about ML while you learn it.

If you can't explain what you're learning to someone else simply, concisely, and without jargon, then you don't understand it.

Find what you can't explain simply, and learn more about it until you can.

10 40 295 Copy url

See full results

# **Save to Notion**

For building out your template library quickly



(2) Chase Dimond | Email Mark X

Save to Notion - Chrome Web Store X



chrome web store



justinwelsh@hey.com ▾



Home > Extensions > Save to Notion



## Save to Notion

Offered by: Anis Gad

★★★★★ 216 | [Productivity](#) | 90,000+ users

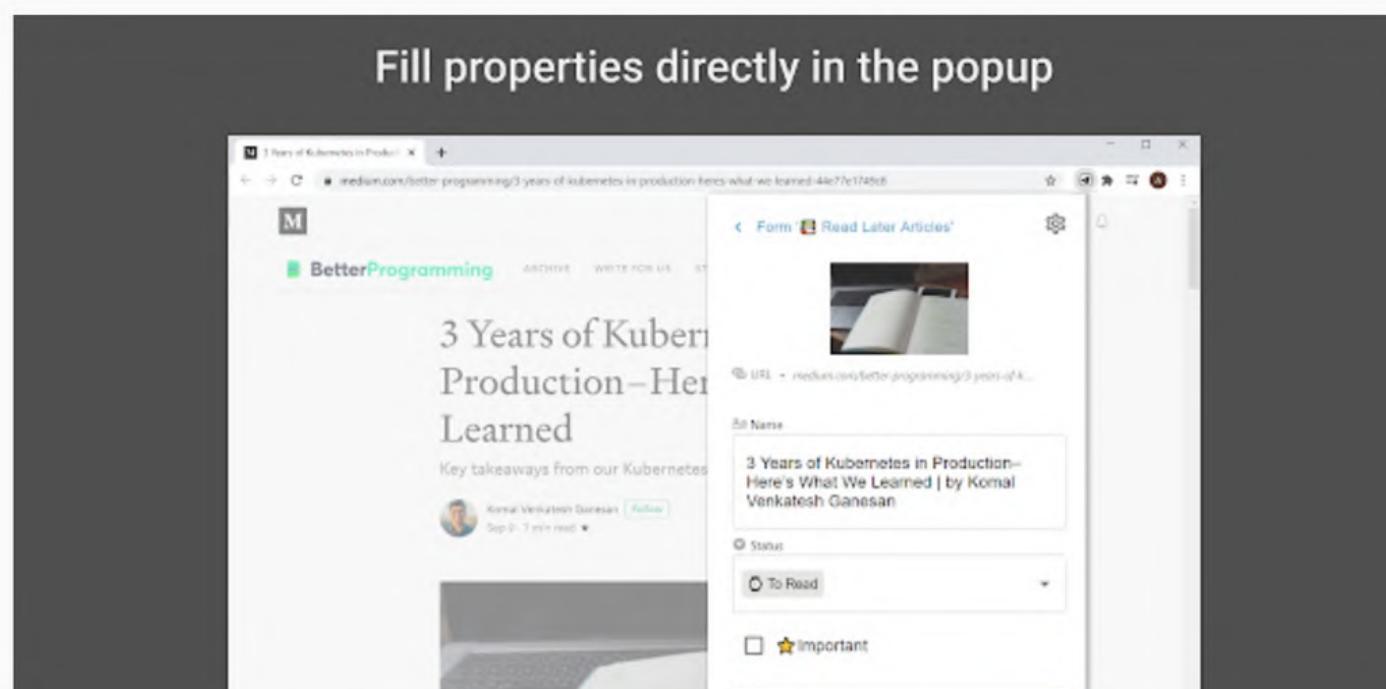
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Justin Welsh @JustinSaaS ...

**Mark Tenenholtz**  
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@marktenenholtz Follows you

I make gated knowledge accessible | Senior data scientist | Kaggle Master | Working on forecasting, NLP, MLOps, @Kaggle competitions

⌚ Cincinnati, OH Joined October 2019

180 Following 17K Followers

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**Newsletter**

 **The Generalization Gap**  
The best newsletter for breaking into the gated knowledge in machine learning

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 <b>Mark Tenenholtz</b> @marktenenholtz · Feb 22			
Zillow's home buying business lost them \$500,000,000, 25% of their stock value, and 25% of their workforce.			
How did this happen to a company with so much data on housing prices?			
Bad model evaluation.			
Here's the fatal error they made that you must avoid when deploying models			

**Twemex Manual Feedback**

Search... (Cmd + /)

← Highlights →

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Only activate meaningfully when weighted sum > 10

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**Mark Tenenholtz** How to spend time building most ML models:

Old way:

- Tons of literature review
- Bespoke statistical representation
- Intense assumption checking

New way:

- Off-the-shelf model
- Data curation, evaluation, EDA
- Stakeholder engagement

Spend your time wisely.

6 44 340 Copy url

**Mark Tenenholtz** Feb 20, 2022 When you learn ML, there's no replacement for project-based learning.

The internet is bursting at the seams with courses, blogs, and bootcamps, and you should take advantage of them.

But if you ever want knowledge to stick, you have to apply it.

12 30 314 Copy url

**Mark Tenenholtz** Mar 14, 2022 You should write about ML while you learn it.

If you can't explain what you're learning to someone else simply, concisely, and without jargon, then you don't understand it.

Find what you can't explain simply, and learn more about it until you can.

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See full results

(9) Mark Tenenholtz on Twitter

**Tweet**

Mark Tenenholtz @marktenenholtz

How to spend time building most ML models:

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New way:

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- Data curation, evaluation, EDA
- Stakeholder engagement

Spend your time wisely.

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Reply

Sid @Sidsharmaa22 · Mar 16  
Replies to @marktenenholtz

Doesn't lit review help prevent common pit falls? For example in the case of multi label classification I could do EDA and other things. But without a lit review how would one know the importance of metrics like label density and label cardinality?

1 500 2.7K

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Justin Welsh @JustinSaaS

Mark Tenenholtz @marktenenholtz · Mar 16

I'm not saying it has to be skipped. I'm just saying you have to do a lot less

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To Templatize

Aa Tweet

(9) Mark Tenenholtz on Twitter: "How to spend time building most ML models: Old way: - Tons of literature review - Bespoke statistical representation - Intense assumption checking New way: - Off-the-shelf model - Data curation, evaluation, EDA - Stakeholder engagement Spend your time wisely."

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Mark Tenenholtz Mar 15, 2022  
Modern ML research loves to ignore time series forecasting.  
Sure, language sequence modeling is huge, but forecasting isn't.  
Yet, for every company in the US's \$5,000,000,000 retail industry, forecasting is a huge problem.  
Here's your state-of-the-art forecasting toolbox:  
46 500 2.7K

Mark Tenenholtz Jan 31, 2022  
I spent 500+ hours on Kaggle competitions last year and just became a Kaggle Master.  
Over those many hours, I learned a systematic process you can use to train any model on any dataset.

(9) Mark Tenenholtz on Twitter

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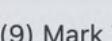
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Twitter (9) Mark Tenenholtz on Twitter

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- All Updates
- Settings & Members

#### My Business

- 2022 Courses
- 2022 Business Plan
- 2022 Business Roadmap
- 2022 Business Workflow
- 2022 Customer Service Docs

#### Content OS

- Posting Calendar
- To Templatize

#### Tweet Templates

- Content Matrix
- FIRST COMMENTS
- 1. Tips
- 2. One-liners
- 3. Engagement
- 4. Observations
- 5. Drawing/Photos
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Table + Add view

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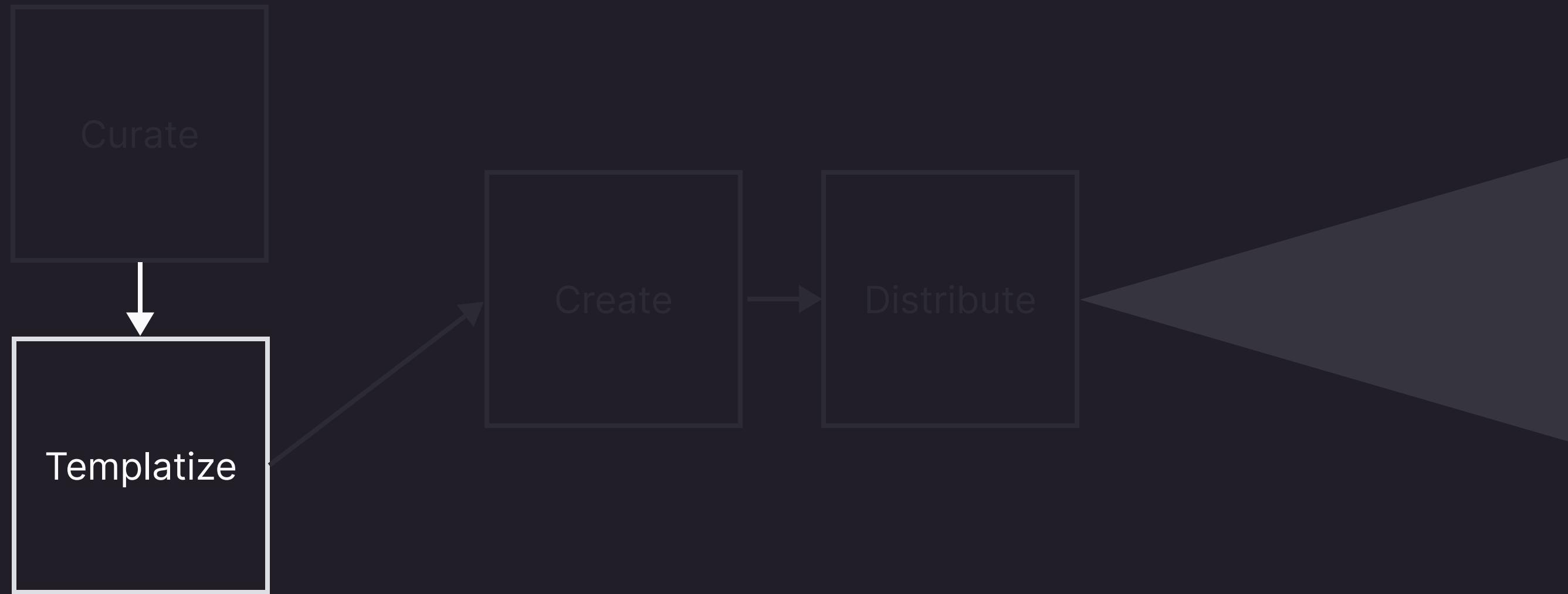
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This can be done for free or you can spend \$100/mo+

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The best Operating System Hub

Twitter (9) Mark Tenenholz on Twitter X +

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9 Mark Tenenholtz on Twitter X Tweet Templates X +

notion.so/Tweet-Templates-b7a0ec7c75c54410802647cc2f824ef8

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Quick Find

All Updates

Settings & Members

My Business

- 2022 Courses
- 2022 Business Plan
- 2022 Business Roadmap
- 2022 Business Workflow
- 2022 Customer Service Docs

Content OS

- Posting Calendar
- To Templatize

Tweet Templates

- Content Matrix
- FIRST COMMENTS
- 1. Educate
- 2. One-liners
- 3. Engagement
- 4. Observations
- 5. Drawing/Photos
- 6. Twitter Threads

Newsletter Ideas

The Idea Space

Add a page

Templates

Import

Trash

New page

 Twitter logo

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Content Matrix

FIRST COMMENTS

+ 1. Educate

2. One-liners

3. Engagement

4. Observations

5. Drawing/Photos

6. Twitter Threads

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Twitter (9) Mark Tenenholz on Twitter

1. Educate

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Quick Find

All Updates

Settings & Members

My Business

- ▶ 🎓 2022 Courses
- ▶ 🚀 2022 Business Plan
- ▶ 🚗 2022 Business Roadmap
- ▶ 🍔 2022 Business Workflow
- ▶ 📝 2022 Customer Service Docs

Content OS

- ▶ 📅 Posting Calendar
- ▶ 🌐 → To Templatize
- ▼ Twitter Templates
  - ▶ Content Matrix
  - ▶ FIRST COMMENTS
  - ▶ 1. Educate
  - ▶ 2. One-liners
  - ▶ 3. Engagement
  - ▶ 4. Observations
  - ▶ 5. Drawing/Photos
  - ▶ 6. Twitter Threads
  - ▶ Newsletter Ideas
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Templates

Import

Trash

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# 1. Educate

- ⦿ How to Do X: Old Way/New Way
- ⦿ Do These 3 Things
- ⦿ Lessons on thing I did today
- ⦿ You Don't Need X, Go Find Y
- ⦿ Things have never been easier
- ⦿ 99% of things don't do this
- ⦿ If you're this, remember...
- ⦿ Things needed to do X

in Spousal Meeting

?



Twitter (9) Mark Tenenholz on Twitter

How to Do X: Old Way/New Way



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Quick Find

All Updates

Settings & Members

My Business

- ▶ 🎓 2022 Courses
- ▶ 🚀 2022 Business Plan
- ▶ 🚗 2022 Business Roadmap
- ▶ 🍔 2022 Business Workflow
- ▶ 📝 2022 Customer Service Docs

Content OS

- ▶ 📅 Posting Calendar
- ▶ 🌐 → To Templatize
- ▼ Twitter Templates
  - ▶ Content Matrix
  - ▶ FIRST COMMENTS
  - ▶ 🧠 1. Educate
  - ▶ 1 2. One-liners
  - ▶ 💬 3. Engagement
  - ▶ 👀 4. Observations
  - ▶ 🖍 5. Drawing/Photos
  - ▶ 🎨 6. Twitter Threads
  - ▶ 📰 Newsletter Ideas
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Share ⌘ ⏎ ⏳ ⏴ ⏵ ⏷ ⏸ ⏹



# How to Do X: Old Way/New Way

+ :: How to do {{thing}}:

Old way

- {{Way1}}
- {{Way2}}
- {{Way3}}
- {{Way4}}

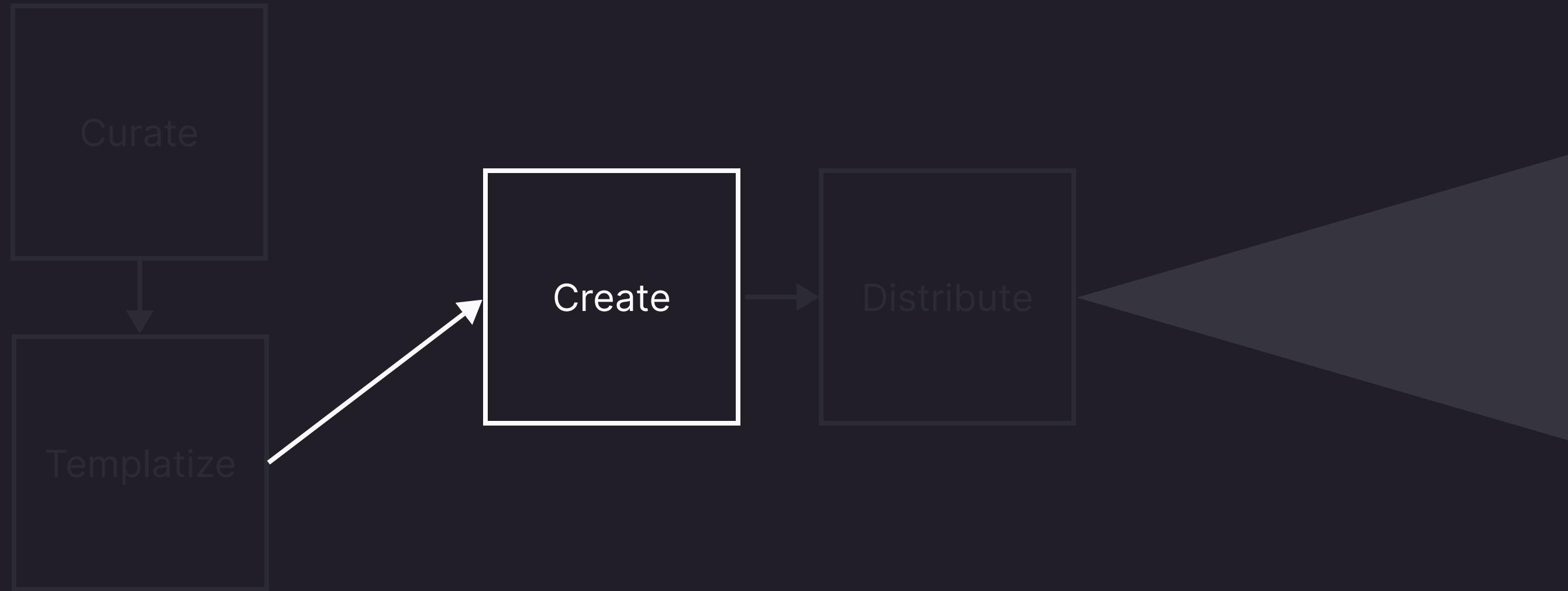
New Way

- {{Way1}}
- {{Way2}}
- {{Way3}}
- {{Way4}}

{}>{}



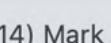
## The overarching structure of the operating system



This can be done for free or you can spend \$100/mo+

# The Content Matrix

A matrix for rapid ideation inside of Notion



(14) Mark Tenenholtz on Twitter

Content Matrix



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- 🔍 Quick Find
- ⌚ All Updates
- ⚙️ Settings & Members
  - ▶ 2022 Courses
  - ▶ 🚀 2022 Business Plan
  - ▶ 🚗 2022 Business Roadmap
  - ▶ 🌱 2022 Business Workflow
  - ▶ 📁 2022 Customer Service Docs

### Content OS

- ▶ 📅 Posting Calendar
- ▶ 🎯 → To Templatize

### Tweet Templates

- ▶ 📊 Content Matrix
- ▶ 💬 FIRST COMMENTS
- ▶ 🧠 1. Educate
- ▶ 1 2. One-liners
- ▶ 💬 3. Engagement
- ▶ 🕳️ 4. Observations
- ▶ 🖍️ 5. Drawing/Photos
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- ▶ 📰 Newsletter Ideas
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Aa Topics	<input checked="" type="checkbox"/> Write This	+	...
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Opportunity	<input type="checkbox"/>		
Promotion	<input type="checkbox"/>		
Publishing	<input type="checkbox"/>		
Risk	<input type="checkbox"/>		
Sales	<input type="checkbox"/>		
Self-promotion	<input type="checkbox"/>		
Sharing	<input type="checkbox"/>		
Social Media	<input type="checkbox"/>		
Solopreneurship	<input checked="" type="checkbox"/>		
Success	<input type="checkbox"/>		
Systems	<input type="checkbox"/>		
Thinking	<input type="checkbox"/>		
Time	<input type="checkbox"/>		
Work Ethic	<input type="checkbox"/>		
Writing	<input type="checkbox"/>		
+ New			

COUNT 26





(14) Mark Tenenholtz on Twitter

How to Do X: Old Way/New Way



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Quick Find

All Updates

Settings & Members

- ▶ 2022 Courses
- ▶ 2022 Business Plan
- ▶ 2022 Business Roadmap
- ▶ 2022 Business Workflow
- ▶ 2022 Customer Service Docs

Content OS

▶ Posting Calendar

▶ → To Templatize

▶ Tweet Templates

▶ Content Matrix

▶ FIRST COMMENTS

▶ 1. Educate

▶ 1. One-liners

▶ 3. Engagement

▶ 4. Observations

▶ 5. Drawing/Photos

▶ 6. Twitter Threads

▶ Newsletter Ideas

▶ The Idea Space

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Import

Trash

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Share ...



# How to Do X: Old Way/New Way

How to do {{thing}}:

Old way

- {{Way1}}
- {{Way2}}
- {{Way3}}
- {{Way4}}

New Way

- + ::
- {{Way1}}
  - {{Way2}}
  - {{Way3}}
  - {{Way4}}

{{New}} > {{Old}}





(14) Mark Tenenholz on Twitter

How to Do X: Old Way/New Way



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Quick Find

All Updates

Settings & Members

- ▶ 🎓 2022 Courses
- ▶ 🚀 2022 Business Plan
- ▶ 🚗 2022 Business Roadmap
- ▶ 🌱 2022 Business Workflow
- ▶ 📝 2022 Customer Service Docs

Content OS

▶ 📅 Posting Calendar

▶ 🎯 → To Templatize

▶ 🐦 Tweet Templates

▶ 📊 Content Matrix

▶ 💬 FIRST COMMENTS

▶ 🧠 1. Educate

▶ 1 2. One-liners

▶ 💬 3. Engagement

▶ 👀 4. Observations

▶ 🖍️ 5. Drawing/Photos

▶ 🎨 6. Twitter Threads

▶ 📰 Newsletter Ideas

▶ 🧠 The Idea Space

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+ New page

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Share ⋮ ⏷ ⏸ ⭐ ⋮

How to do {{thing}}:

Old way

- {{Way1}}
- {{Way2}}
- {{Way3}}
- {{Way4}}

New Way

- {{Way1}}
- {{Way2}}
- {{Way3}}
- {{Way4}}

{{New}} > {{Old}}

How to build a one-person business.

Old way

- Facebook ads
- Fancy website
- Webinar funnel
- Email campaigns

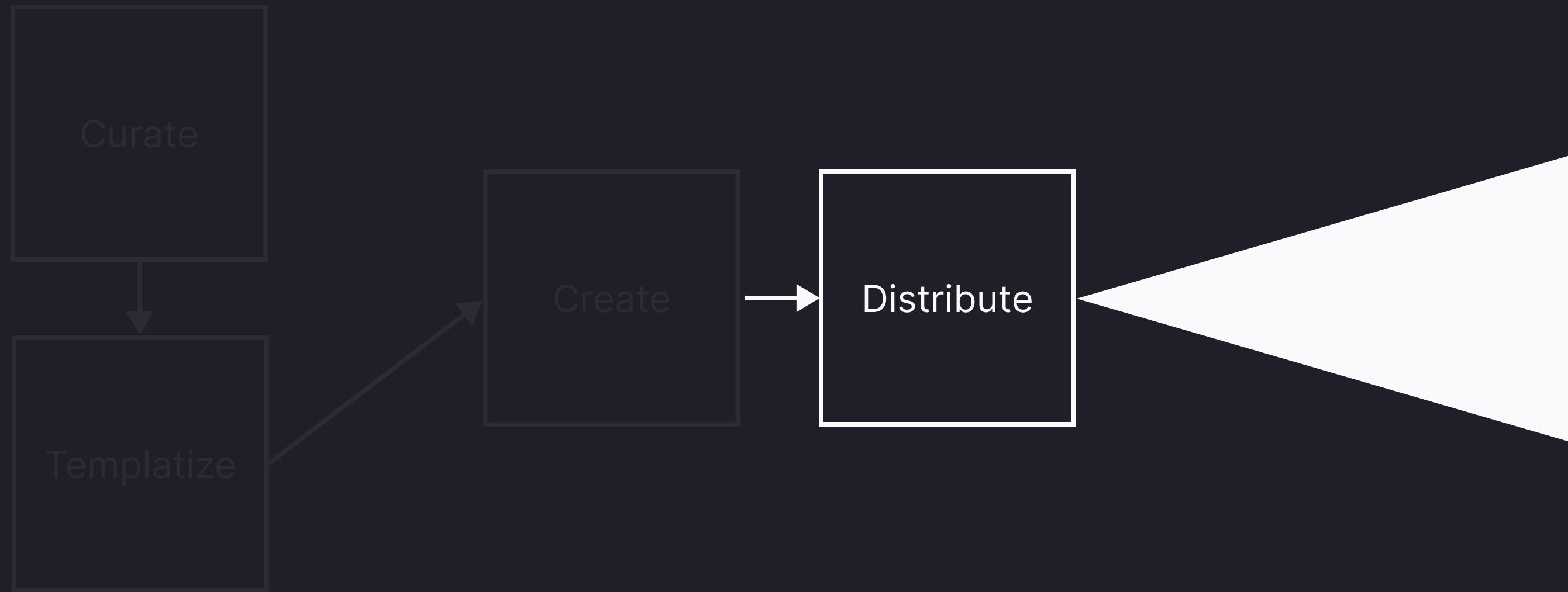
New Way

- Twitter content
- Simple landing page
- Accessible private community
- A portfolio of products and services

Trust > gimmicks



## The overarching structure of the operating system



This can be done for free or you can spend \$100/mo+

# Publishing Tools

- Publish Natively (Free)
- Hypefury (\$49/month)

# Hypefury

Automated Tweets, Threads, & LinkedIn Posts with built-in boosts

Copy of The Content Operating X | Kajabi - /admin/products/21478 X | Copy of The Content Operating X | Posting Calendar X +

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- 2022 Courses
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- 2022 Customer Service Docs

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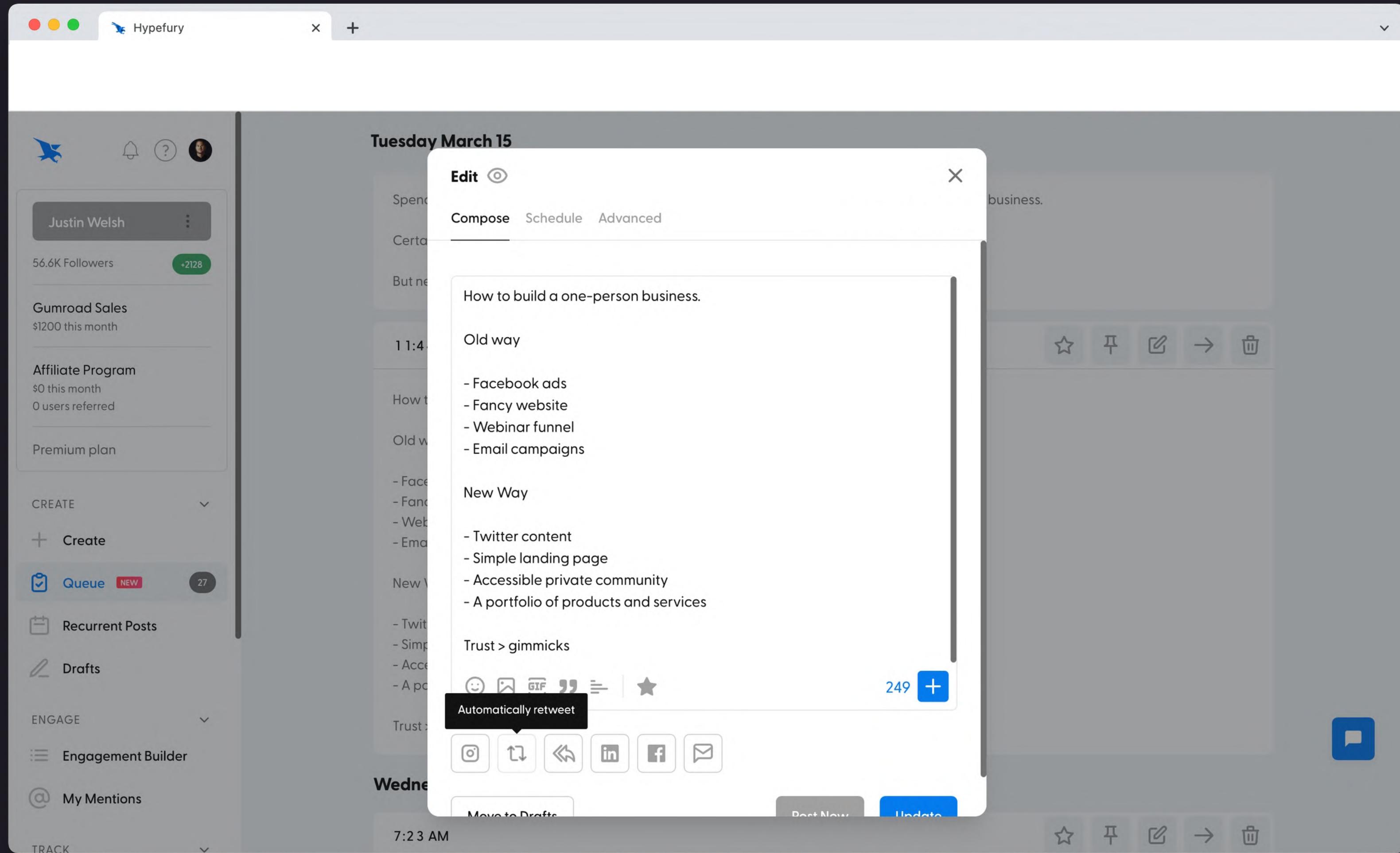
# Posting Calendar

Table + Add view

Aa Day	Twitter AM	Twitter PM	LinkedIn AM	LinkedIn PM	Column	+ ...
Monday	Educate	Observation	Motivate Me	One-Liner		
Tuesday	Educate	Thread	Make Me Think	Edutainment		
Wednesday	Educate	Question	Educate Me	Selling		
Thursday	Educate	Book Quote	Motivate Me	Make Me Think		
Friday	Educate	Newsletter Tease	Educate Me	Newsletter Tease		
Saturday	Newsletter F/U	Question	Newsletter F/U	Previous Week's NL		
Sunday	Educate	Hit	Make Me Think			

+ New Calculate ?

An arrow points to the "Educate" button in the Tuesday row of the calendar table.



Hypefury

Did you know you could invite your VA or ghostwriter to write tweets for you? [I'd like to](#) – [Ignore](#)

## Queue

Autoplug settings AI 🚀 🗑️ ⚡ NEW

Time zone: Chicago (1:28 PM)

**Today**

5:23 Tweet booster  The booster will retweet all your tweets a few hours after they're posted, giving them more visibility.

8:03 Delay 9h

Only retweet if the tweet gets 75 Likes

**Tomorrow**

8:26 You can't see it because it's hidden. You won't learn if you aren't curious.

Embrace curiosity and success is a much more likely outcome.

12:56 PM Every troll on the internet really just wants to know how you did it.

CREATE

+ Create Queue NEW 27 Recurrent Posts Drafts

ENGAGE

Engagement Builder

@ My Mentions

TRACK

Message March 14

Hypefury

Tuesday March 15

Edit 

Compose Schedule Advanced

How to build a one-person business.

Old way

- Facebook ads
- Fancy website
- Webinar funnel
- Email campaigns

New Way

- Twitter content
- Simple landing page
- Accessible private community
- A portfolio of products and services

Trust > gimmicks

249 +

Add an autoplug

Instagram Share LinkedIn Facebook Email

Move to Drafts Post Now Update

Wednesday March 16

7:23 AM

Spending Certainty But ne 11:4 How t Old w - Face - Fanc - Web - Em New V - Twit - Simp - Acc - A po Trust > gimmicks

Justin Welsh 56.6K Followers +2128 Gumroad Sales \$1200 this month Affiliate Program \$0 this month 0 users referred Premium plan

CREATE

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ENGAGE

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@ My Mentions

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Pitch

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Did you know you could invite your VA or ghostwriter to write tweets for you? [I'd like to](#) – [Ignore](#)

## Queue

Autoplug settings AI 🚁 🗑️ ⚡ NEW

Time zone: Chicago (1:29 PM)

**Autoplugs**

Simple Advanced

Today

5:23 One actionable tip to grow your online business that you can always read in less than 5 minutes. 🤝 1+ 227

8:03 Join here: <https://www.justinwelsh.me/blog?tag=newsletter>

Tomorrow

8:26 You can have multiple autoplugs, one will be randomly selected to post.

Add

% of tweets to autoplug ⓘ

Save

CREATE

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12:56 PM Every troll on the internet really just wants to know how you did it.

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- A portfolio of products and services

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Post on LinkedIn

Instagram Share LinkedIn Facebook Email

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Wednesday March 16

7:23 AM

Spending

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Old w

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Justin Welsh

56.6K Followers +2128

Gumroad Sales \$1200 this month

Affiliate Program \$0 this month 0 users referred

Premium plan

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← Thread



« Black Magic ↗

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@JustinSaaS

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20+ Notifications

Old way

Messages

- Facebook ads
- Fancy website
- Webinar funnel
- Email campaigns

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- Twitter content
- Simple landing page
- Accessible private community
- A portfolio of products and services

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View Tweet activity

Promote

190 Retweets 13 Quote Tweets 1,726 Likes



View thread in Reader

Justin Welsh  
@JustinSaaS

Tweet your reply

Reply

Twitter (21) Justin Welsh on Twitter: " +

Thread

View Tweet activity

Promote

190 Retweets 13 Quote Tweets 1,726 Likes

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Justin Welsh @JustinSaaS · 23h  
Replies to @JustinSaaS  
If you like Tweets like this, you might enjoy my weekly newsletter: The Saturday Solopreneur.

One actionable tip to grow your online business that you can always read in less than 5 minutes.

Join here:

THE SATURDAY SOLOPRENEUR

One actionable tip on audience and revenue growth for your online business.

JW

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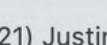
The Saturday Solopreneur is a weekly newsletter breaking down audience, business, and product growth for online creators and makers.

1 4 27

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Black Magic

Justin Welsh  
@JustinSaaS



(21) Justin Welsh on Twitter: "+

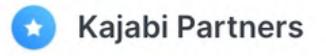
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Justin Welsh

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▶ 03/02/22	132	2	0
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Forms

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# BONUS: Create Killer Newsletters, fast w/ Typeshare

Drastically reduce the time you spend writing your newsletter

# Why I Started a Newsletter

## Part 2 of the Creator Funnel: Building trust w/ your audience

12 weeks ago, I started a newsletter for solopreneurs that goes out every Saturday morning.

In 12 weeks I've amassed 12,000+ subscribers and have a 68% open rate.

This step is absolutely critical in building trust with your audience.

**My secret sauce in delivering this weekly in 45 minutes or less is Typeshare.**

Sends	Opened	Clicked	Unsubscribed	...
12,368	68%	5%	0%	
11,375	69%	8%	0%	
10,260	65%	7%	0%	
7,647	72%	18%	0%	
6,437	72%	6%	0%	
25,957	73%	21%	0%	
5,447	75%	6%	0%	
3,686	75%	16%	0%	
277	82%	14%	0%	



Justin Welsh typeshare.co/justinwelsh



Create



## Library

Published

Scheduled

Drafts

Essays

Threads



Start by creating an Essay

Creating your first Essay is easy. Just hit the Create button.

+ Create new

Get verified 2/4

Create New



Atomic Essay



Twitter Thread



## Create New



### Atomic Essay

A compressed 300-word essay template for small but powerful ideas.



### Twitter Thread

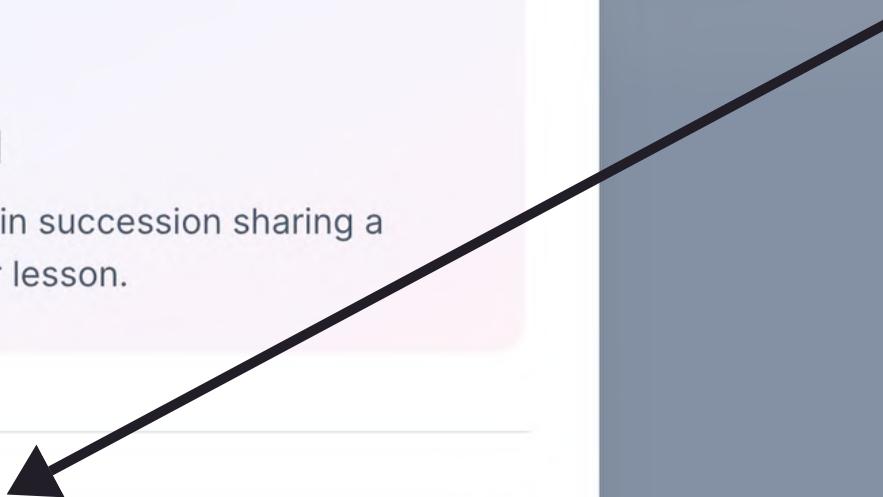
Bite-sized Tweets in succession sharing a larger story, list, or lesson.

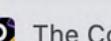
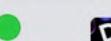
OR



### Explore Writing Templates

Save time with expertly crafted atomic essay and twitter thread templates.





All



Essays



Threads



## Essay Templates

## Category POV

This template is designed to help you educate readers in new ways, and help them see the world through your point of view.



## Category POV

by Typeshare

This template is designed to help you clearly articulate to readers how to do something specific—in a step-by-step format.

[Use Template](#)

## Mistakes &amp; Lessons

This template is designed to help you frame a problem, explain why it matters, and then tell a story of what was learned as a result.



## Mistakes &amp; Lessons

by Typeshare

## Myths

This template is designed to help you frame the myths that exist in your industry—and why those narratives are wrong.



## Myths

## 5 Main Points

Walking the reader through a specific idea? Use this template to organize your thoughts into a coherent roadmap.

Pro

## 5 Main Points



## ABDCE Storytelling Framework

This template walks you through how to construct a story in a way that keeps readers engaged from

Pro

## ABDCE Storytelling

[◀ Back](#)

## Template #2: How To Guide

0 Words

[Publish](#)

Justin Welsh



In this first sentence, tell the reader you're going to explain to them How To do.

Next, explain to the reader why they should want to learn how to do this thing. What benefits come with learning how to do this? What can they expect as an outcome or reward?

Now say, "Unfortunately..." and then tell the reader why so many people don't.

### This first subhead is the primary reason why.

Now, list out 4-5 other reasons people don't learn How To or struggle to make actionable progress.

- Reason #1
- Reason #2
- Reason #3
- Reason #4

Finally, give the reader a sentence of hope; you're going to explain to them how they can overcome it!

[Add a Block](#)+  
it!

Here's how, step by step:



# Justin Welsh

About Coaching Free Guides Newsletter Products Contact



In a noisy world, attention is your best friend. It can literally power your entire online business.

In the last 18 weeks, I've added over 44,716 new Twitter followers using a simple 7-step process.

Now I want to share the journey (and the steps I took) so you can replicate them.

If you can get this system right, you'll grow on Twitter. And with Twitter growth comes massive opportunities: a better network, better jobs, podcasting and speaking opportunities, monetization, etc.

Unfortunately, most people stumble around Twitter for years and can't figure it out.

Why?

No process.

## You cannot grow predictably on Twitter without a process

When I see people starting out on the platform, they are just screaming into the void without any real strategy.

- They aren't consistent.
- They don't share valuable information.
- They don't spend time networking with people.
- They don't use tools to make Twitter growth easier.

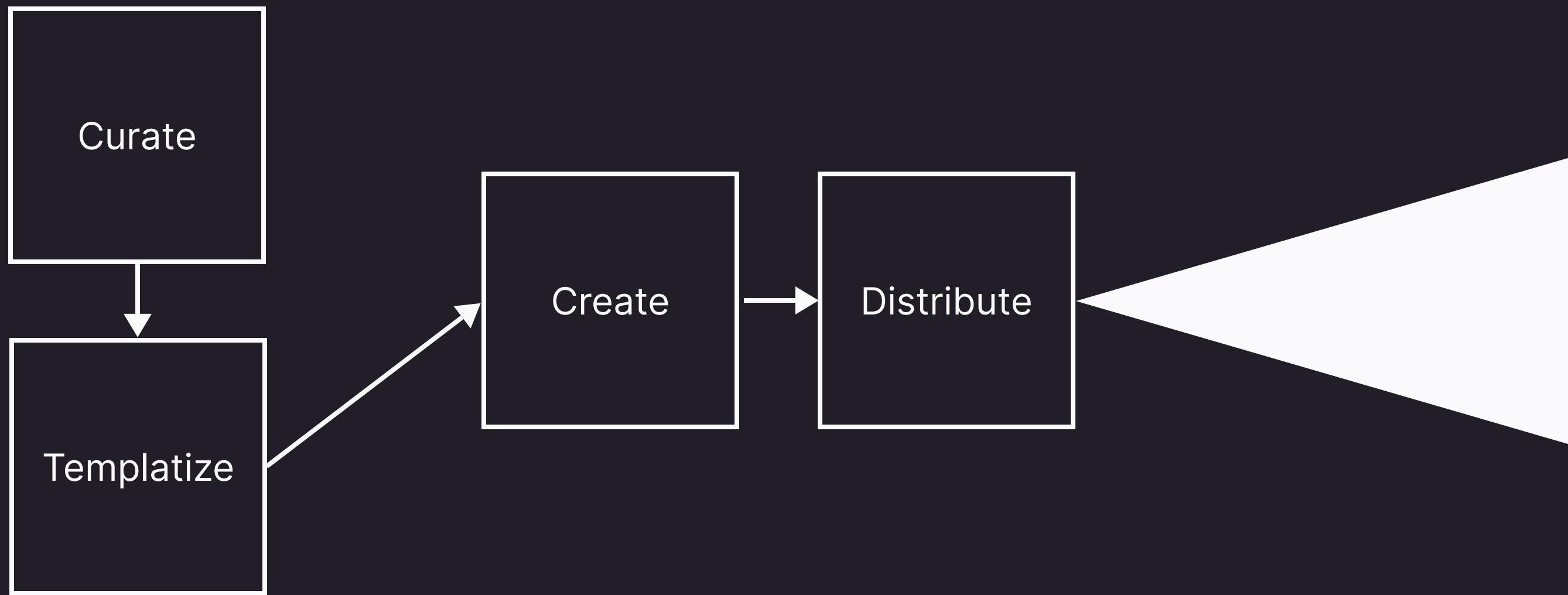
I'm going to share how you can avoid these traps and follow a better plan.

# Chapter 3: The Operating System

Putting everything together to build out an quality content system.

[justinwelsh.me](http://justinwelsh.me)

## The overarching structure of the operating system



This can be done for free or you can spend \$100/mo+

# Step 1: Using curation tools

Finding 3 "template-worthy" pieces of content

# Step 2: Templatize in Master Hub

Build out 3 repeatable templates for future use

# Step 3: Using creation tools

Create 3 ideas rapidly using The Content Matrix

# Step 4: Publish automatically

Using Hypefury to publish and boost

# Small Ask From Me...

[justinwelsh.me](http://justinwelsh.me)

# Chapter 4: Bonus Materials

[justinwelsh.me](http://justinwelsh.me)

# Discounted Products

Get discounts on Content OS Tools

# Become An Affiliate

Earn 35% for every course you sell

# Affiliate Templates

Easy templates to sell the course via social, email, and newsletter.

# Thank you.

[justinwelsh.me](http://justinwelsh.me)