

# The Content Operating System 2.0

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

# Your Instructor

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

# Justin Welsh

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

- 270,000 followers on LinkedIn
- 180,000 followers on Twitter
- 350M+ impressions/year
- \$2.7M+ in revenue
- 100% organic
- 95% margins
- Zero ads

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



# This is a 2-part Course

- **Part 1: Your Content OS**
  - **Outcome:** A strategic overview of how I stitch all of my content together
  - Long-form "Hub" content
  - 6-10 short-form "spokes"
  - 2 CTAs to deplatform
- **Part 2: Your Content Templates**
  - **Outcome:** Using high-quality templates to make your "spoke content" better and faster

***Note:** Parts 1 and 2 were recorded 4 months apart, so Part 2 will also have an intro from me.*

# What is a Hub, Spoke, and Template?

# A Hub is Long-Form Content That Will Influence Our Short Form Content

- A newsletter
- A podcast
- A YouTube series
- A blog post
- Etc.

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# My Hub: The Saturday Solopreneur Newsletter

The screenshot shows a desktop browser window displaying the website [The Saturday Solopreneur](#). The page features a dark header with the site's name and a navigation bar including links for Growth Guides, Newsletter, Sponsorship, Video Courses, Contact, and a prominent green "Join 45k+ Subscribers" button. Below the header, a blog post titled "TSS #029: 5,000 Twitter Followers. 90 Days. 1 Guide." is displayed, dated Jul 23, 2022, with a "Read time: 3 minutes" note. The main content discusses the benefits of connecting with ideal followers over random ones. To the right, a sidebar lists two recent articles: "TSS #033: Context Switching Kills Productivity. Here's How to Beat It." (Aug 20, 2022) and "TSS #032: Don't Be Shy. Ask For More Testimonials." (Aug 13, 2022). A search bar is also visible.

## TSS #029: 5,000 Twitter Followers. 90 Days. 1 Guide.

Jul 23, 2022

*Read time: 3 minutes*

Today, I'm going to show you how to gain your first 5,000 Twitter followers.

In a world of hacks, paid followers, and massive engagement pods, I'm going to walk through a much more organic approach. And this approach will be solely focused on connecting with the right follower.

By connecting with the right followers, you increase your “luck surface area” which is how you improve your life and business in the long term.

The problem is that most guides focus on growing sheer volume (or hacks), rather than helping you find the best type of followers for your account.

### 5,000 ideal followers are better than 50,000 random followers.

There will be zero hacks or tricks in this issue. Just proven tactics that help pick up the perfect followers

# A Spoke Is A Piece of Short-Form Social Media Content

- A Tweet
- A LinkedIn Post
- A Twitter Thread
- A LinkedIn Carousel
- A Promotional Post

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# My Spokes: LinkedIn, Tweets, Threads, CTAs, Etc

Justin Welsh  
@thejustinwelsh

A growing Twitter audience is an asset to any entrepreneur.

I've added 120,476 followers in just 8 months.

Here are the 7 dead-simple things I did:

7:14 AM · Jul 5, 2022 · Hypefury

[View Tweet analytics](#)

425 Retweets 51 Quote Tweets 3,074 Likes

Justin Welsh · You  
Building a portfolio of one-person businesses to \$5M in revenue. Follow...  
3w •

I spent 3 years trying to understand how to grow on Twitter.

Tweeting, commenting, and changing my profile.

Literally, nothing worked.

[...see more](#)

You and 1,195 others

336 comments • 7 shares

Justin Welsh  
@thejustinwelsh

How to add 5,000 Twitter followers in 90 days.

A 4-step playbook anyone can run:

7:25 AM · Aug 15, 2022 · Hypefury

[View Tweet analytics](#)

[Promote](#)

438 Retweets 60 Quote Tweets 2,683 Likes

# Templates Are Formats For Spoke Content That I Know Are Successful

How to do {thing}:

Old way

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

New Way

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

{New} > {Old}



Justin Welsh  
@thejustinwelsh ...

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

7:19 AM · Mar 15, 2022 · Hypfury

View Tweet analytics Promote

191 Retweets 14 Quote Tweets 1,783 Likes

# The Hub & Spoke Content Model is 9 Steps

- **Step 1:** Ideate
- **Step 2:** Research
- **Step 3:** Hub Content
- **Step 4:** Editing
- **Step 5:** Pre-hub CTA
- **Step 6:** Post-hub CTA
- **Step 7:** Short-form
- **Step 8:** Thread
- **Step 9:** Publishing

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Add cover Add comment

# The Content Operating System

► Step 1: Idea Capture

► Step 2: Research

► Step 3: Newsletter Template

► Step 4: Editing

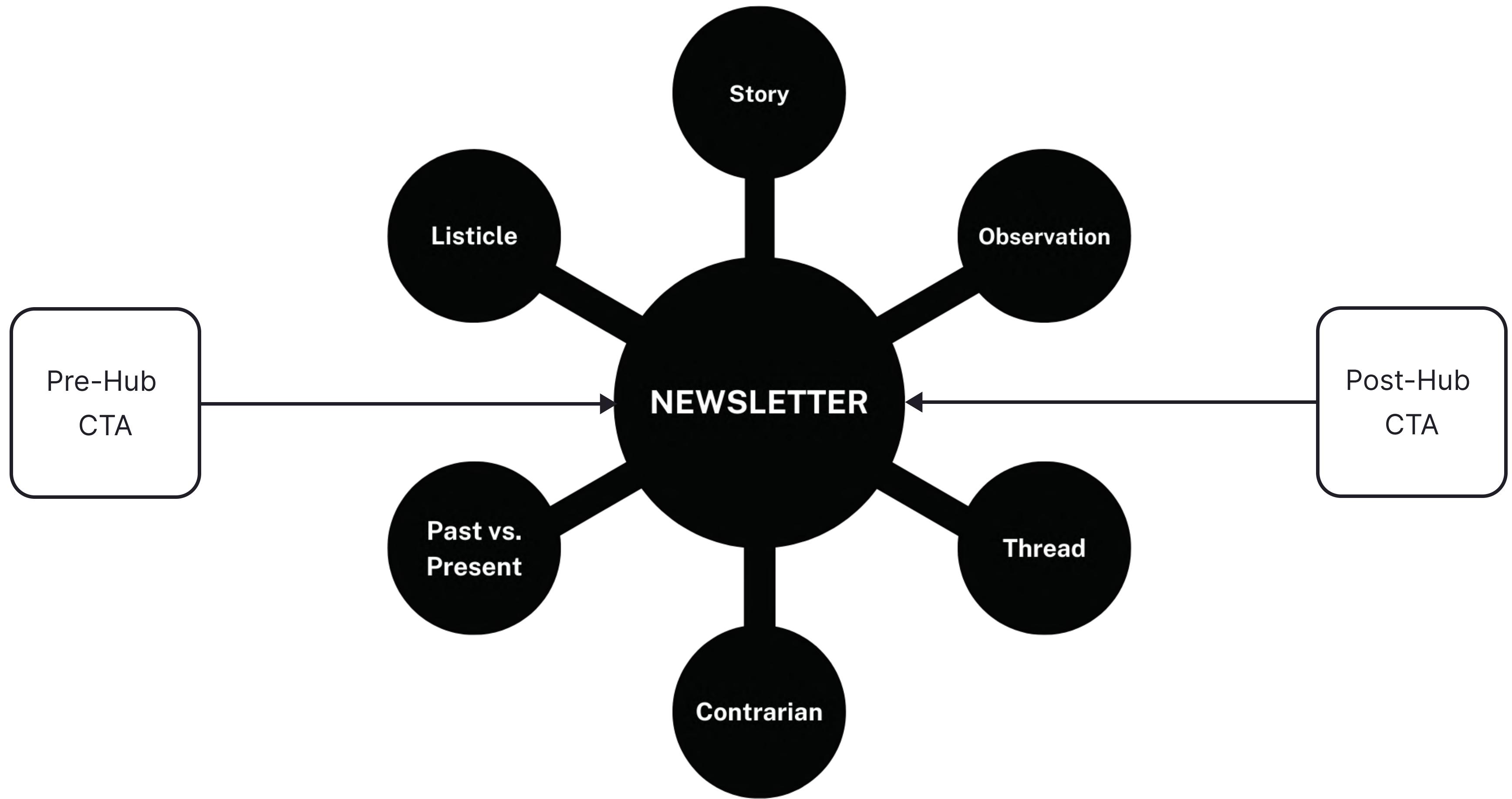
► Step 5: Pre-Newsletter CTA

► Step 6: Post-Newsletter CTA

► Step 7: Thread Template

► Step 8: Writing

► Step 9: Publishing



# Chapter 1: Ideate, Research, Write

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# Step 1: Ideate

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

Google Calendar - Week of Sep 26

Calendar Today < > Sep – Oct 2022 Week 39

MON TUE WED THU FRI SAT SUN

26 27 28 29 30 1 2

September 2022 < > GMT-05

M T W T F S S

35 29 30 31 1 2 3 4

36 5 6 7 8 9 10 11

37 12 13 14 15 16 17 18

38 19 20 21 22 23 24 25

39 26 27 28 29 30 1 2

40 3 4 5 6 7 8 9

Search for people

My calendars

- Justin Welsh
- Birthdays
- Reminders
- Tasks

Other calendars

- Holidays in United States
- jenniferwelsh@hey.com

Terms – Privacy

The calendar shows a detailed weekly schedule. Key events include multiple LinkedIn posts and Twitter comments throughout the day, several YMCA sessions, and various work-related tasks like CS Email, Newsletter Edit, and social media posting. There are also scheduled workouts and a money meeting. The event '3-5 Newsletter Ideas' on Wednesday is specifically highlighted with a green border and a green arrow pointing to it.

# Places to find great ideas

- Save things to Readwise
- Browse YouTube Channels
- Read Single Newsletters
- Curated Emails i.e. MorningBrew/MailBrew
- Your most popular Tweets/LinkedIn posts
- Other people's most popular content
- And much, much more

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Matt Ragland - YouTube

matt ragland bullet journal

YouTube

Home Explore Shorts Subscriptions Library History Your videos Watch later Your clips Show more

SUBSCRIPTIONS

- Ship 30 for 30
- The East Family
- Sahil Lavingia
- + Browse channels

EXPLORER <https://www.youtube.com/c/MattRagland/videos?view=0&sort=p&flow=grid>

HABITS & TIPS FOR PRODUCTIVE PEOPLE NEVER SETTLE SUBSCRIBE HERE! [Subscribe for Bujo videos!](#) [Instagram](#) [Twitter](#)

Matt Ragland 62.5K subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Uploads

Sort By

- Most popular
- Date added (oldest)
- Date added (newest)

How to Journal Every Day for Increased Productivity,... 855K views • 4 years ago CC

New Year Planning: A Minimalist Bullet Journal fo... 398K views • 4 years ago CC

A Minimalist Bullet Journal Week: The 10 Blocks of Tim... 303K views • 4 years ago CC

How to Set Up Your First Bullet Journal: Annual... 235K views • 3 years ago CC

Minimal Bullet Journal Setup 192K views • 1 year ago CC

justinwelsh.me

Here's what you missed... X +

◀ Imbox Q Josh Spector Now, on to this week's ideas...

HEY

Me

## Here's what you missed...

### The Starting Five

- [1. 10 Brutally Honest Answers To Questions You Probably Have As A Creative Entrepreneur](#)

Do you need to focus on a niche? How much should you charge? Why isn't your audience growing? I'm about to tell you.
- [2. 8 Simple Ways To Improve Your Twitter Profile And Get More Followers](#)

These changes recently helped someone go from 482 followers to more than 1,300 in three weeks.
- [3. 10 Clever Ways To Use Social Media To Get More Newsletter Subscribers](#)

These great suggestions also come with specific examples and templates you can use.
- [4. How YouTube's Algorithm Works](#)

Mr. Beast and YouTube's director of discovery reveal how to get your videos seen more often on the platform.
- [5. How To Promote And Grow Your Podcast](#)

The head of marketing for podcasting toolkit Buzzsprout explains how to choose a show concept, attract listeners, and promote your show on social media.

\*\*\*

### Two Super-Valuable Things I Shared On Social Media This Week

Reply Now R Reply Later L Set Aside A Bubble Up Z More ?

--> Exactly what to send to someone after you have a meeting with them

Twitter (21) Justin Welsh (@thejustinw)

Home Explore Notifications Messages Bookmarks Top Articles Profile More

**Justin Welsh** 11.3K Tweets

**THE SATURDAY SOLOPRENEUR**

JOIN 35,000+ SUBSCRIBERS GETTING ONE AUDIENCE AND BUSINESS GROWTH TIP EVERY SATURDAY.

JUSTINWELSH.ME

**Justin Welsh** @thejustinwelsh

The Diversified Solopreneur | Building a portfolio of one-person businesses to \$5M in revenue. Tweets and threads about audience & business growth.

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

710 Following 151.6K Followers

**Newsletter**

**TSS** The Saturday Solopreneur Join 35k+ solopreneurs getting 1 business tip every Saturday.

**Subscribe**

**Tweets** Tweets & replies Media Likes

Pinned Tweet

Justin Welsh @thejustinwelsh · Oct 26, 2021 Last week my little one-person business crossed \$1.2M in revenue.

Twemex Manual Feedback

Search... (Cmd + /)

Highlights All Time Recent

Justin Welsh Apr 19, 2022 I've done \$2M in income in 2.5 years as a solopreneur. And I didn't write a single line of code. My 14 "must use" no-code tools:

[thread] 545 4.9K 25K Copy url

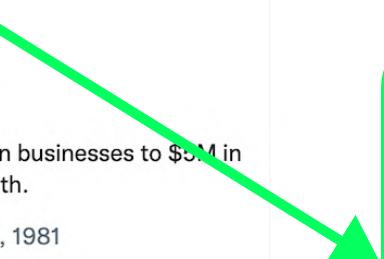
Justin Welsh Jan 26, 2022 I made \$0 online in 2019. 3 years later:  
- 100M+ impressions  
- \$1.7M in online income  
- 4 successful revenue streams

What changed?  
I started writing online every day.  
Here's my simple 4-step process.

[Short thread] 220 1.6K 9.8K 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]



justinwelsh.me

10 Threads on growing and monetizing your Twitter account- (TTT)

How I got from 100 to 5,000 followers in one week: A Thread on Growth

I go over the exact techniques you can use right now to gain a meaningful following.

I'm happy to assist my fans on hacking their Twitter growth with these 10 simple steps!

— Dan McKinley (@thedanmckinley) [May 4, 2022](#)

Focus on building the right audience for you.

48 million Reddit users  
200 million Twitter users  
740 million LinkedIn users

Your marketing doesn't need to reach all of them.

In fact, it shouldn't.

THREAD: How to find the right customers, readers, listeners, and social followers...

— Amanda Natividad (@amandanat) [November 8, 2021](#)

The \$0 Marketing Lessons on Twitter.

Mega Marketing Thread:

— Aaradhyaa R L A Z M

Grab attention the right way.

Let's use this one.

The Content OS 7.18.2022

Justin's Notion

The Content OS / The Content OS 7.18.2022

Share ⚡ ⏲ ⭐ ⋮

# How to get your first 5,000 Twitter followers

## The Content OS 7.18.2022

### Step 1: Idea Capture

Capture newsletter ideas to get the ball rolling:

- How to maximize LinkedIn for your side hustle
- The anatomy of a great Twitter profile
- X steps to a great Twitter strategy
- How to create your first small bet
- The X pillars of a killer curation system
- 5 Newsletters that I never miss
- How to get your first 5,000 Twitter followers
- How I wrote a sales email that made \$X,XXX
- 10-steps to an insane content machine
- How to come up with good business ideas
- Obvious vs. non-obvious content
- 5 life-changing pieces of advice from top creators
- 1 passive income business model to study
- Write once, publish thrice
- Build your first website in 15 minutes (2 options!)

+ New page ?

# Step 2: Research

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

The Content OS 7.18.2022

Justin's Notion

The Content OS / The Content OS 7.18.2022

Share

▼ Step 2: Research

*Be sure to remind yourself of your audience and main topics.*

Tweets, quotes, books, or articles that you can pull inspiration from or back up your argument with.

- Tweets:
  - + :::
    - List
    - List
- Quotes:
  - List
  - List
- Books:
  - List
  - List
- Articles:
  - List
  - List

▶ Step 3: Newsletter Template

▶ Step 4: Editing

▶ Step 5: Pre-Newsletter CTA

New page

Twitter (5) Explore / Twitter

Search Twitter

Home Trending COVID-19 News Sports Entertainment

Black Magic

Explore

Notifications

Messages

Bookmarks

Top Articles

Profile

More

Tweet

Justin Welsh @thejustinwelsh ...

Liz ...

Iris ...

#NOP ...

From ...

Pro ...

Trending ...

Sales ...

4,312 ...

Language

Etalk ... 1 hour ago

Brad Pitt shows off leg tattoos with skirt look at the 'Bullet Train' Berlin premiere

**Advanced search**

**Words**

All of these words

Example: what's happening · contains both "what's" and "happening"

This exact phrase

twitter growth tip

Example: happy hour · contains the exact phrase "happy hour"

Any of these words

Example: cats dogs · contains either "cats" or "dogs" (or both)

None of these words

Example: cats dogs · does not contain "cats" and does not contain "dogs"

These hashtags

Example: #ThrowbackThursday · contains the hashtag #ThrowbackThursday

Language

English

Search

The screenshot shows the Twitter mobile web interface with a modal window titled 'Advanced search'. The search term 'twitter growth tip' is entered in the 'This exact phrase' field, which is highlighted with a green border. The background shows a feed of tweets, one of which is from Brad Pitt about his leg tattoo.

A screenshot of a Twitter search results page. The search query is `"twitter growth tip" -filter:replies`. The results are sorted by **Top**. The first tweet is from **Jeremy Moser** (@jmoserr) on May 15, 2021. It contains a list of tips:

- Identify 3 topics you like
- Find big accounts in those spaces
- Engage people replying to them

The tweet ends with the instruction: "Be proactive in building your community." Below the tweet are engagement metrics: 24 replies, 21 retweets, and 267 likes. A green box highlights this first tweet.

The second tweet is from **JK MOLINA** (@OneJKMolina) on Jan 25. It says: "Twitter growth tip:" followed by: "When someone shares a positive thought, make sure to be as negative and as condescending as possible so they understand it's wrong to spread good vibes on social media". It has 16 replies, 19 retweets, and 159 likes.

The third tweet is from **Tibo - 115/100** (@tibo\_maker) on Mar 9. It says: "Twitter growth tip: during 10min / day, try to answer ALL the tweets you see" followed by: "Giving a talk tomorrow on growing your Twitter account." It has 80 replies, 10 retweets, and 215 likes.

The fourth tweet is from **Chase Dimond | Email Marketing Nerd...** (@ecomchasedim...) on Apr 5. It says: "What's your best Twitter growth tip?" followed by: "Showing this thread". It has 31 replies, 10 retweets, and 109 likes.

The fifth tweet is from **Josh Spector** (@jspector) on Jun 17. It is partially visible at the bottom of the screen.

A screenshot of a Twitter search results page. The search query is `"twitter growth tip" -filter:replies`. The results are sorted by **Top**. A green box highlights the first tweet from **Jeremy Moser** (@jmoserr) dated May 15, 2021. The tweet content is:

**Twitter growth tip:**

- Identify 3 topics you like
- Find big accounts in those spaces
- Engage people replying to them

Be proactive in building your community.

The tweet has 24 replies, 21 retweets, and 267 likes. The sidebar on the left shows navigation links like Home, Explore, Notifications, and Profile. The sidebar on the right shows search commands and a feedback link.

**Twitter growth tip:**

- Identify 3 topics you like
- Find big accounts in those spaces
- Engage people replying to them

Be proactive in building your community.

JK MOLINA @OneJKMolina · Jan 25

**Twitter growth tip:**

When someone shares a positive thought, make sure to be as negative and as condescending as possible so they understand it's wrong to spread good vibes on social media

Tibo - 115/100 @tibo\_maker · Mar 9

**Twitter growth tip:** during 10min / day, try to answer ALL the tweets you see

Chase Dimond | Email Marketing Nerd... @ecomchasedim... · Apr 5

Giving a talk tomorrow on growing your Twitter account.

What's your best **Twitter growth tip?**

Josh Spector @jspector · Jun 17

The screenshot shows a dark-themed application window titled "The Content OS 7.18.2022". The main content area is a note titled "Step 2: Research". The note begins with the instruction "Be sure to remind yourself of your audience and main topics." Below this, there is a section header "Tweets, quotes, books, or articles that you can pull inspiration from or back up your argument with." A green rectangular box highlights a list item under this section: "Jeremy Moser: <https://twitter.com/jmoserr/status/1393696510194307073>". The note also contains sections for "Quotes", "Books", and "Articles", each with a "List" item. At the bottom of the note, there are three additional steps: "Step 3: Newsletter Template", "Step 4: Editing", and "Step 5: Pre-Newsletter CTA". The bottom right corner of the window has a help icon (a question mark inside a circle).

Justin's Notion ◊ The Content OS / The Content OS 7.18.2022 Share ⌂ ⏱ ⏴ ⏵ ...

▼ Step 2: Research

Be sure to remind yourself of your audience and main topics.

+ :: Tweets, quotes, books, or articles that you can pull inspiration from or back up your argument with.

• Tweets:

- Jeremy Moser: <https://twitter.com/jmoserr/status/1393696510194307073>
- How to interact with big accounts (*insert into Day 61 to 90*)

• Quotes:

- List
- List

• Books:

- List
- List

• Articles:

- List
- List

► Step 3: Newsletter Template

► Step 4: Editing

► Step 5: Pre-Newsletter CTA

?

JW The Saturday Solopreneur | Ga +

# Justin Welsh

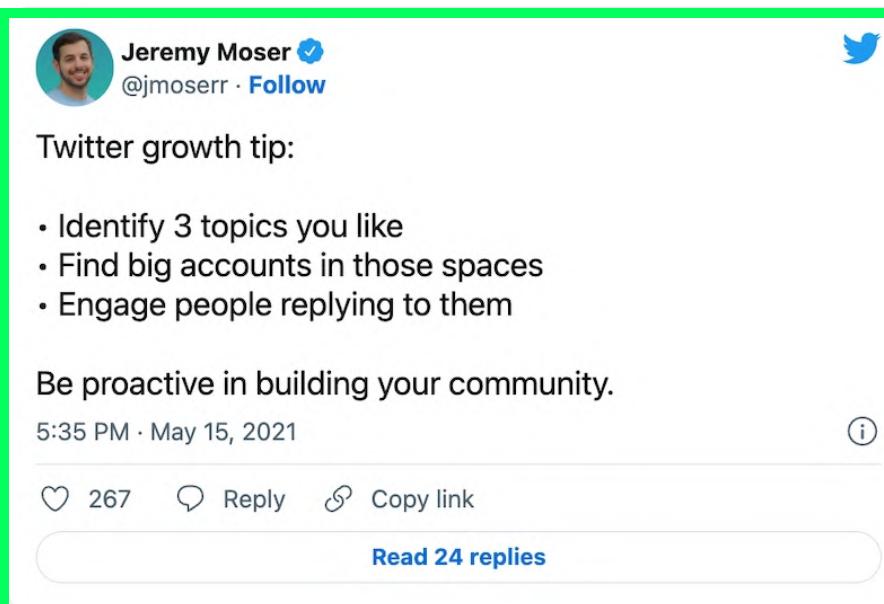
About Growth Guides Newsletter Video Courses Contact  Join 36k+ Subscribers <

## Day 61 to 90: Build Your Ecosystem

You now have a well-designed profile, 60 days' worth of content to analyze, and some new Twitter thread ideas.

If you're resonating with the right people, you'll likely have some new followers as well. This is a great time to set up a small network of like-minded people, on the same journey as you. (you can also do this on day one if you'd like)

Jeremy Moser makes it simple to understand with these 3 tips:



 **Jeremy Moser**    
@jmoserr · Follow

**Twitter growth tip:**

- Identify 3 topics you like
- Find big accounts in those spaces
- Engage people replying to them

**Be proactive in building your community.**

5:35 PM · May 15, 2021 

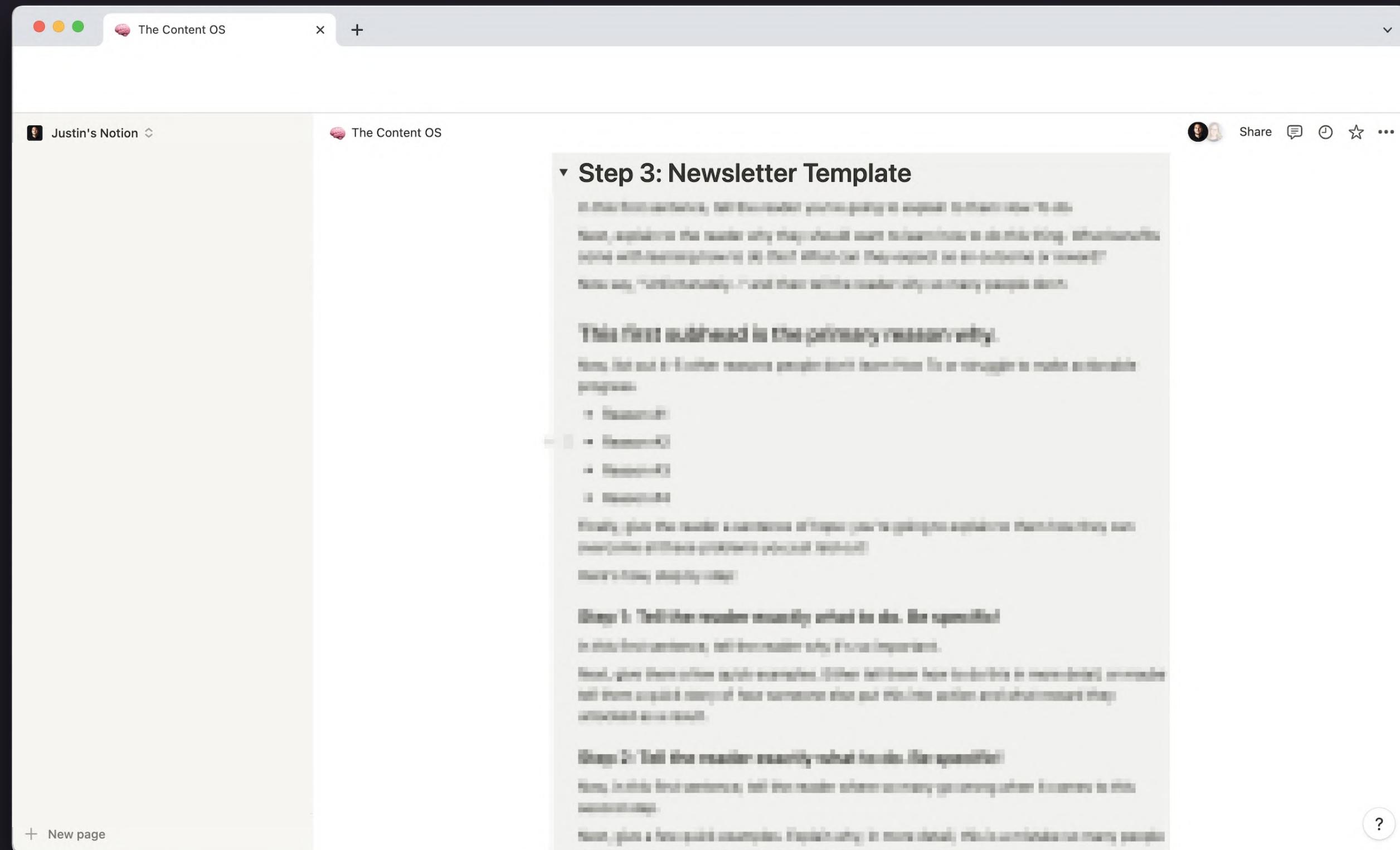
 267  Reply  Copy link

[Read 24 replies](#)



# Step 3: Hub Content

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



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

The screenshot shows a blog post on the website [justinwelsh.me](http://justinwelsh.me). The post is titled "How to Gain Your First 5,000 Twitter Followers". The author, Justin Welsh, is introduced, followed by a navigation bar with links to About, Growth Guides, Newsletter, Sponsorship, Video Courses, Contact, and a "Join 43k+ Subscribers" button. The main content discusses the organic approach to gaining Twitter followers, contrasting it with hacks and massive engagement pods. It emphasizes connecting with the right followers to improve one's "luck surface area". The post highlights that ideal followers are better than random ones and provides a bulleted list of takeaways. An action plan for the next 90 days is mentioned.

Today, I'm going to show you how to gain your first 5,000 Twitter followers. ← **What I'm going to teach**

In a world of hacks, paid followers, and massive engagement pods, I'm going to walk through a much more organic approach. And this approach will be solely focused on connecting with the right follower. ← **Why it matters to the reader**

By connecting with the right followers, you increase your “luck surface area” which is how you improve your life and business in the long term. ← **Why most people fail**

The problem is that most guides focus on growing sheer volume (or hacks), rather than helping you find the best type of followers for your account. ← **Strong topical statement**

**5,000 ideal followers are better than 50,000 random followers.** ← **Bulleted list of takeaways**

There will be zero hacks or tricks in this issue. Just proven tactics that help pick up the perfect followers for you. That can generally be defined as someone who:

- You can learn from
- You can network with
- You can create or share opportunities with
- Can be a customer of your products or services

Here's your action plan for the next 90 days. Let's dive in.

**Day 1: Maximize Your Profile**

To begin, it's critical to understand that you must give people a reason to follow you. Just Tweeting into

The screenshot shows a blog post titled "The Saturday Solopreneur" by Justin Welsh. The post discusses the difference between obsession and niche in building a one-person business. It highlights that choosing a niche makes you a commodity, while choosing an obsession makes you unique. The post also lists challenges faced by business advisors and executive coaches.

Today, I'm going to talk about obsession vs. niche in the context of building a one-person business. ← **What I'm going to teach**

If you can understand the subtle difference between the two, you'll build a better business, a more scalable business, and a business you actually enjoy running. ← **Why it matters to the reader**

Unfortunately, most people are taking a far less enjoyable approach to an online game that requires 100% commitment. ← **Why most people fail**

**Choosing a niche makes you a commodity.**  
**Choosing an obsession makes you the only.** ← **Strong topical statement**

I've watched hundreds (or maybe thousands) of people choose to become business advisors, executive coaches, social media consultants, etc.

The biggest challenges they face are:

- Staying motivated
- Differentiating themselves
- Being trapped by commodity pricing ← **Bulleted list of takeaways**
- Struggling to stand out in a crowded space

They end up looking like, sounding like, and acting like all of their competition. The internet is full of copycats and duplicates.

Then, it's a race to the bottom on price. That sucks.

Here's a better way:

The screenshot shows a blog post titled "Turn Social Media Impressions Into Dollars" by Justin Welsh. The post discusses how to convert social media impressions into customers through a "Hub and Spoke" model of content creation. It highlights the benefits of this model, such as staying on topic and creating relevant content faster. The post also provides a step-by-step guide to getting started.

In today's issue, I'm going to show you how to convert social media impressions into customers. ← **What I'm going to teach**

If you set up this system, you'll drastically improve your ability to bring your audience from social platforms like Twitter and LinkedIn, onto your website to learn about your products and services. ← **Why it matters to the reader**

And even if people aren't ready to buy, you can expose them to your longer-form content, deepening their trust in you, and moving them closer to becoming a future customer!

Unfortunately, most creators don't have a predefined system for doing this. ← **Why most people fail**

**Sales don't happen by chance. They happen from a carefully architected journey.** ← **Strong topical statement**

The architecture that we're going to set up today is what's called a "Hub and Spoke" model of content creation.

The benefits of this model are:

- It's easy to stay on topic.
- It's easy to create more relevant content, faster.
- You'll naturally have a place to send your audience.
- You'll show off your deep expertise in your topic of choice.

Here's how to get started, step by step:

**Step 1: Create a Hub piece of long-form content**

The most important part of this entire system is giving people a reason to leave their preferred social

Atomix Essay Templates | Type

My Social Blog

CREATE

- Library
- Collections
- Templates

GROW

- Analytics

New Post

Settings

5 ATOMIC ESSAY

5 Main Points

Walk the reader through a specific idea by organizing your thoughts into a coherent roadmap.

Use Template

Typeshare Preview >

ATOMIC ESSAY

Grocery List

An easy way to compress a lot of different types of information and tips into a coherent Atomic Essay.

Use Template

Typeshare Preview >

ATOMIC ESSAY

How-To Guide

Clearly articulate to readers how to do something specific in a step-by-step format.

Use Template

Typeshare Preview >

ATOMIC ESSAY

Industry Insights

Shed some light on where you believe the future is headed.

Unlock Now

Typeshare

ATOMIC ESSAY

Life Lessons

Share the timeless wisdom that has made the biggest difference in your life.

Use Template

Typeshare Preview >

ATOMIC ESSAY

Mistakes & Lessons

Frame a problem, explain why it matters, and then tell a story of what was learned as a result.

Use Template

Typeshare Preview >

ATOMIC ESSAY

Myths

Frame the myths that exist in your industry and explain why those narratives are wrong.

Use Template

Typeshare Preview >

ATOMIC ESSAY

Personal Stories

Tell stories that allow readers to see themselves in you.

Unlock Now

Typeshare

ATOMIC ESSAY

Personal Story

Tell the reader a personal story from your life and leave them with a meaningful takeaway.

Use Template

ATOMIC ESSAY

Thought Leader Profiles

Curate the timeless stories and insights of other inspiring people.

Unlock Now

ATOMIC ESSAY

Timeless Frameworks

Build and share new ways of thinking about the world.

Unlock Now

ATOMIC ESSAY

Tools Curation

Share organized lists of valuable tools, platforms, books, podcasts, etc.

Unlock Now

justinwelsh.me

The Content OS 7.18.2022

Justin's Notion

The Content OS / The Content OS 7.18.2022

Share

Step 3: Newsletter Template

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- You can create or share opportunities with
- Can be a customer of your products or services

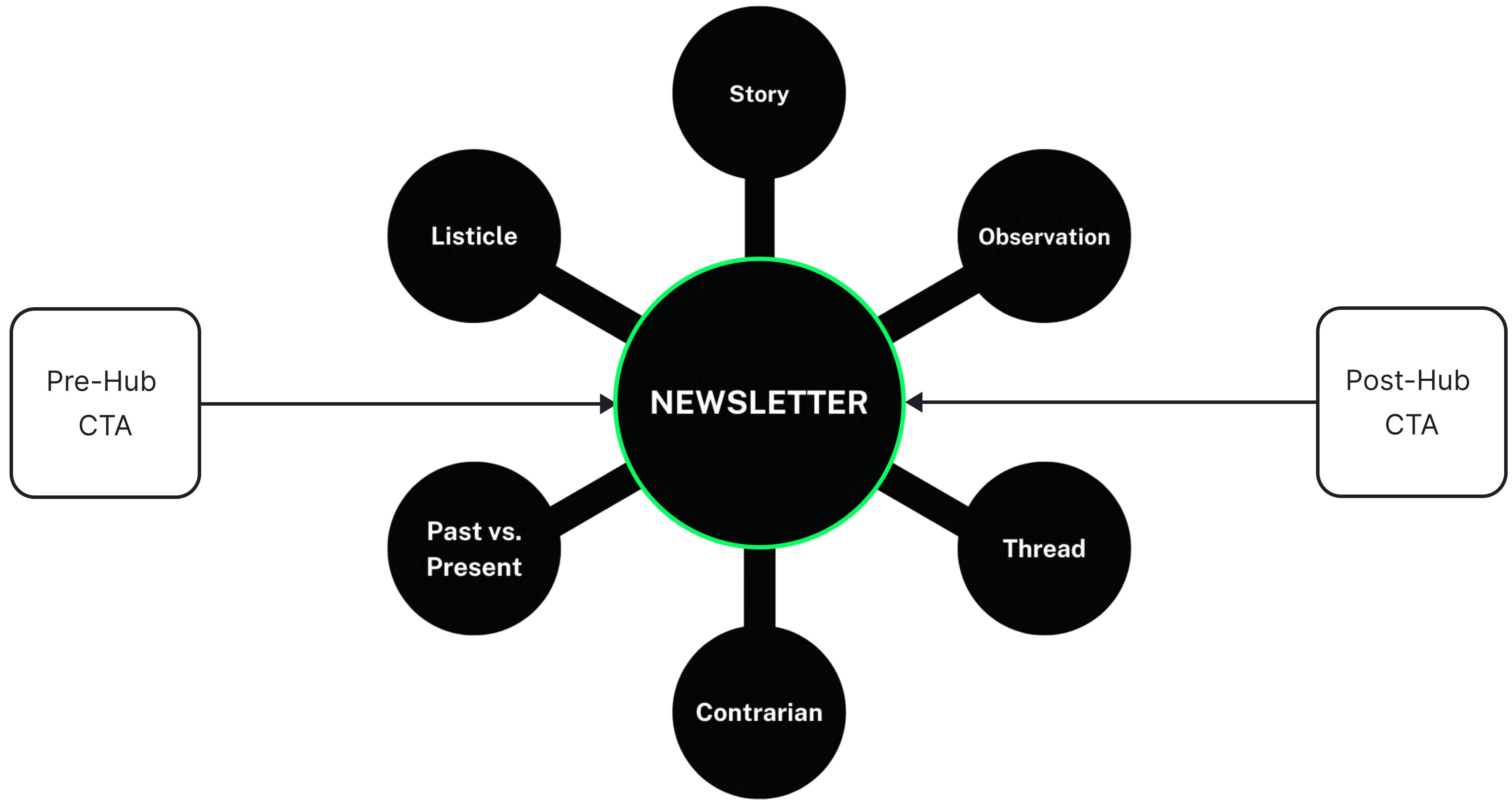
Here's your action plan for the next 90 days. Let's dive in.

**Day 1: Maximize Your Profile**

To begin, it's critical to understand that you must give people a reason to follow you. Just Tweeting into the void will do very little if you can't explicitly state why you're worth following.

Here's a great framework for your Twitter profile:

1. **A catchy moniker:** The Diversified Solopreneur (optional)
2. **What you're working on:** Building a portfolio of one-person businesses to \$5M in revenue.



# Chapter 2: Edit, Pre-CTA, Post-CTA

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

# Step 4: Editing

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

The Content OS / The Content OS 7.18.2022

Share ⚡ ⏲ ⭐ ...

+ :: ▶ Step 3: Newsletter Template

▼ Step 4: Editing

- Have you added appropriate visuals?
- Are your sentences concise, grammar corrected, and understandable?
- Do you stick to the main topic, reduce going on tangents, and deliver what is promised in the headline?
- Go through your draft — add links to relevant resources

▶ Step 5: Pre-Newsletter CTA

▶ Step 6: Post-Newsletter CTA

▶ Step 7: Writing

▶ Step 8: Thread Template

▶ Step 9: LinkedIn Carousel

▶ Step 10: Publishing

?

# Step 5: Pre-hub CTA

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

The Content OS / The Content OS 7.18.2022

Share ⚡ ⏲ ⭐ ⋮

Justin's Notion

Step 5: Pre-Newsletter CTA

{EmailSubjectLineOpener}  
{ContextualStatement}  
1. {Takeaway1}  
2. {Takeaway2}  
3. {Takeaway3}  
4. {Takeaway4}  
Tomorrow, I'll show XX,XXX people how to {Outcome}  
{CatchyTakeaway}

If you want to join us, subscribe here: [justinwelsh.me](https://justinwelsh.me)

Step 6: Post-Newsletter CTA

Step 7: Writing

Step 8: Thread Template

Step 9: LinkedIn Carousel

Step 10: Publishing

New page

# Pre-Hub CTA Template (Make it your own)

{EmailSubjectLineOpener}

{ContextualStatement}

1. {Takeaway1}

2. {Takeaway2}

3. {Takeaway3}

4. {Takeaway4}

Tomorrow, I'll show XX,XXX people how to {Outcome}

{CatchyTakeaway}

If you want to join us, subscribe here:

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

# How I wrote it - Twitter

Anyone can add 5,000+ Twitter followers in 90 days.

Here's how:

1. Maximize your profile
2. Livestream your journey
3. Double down on your best
4. Build an ecosystem

Tomorrow, I'll show 36,411 people how to run these plays effectively.

Subscribe here: <https://www.justinwelsh.me/the-saturday-solopreneur-newsletter>

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

# How I wrote it - Twitter

Justin Welsh  
@thejustinwelsh ...

Anyone can add 5,000+ Twitter followers in 90 days.

Here's how:

1. Maximize your profile
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3. Double down on your best
4. Build an ecosystem

Tomorrow, I'll show 36,411 people how to run these plays effectively.

Subscribe here:

**THE SATURDAY SOLOPRENEUR**  
One actionable tip on audience and revenue growth for your online business.  
JW

justinwelsh.me  
Justin Welsh | Subscribe to The Saturday Solopreneur  
Build your online audience and business in just 4 minutes per week. Join 40,000+ digital entrepreneurs in our weekly newsletter. Each week, you'll ...

7:25 AM · Jul 22, 2022 · Hypefury

justinwelsh.me

# How I wrote it - LinkedIn

Recently, I've been spending a lot of time on Twitter.

I've added 144,287 followers in 9 months.

Here are the 4 growth plays I run:

1. Maximize your profile
2. Livestream your journey
3. Double down on your best
4. Build an ecosystem

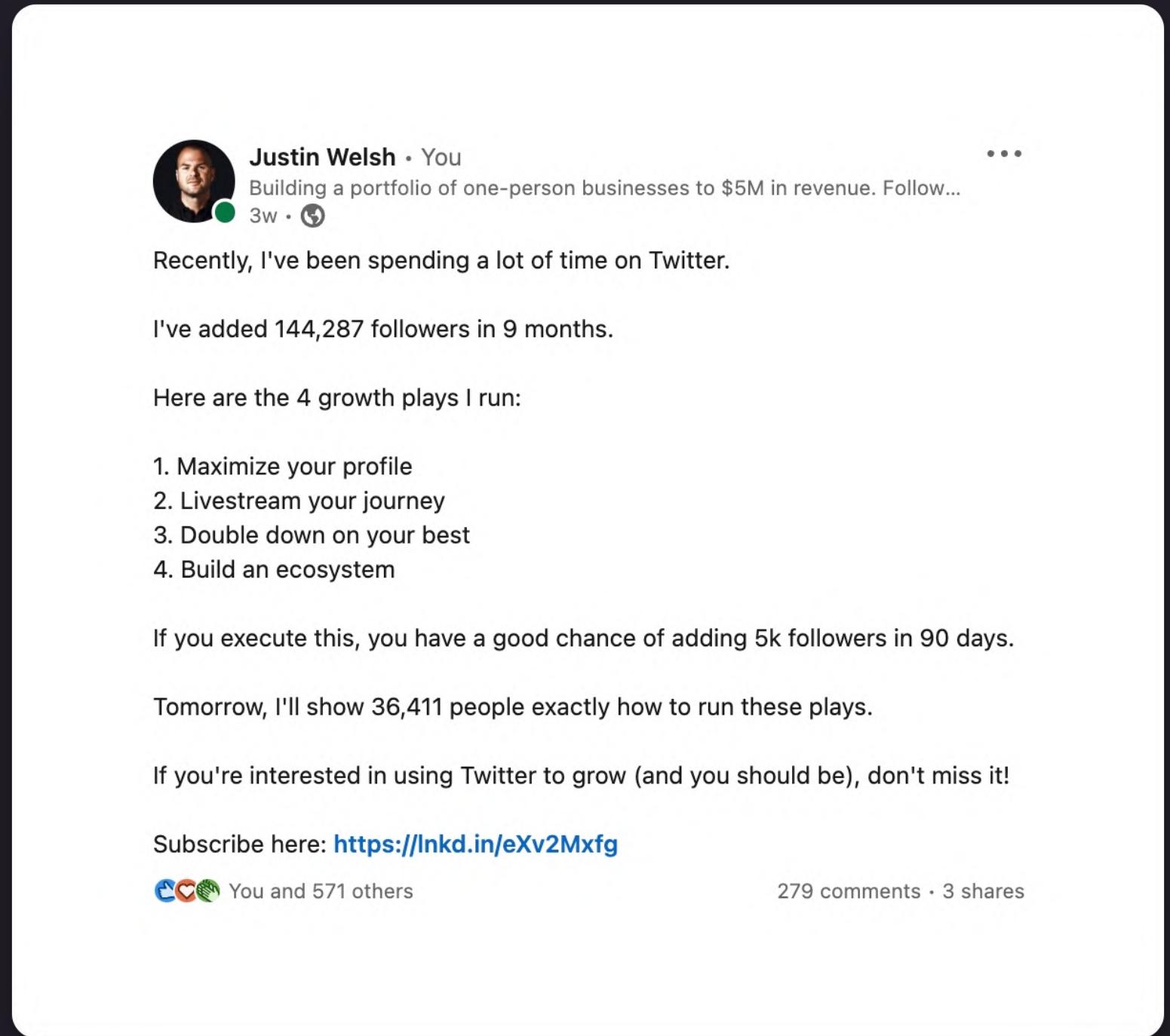
If you execute this, you have a good chance of adding 5k followers in 90 days.

Tomorrow, I'll show 36,411 people how to do it.

If you're interested in using Twitter to grow (and you should be), don't miss it!

Subscribe here: <https://www.justinwelsh.me/the-saturday-solopreneur-newsletter>

# How I wrote it - LinkedIn



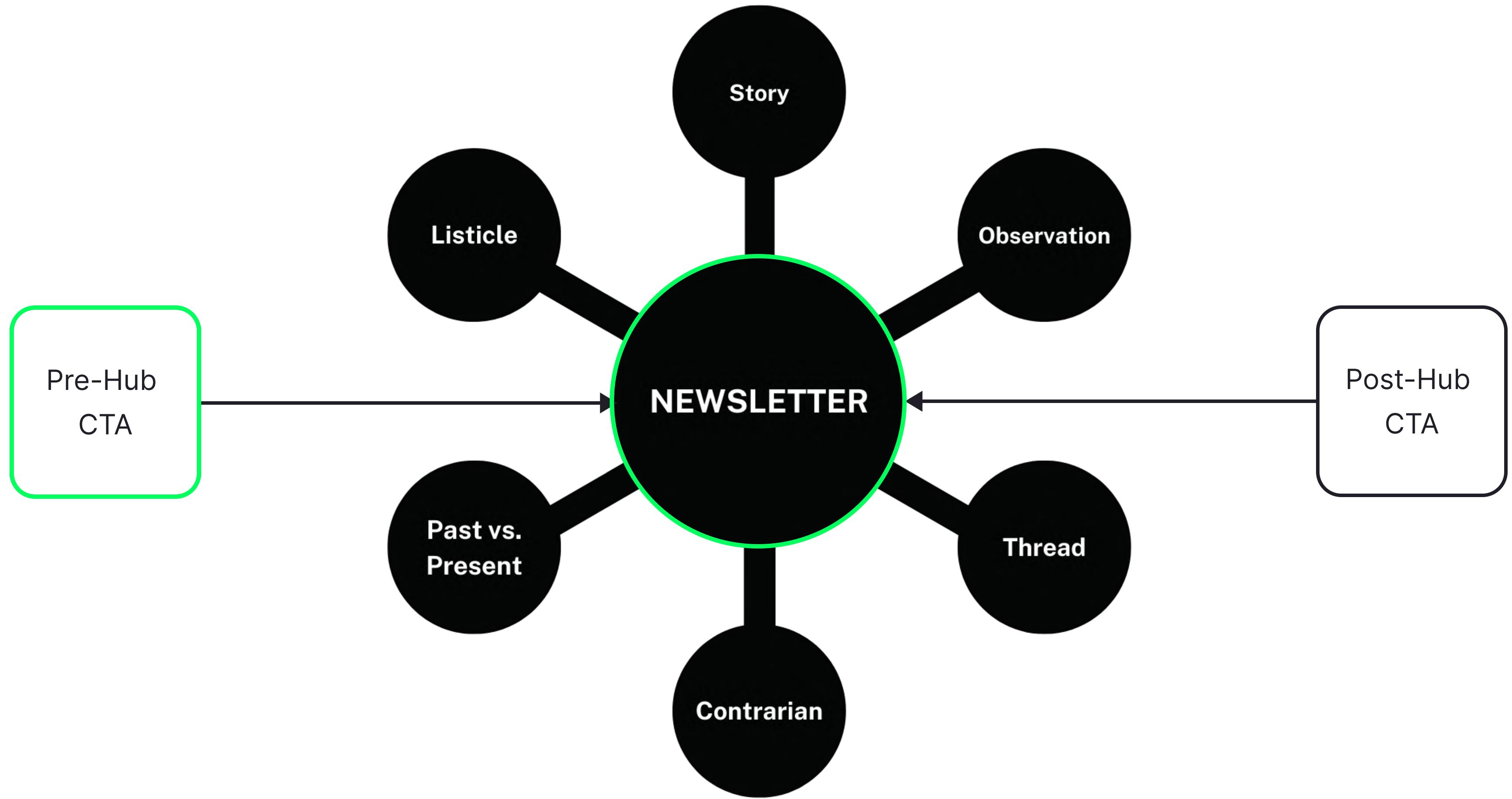
A screenshot of a LinkedIn post from Justin Welsh. The post features a profile picture of Justin Welsh, his name, and a brief bio: "Building a portfolio of one-person businesses to \$5M in revenue. Follow...". It was posted 3 weeks ago. The main text of the post reads:

Recently, I've been spending a lot of time on Twitter.  
I've added 144,287 followers in 9 months.  
Here are the 4 growth plays I run:

1. Maximize your profile
2. Livestream your journey
3. Double down on your best
4. Build an ecosystem

If you execute this, you have a good chance of adding 5k followers in 90 days.  
Tomorrow, I'll show 36,411 people exactly how to run these plays.  
If you're interested in using Twitter to grow (and you should be), don't miss it!  
Subscribe here: <https://lnkd.in/eXv2Mxfg>

At the bottom, there are engagement metrics: You and 571 others, 279 comments, and 3 shares.



# Step 6: Post-Hub CTA

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

The Content OS 7.18.2022

Justin's Notion | The Content OS / The Content OS 7.18.2022

Share ⚡ ⏲ ⭐ ⋮

▶ Step 4: Editing

▶ Step 5: Pre-Newsletter CTA

▶ Step 6: Post-Newsletter CTA

{EmailSubjectLineOpener}  
{ContextualSentence1}  
{ContextualSentence2}  
Yesterday, XX,XXX people learned how to {IntendedOutcome}

⋮ Miss the issue?  
Grab it below ↓  
{Hyperlink}

▶ Step 7: Writing

▶ Step 8: Thread Template

▶ Step 9: LinkedIn Carousel

▶ Step 10: Publishing

New page

# Post-Hub CTA Template (Make it your own)

{EmailSubjectLineOpener}

{ContextualSentence1}

{ContextualSentence2}

Yesterday, XX,XXX people learned how to {IntendedOutcome}

Miss the issue?

Grab it below ↓

{Hyperlink}

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

# Post-Hub CTA Template (Make it your own)

*Struggling to grow a Twitter audience?*

*There are 4 dead-simple plays literally anyone can run.*

*Yesterday, 36,411 people got my 90-day playbook.*

*Miss the issue? Grab it below↓*

{Hyperlink}

# Post-Hub CTA Template (Make it your own)

Justin Welsh  
@thejustinwelsh

Struggling to grow a Twitter audience?

There are 4 dead-simple plays that literally anyone can run.

Yesterday, 36,411 people got my 90-day playbook.

Miss the issue? Grab it below ↓

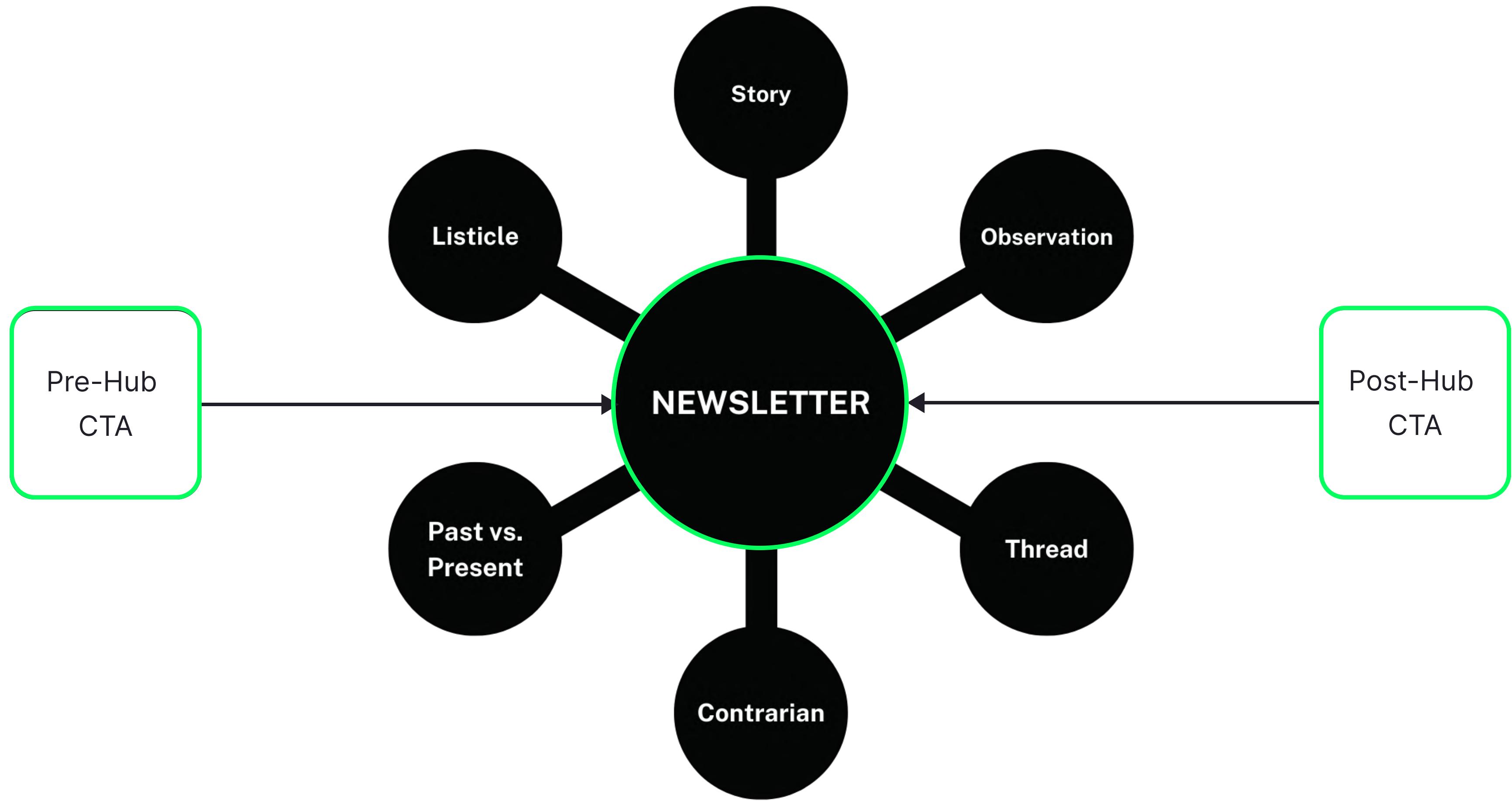
[justinwelsh.me](https://justinwelsh.me)  
The Saturday Solopreneur | Gain Your First 5,000 Twitter Followers  
In a world of hacks, paid followers, and massive engagement pods, I'm going to walk through an organic approach to your first 5,000 Twitter followers. And thi...

8:26 AM · Jul 24, 2022 · Hypefury

[View Tweet analytics](#) [Promote](#)

10 Retweets 1 Quote Tweet 145 Likes

justinwelsh.me



# Chapter 3: Thread, Post, Publish

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

# Step 7: Twitter Thread

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

The Content OS 7.18.2022

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Justin's Notion

The Content OS / The Content OS 7.18.2022

▶ Step 4: Editing

▶ Step 5: Pre-Newsletter CTA

▶ Step 6: Post-Newsletter CTA

▶ Step 7: Writing

+ :: ▶ Step 8: Thread Template

[Open in Hypfury and get writing](#)

▶ Step 9: LinkedIn Carousel

▶ Step 10: Publishing

New page



**Justin Welsh**  
@thejustinwelsh

...

Hiring a virtual assistant is life-changing.

My VA saves me ~40 hours of time per month.

Here's exactly how we work together in 6 simple steps.



11:44 AM · May 3, 2022 · Hypefury

| | | View Tweet analytics

466 Retweets 45 Quote Tweets 3,786 Likes

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

The Saturday Solopreneur | Home

justinwelsh.me/blog/how-to-overcome-costly-context-switching

**Justin Welsh**

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- You struggle to get back into the creative “zone of genius” (15 minutes)

A quick check of your email has turned into a 58-minute distraction.

Not good.

I eliminate this costly blunder by working with a Virtual Assistant (VA).

Here's how we work together in 4 simple steps:

### Step 1: Audit Distractions

Before you can transition any work to a virtual assistant, it's important to understand what you're distracted by.

Take two weeks, and pay very close attention to your schedule to understand when you are most distracted, by what, and how often.

Awareness is the first step to offloading any work.

Some common examples include:

- Customer support tickets
- People seeking advice
- Invoice requests
- Podcast invites

Keep a running tally each week to make sure you're identifying all of your distractions. Then, choose the distractions that come up most frequently or take you away from your work for the longest amount of time.



**Justin Welsh**  
@thejustinwelsh

...

## 1/ Audit what distracts you the most

I pay close attention to my schedule to understand when I am most distracted, by what, and how often.

I keep a running tally each week to make sure I'm identifying any new distractions that have crept up.

Awareness is your first step.

11:44 AM · May 3, 2022 · Hypefury

---

View Tweet analytics

---

5 Retweets 186 Likes

JW The Saturday Solopreneur | Home

justinwelsh.me/blog/how-to-overcome-costly-context-switching

Justin Welsh

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## Step 2: Record Process Videos & Documentation

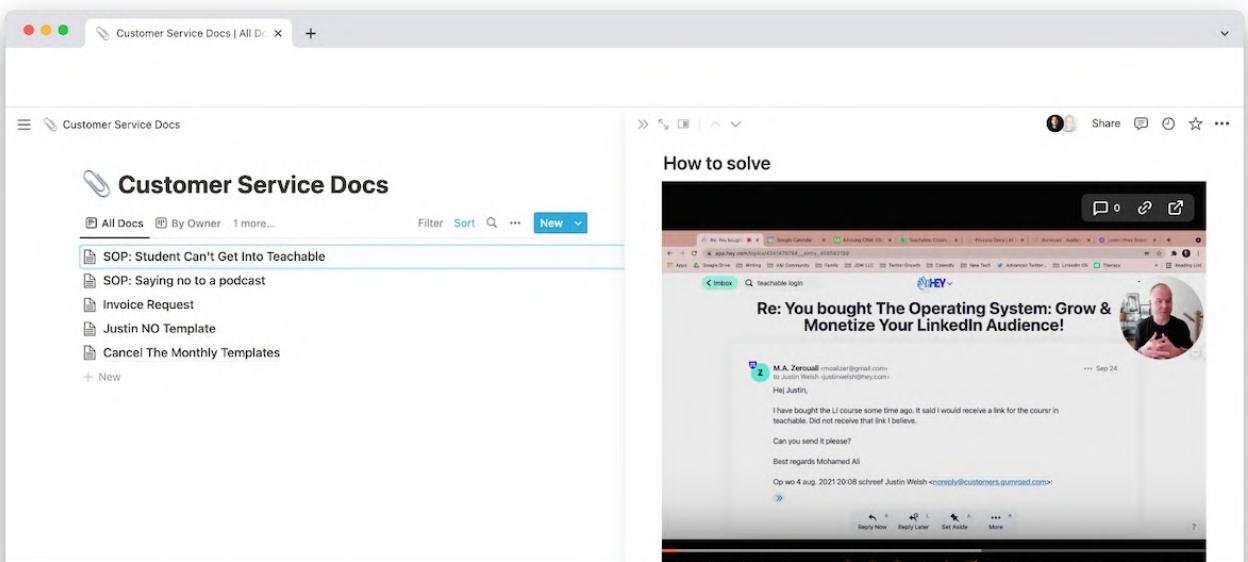
Once you have a list of tasks that you'd like to transition, you need to make sure the instructions for handling those tasks are crystal clear.

Remember, your VA won't always have the background to understand what they're solving & why.

So, I recommend recording a video where you walk through every single step, and explain exactly what you're doing in great detail.

Share these with a few people who have no context & see if they can complete the tasks you teach on video.

Next, upload your videos to a Notion page with additional written instructions and templates.



 **Justin Welsh** @thejustinwelsh · May 3

Replying to [@thejustinwelsh](#)

**2/ Record Process videos**

Your VA won't always have the background to understand what they're solving & why.

So, record a video where you walk through every single step.

Share these with a few people who have no context & see if they can complete the tasks you teach on video.

7 3 155

 **Justin Welsh** @thejustinwelsh · May 3

**3/ Store the videos in Notion**

Upload videos to a Notion page with additional instructions.

The most common instructions:

- Email templates to respond to prospects and customers
- Username & passwords for accounts they'll access
- Links to other resources to support their work

4 3 151

JW The Saturday Solopreneur | Home

justinwelsh.me/blog/how-to-overcome-costly-context-switching

Justin Welsh

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## Step 3: Move To a Trigger-Based System

After recording your videos and written instructions in Notion, I highly recommend spending about 1-2 weeks working directly with your VA to make sure they understand the tasks and solutions.

Once you're confident that you have good traction, introduce a trigger system.

A trigger system for me looks like this:

1. I grant my VA access to a new email inbox
2. My VA logs each email into a spreadsheet with context
3. I select the intended action from a drop-down with triggers
4. I select any related template that should be used for the situation
5. My VA sees the trigger and takes appropriate action 2x per day (AM and PM)

Here's an example of what my trigger-based worksheet looks like:

	A	B	C	D	E	F	G	H	I	J	K
1	First Name (Elizabeth)	Last Name (Elizabeth)	Outreach (Elizabeth)	Request (Elizabeth)	Simple context (Elizabeth)	Action (Justin)	Template (Justin)	Completed	Notes (Elizabeth)		
2			Email	Other	Hey Justin! Firstly, I'm a BIG fan!	Ignore	Yes	Yes	Hey Justin! I was wondering if you'd send to Justin!		
3			Website Form	Other	Hey Justin, I was wondering if you'd send to Justin!	Ignore	Yes	Yes			
4			Email	Newsletter Response	I loved it! Any specific reason to leave ignore?	Ignore	Yes	Yes			
5			Email	Newsletter Response	Hey Justin, Thanks for the great newsletter!	Ignore	Yes	Yes	Forwarded this over to you. He said he loves your content man!		
6			Email	Other	And I think if I could do that daily, I'd ignore	Ignore	Yes	Yes			
7			Website Form	Collaboration	Hey Justin! My friend Gustavo just sent to Justin!	Ignore	Yes	Yes			
8			Website Form	Other	I ordered the Monthly Templates and sent to Justin!	Ignore	Yes	Yes			
9			Email	Newsletter Response	Hey Justin, I really like your newsletter!	Ignore	Yes	Yes			
10			Email	Newsletter Response	Hi Justin, Thanks for the great newsletter!	Ignore	Yes	Yes			
11			Email	Podcast Invite	Hi Justin, I hope you are having a great week!	Say No	Yes	REPLIED: Hi Elizabeth, I can apply			
12			Website Form	Other	Hey Justin, I landed an affiliate sale!	Let them know!	Yes	Yes			
13			Website Form	Other	Justin, I want to thank you for your ignore	Ignore	Yes	Yes			

**Justin Welsh** @thejustinwelsh · May 3

4/ Spend quality 1:1 time

Spend your first few weeks or a month, working together 1:1

Meet regularly, give direct feedback, and listen if they have suggestions.

Some VAs are so experienced that they make your processes 10x better.

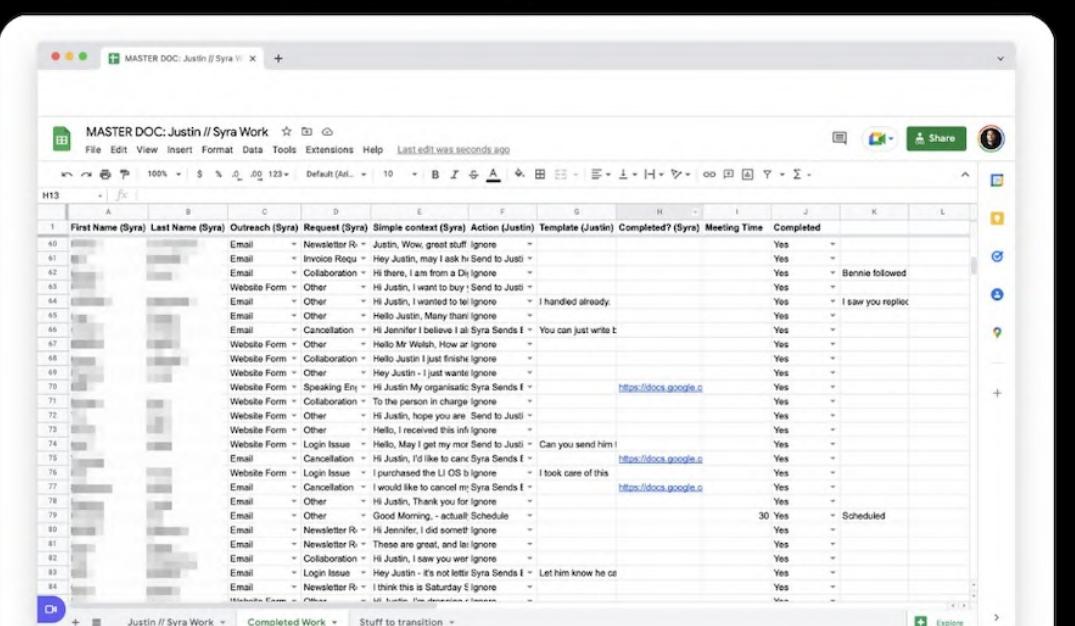
2 4 139

**Justin Welsh** @thejustinwelsh · May 3

5/ Move to a trigger-based system

Once we had worked together for a month, I introduced a trigger system.

1: Grant access to my email  
2: She puts each email into a spreadsheet  
3: I select the intended action from a drop-down  
4: She sees the trigger and takes appropriate action



The screenshot shows a web browser window with the URL [justinwelsh.me/blog/how-to-overcome-costly-context-switching](https://justinwelsh.me/blog/how-to-overcome-costly-context-switching). The page title is "Step 4: Review & Improve Weekly". The content discusses the importance of weekly reviews for VA/Entrepreneur relationships, specifically addressing what's going well, mistakes, and what else can be transitioned.

**Step 4: Review & Improve Weekly**

The last part of a successful VA/Entrepreneur relationship is a weekly review.

During our weekly review, we look to answer a few questions:

**What's going well that no longer needs my trigger?**

I've often found that my VA will say, "I totally understand how and when to handle this, so I won't log these anymore, because I'm on it!"

**Where did any mistakes occur?**

Sometimes, your VA will make a mistake, and that's totally ok! Mistakes happen and should be expected. The best thing you can do is talk through it and identify why it happened and an action plan to solve.

**What else can we transition?**

If you're continuing to audit your weeks (you should) you'll discover more and more to transition. Continue creating process videos and documents, templates, and triggers.

After several months, you will have transitioned nearly all of your administrative work, and what's left will be client work and creative time.

Mission accomplished.



Justin Welsh  
@thejustinwelsh

...

## 6/ Review weekly

Every single week, we catch something that we aren't prepared for.

A new type of inquiry leads to a new video, new instructions, new templates, and new triggers.

So we build them out together.

It's an iterative process that gets better every single week!

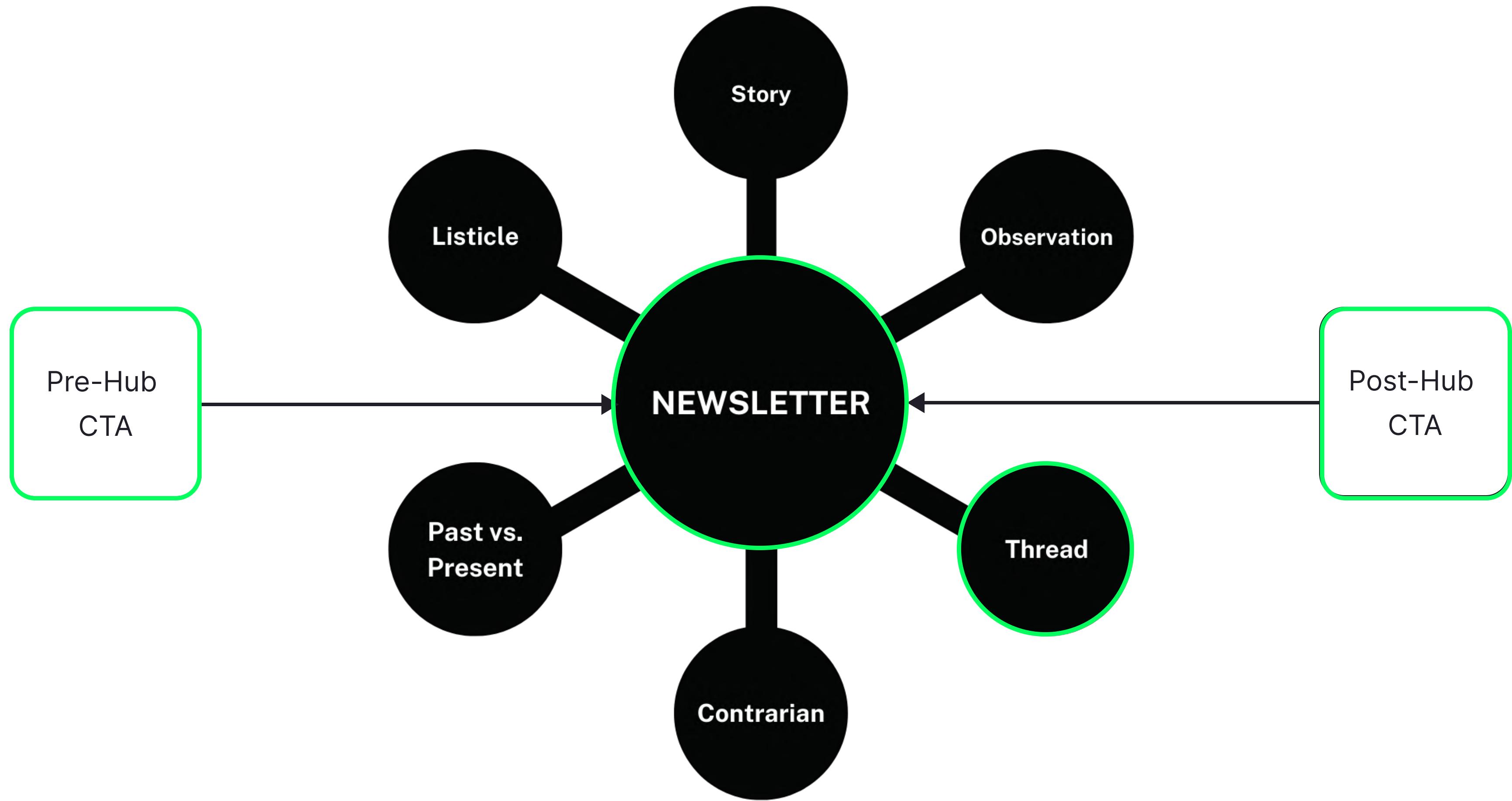
11:44 AM · May 3, 2022 · Hypfury

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||| View Tweet analytics

---

3 Retweets 104 Likes



# Step 8: Short-form Content

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

The screenshot shows a dark-themed application window titled "The Content OS 7.18.2022". The main content area displays a section titled "Step 7: Writing" with a green border around its content. The text within this box reads:  
You will be writing your draft in your favorite writing software (TweetHunter, Hemingway, Google Docs, etc)  
**Style of Post**

- ▶ Story (A full-blown story)
- ▶ Observation (What's something interesting you noticed?)
- ▶ Contrarian (What's a commonly held belief about this that's wrong?)
- ▶ Listicle (What are some tools/books/newsletters/Tweets about this?)
- ▶ Present vs. Future (Where is this going?)

*Start writing!*

Below this box, there are three additional steps listed in separate grey boxes:

- ▶ Step 8: Thread Template
- ▶ Step 9: LinkedIn Carousel
- ▶ Step 10: Publishing

At the bottom left of the window, there is a "New page" button and a question mark icon.

# Story

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

The Content OS 7.18.2022

Justin's Notion

The Content OS / The Content OS 7.18.2022

Share ⌂ ⏷ ⏸ ⏹ ⏺ ⏻

## ▼ Step 7: Writing

You will be writing your draft in your favorite writing software (TweetHunter, Hemingway, Google Docs, etc)

**Style of Post**

- ▼ Story (A full-blown story)
  - Pain/Attention — use a personal story or start with a problem
    - + :::
    - List
  - Agitate — share how things got worse and what happened to you/someone.
    - List
  - Intrigue — show them a new perspective to think about that's intriguing
    - List
  - Positive Future — show the future benefits associated with the intrigue.
    - List
  - Solution — bring clarity to how they can achieve a positive future with a solution
    - List
- Observation (What's something interesting you noticed?)
- Contrarian (What's a commonly held belief about this that's wrong?)
- Listicle (What are some tools/books/newsletters/Tweets about this?)
- Present vs. Future (Where is this going?)

*Start writing!*

▶ Step 8: Thread Template

▶ Step 9: LinkedIn Carousel

?

+ New page

# Story Template

- **Pain/Attention** — use a personal story or start with a problem
- **Agitate** — share how things got worse and what happened to you/someone
- **Intrigue** — show them a new perspective to think about that's intriguing
- **Positive Future** — show the future benefits associated with the intrigue
- **Solution** — bring clarity to how they can achieve a positive future with a solution

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

## How I wrote it:

- **Pain/Attention** — use a personal story or start with a problem

*I spent 3 years trying to understand how to grow on Twitter.*

*Tweeting, commenting, and changing my profile.*

*Literally, nothing worked.*

- **Agitate** — share how things got worse and what happened to you/someone

*And meanwhile, thousands of other creators were growing like crazy.*

*- Reaping the rewards.*

*- Building massive careers*

*- Establish important networks.*

*But everything I Tweeted got zero.*

*Nothing.*

*Basically ignored.*

## How I wrote it:

- **Intrigue** — show them a new perspective to think about that's intriguing

*Then, I started to reverse engineer some of the best creators on Twitter.*

*What were they doing differently than I was doing?*

*After going deep into their past, it started to click.*

- **Positive Future** — show the future benefits associated with the intrigue.

*So armed with 4 simple tactics, I recreated my entire Twitter profile.*

*Then, I designed a new content strategy that mimicked what I saw working.*

*In the next 9 months, I added 144,287 Twitter followers.*

*It's completely changed my top-of-funnel.*

## How I wrote it:

- **Solution** — bring clarity to how they can achieve a positive future with a solution

*So, recently, I wrote up an entire newsletter issue about that journey.*

*And I've distilled it down to a 90-day game plan for new Twitter users.*

*Or even anyone who has been on Twitter for a while but wants to grow faster.*

*You can read it for free here: <https://www.justinwelsh.me/blog/how-to-gain-your-first-5000-twitter-followers>*

*I hope you enjoy it.*

**justinwelsh.me**

Publer

LinkedIn AM Post LinkedIn PM Post LinkedIn Weekend Post

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Aug 1  in Justin Welsh ⌚ 07:14 AM I spent 3 years trying to understand how to grow on Twitter....  in Justin Welsh ⌚ 12:02 PM 7 ways to connect with people you admire on LinkedIn: 1. Share a helpful...  in Justin Welsh ⌚ 12:02 PM My social media	Aug 2  in Justin Welsh ⌚ 12:02 PM How to better our business. Pick the...  in Justin Welsh ⌚ 12:00 PM LinkedIn is 90%	Aug 3  in Justin Welsh ⌚ 12:00 PM Don't just build a...  in Justin Welsh ⌚ 07:14 AM The first \$1 online	Aug 4  in Justin Welsh ⌚ 07:14 AM But everything I invested just...  in Justin Welsh ⌚ 07:14 AM 5 realizations that	Aug 5  in Justin Welsh ⌚ 07:14 AM elsh ng y time ys ou...  in Justin Welsh ⌚ 08:14 AM 5 realizations that	Aug 6  in Justin Welsh ⌚ 08:14 AM elsh ng y time ys ou...  in Justin Welsh ⌚ 08:14 AM 5 realizations that	Aug 7  in Justin Welsh ⌚ 08:14 AM elsh ng y time ys ou...  in Justin Welsh ⌚ 08:14 AM 5 realizations that

Mon, Aug 1 at 07:14 AM

LinkedIn AM Post

I spent 3 years trying to understand how to grow on Twitter.

Tweeting, commenting, and changing my profile.

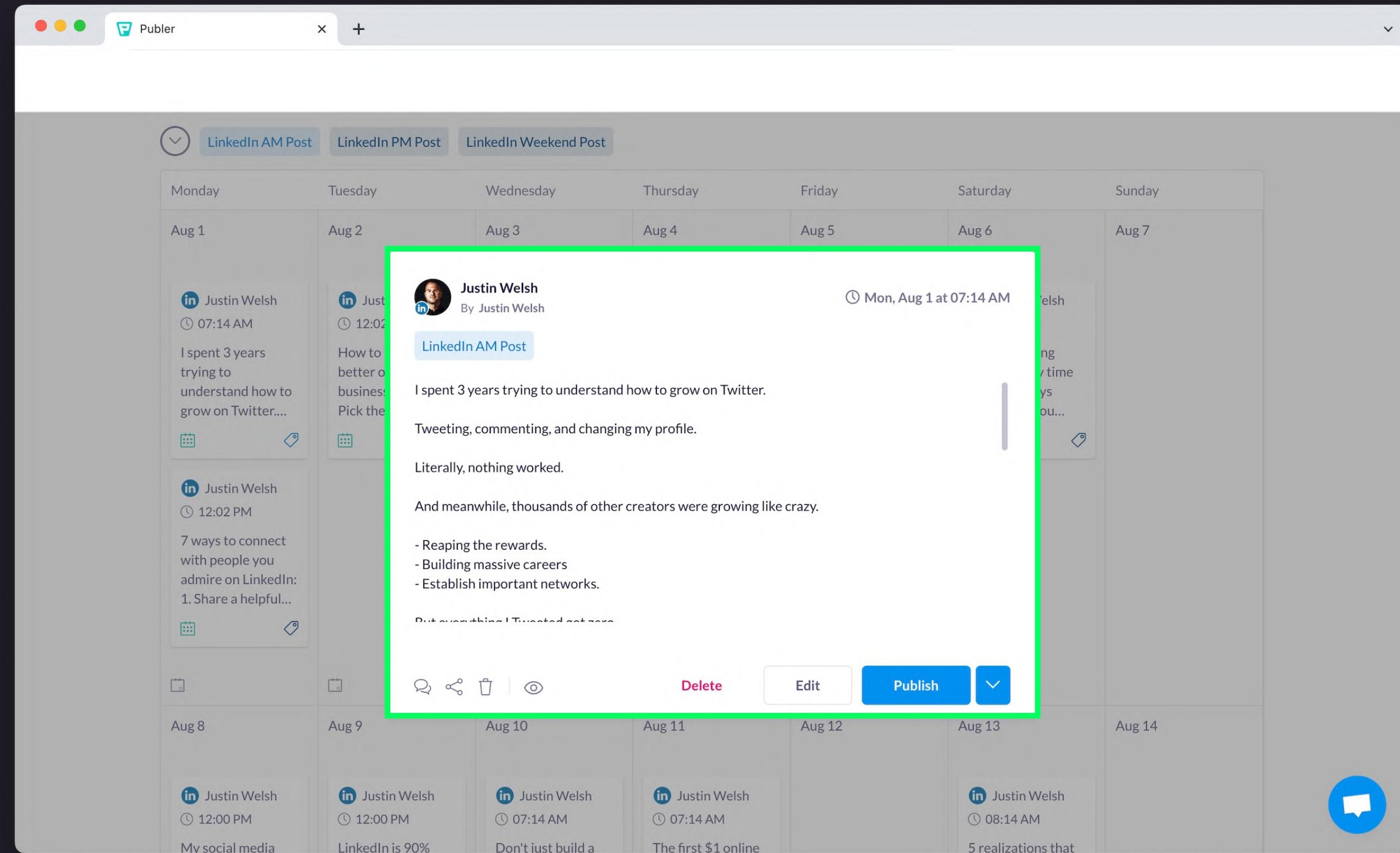
Literally, nothing worked.

And meanwhile, thousands of other creators were growing like crazy.

- Reaping the rewards.  
- Building massive careers  
- Establish important networks.

But everything I invested just...

Delete Edit Publish



justinwelsh.me



Justin Welsh • You

Building a portfolio of one-person businesses to \$5M in revenue. Follow...

1w • 5

•••

I spent 3 years trying to understand how to grow on Twitter.

Tweeting, commenting, and changing my profile.

Literally, nothing worked.

And meanwhile, thousands of other creators were growing like crazy.

- Reaping the rewards.
- Building massive careers
- Establish important networks.

But everything I Tweeted got zero.

Nothing.

Basically ignored.

Then, I started to reverse engineer some of the best creators on Twitter.

What were they doing differently than I was doing?

After going deep into their past, it started to click.

So armed with 4 simple tactics, I recreated my entire Twitter profile.

Then, I designed a new content strategy that mimicked what I saw working.

Over the last 9 months, I added 153,287 Twitter followers.

It's completely changed my top-of-funnel.

So, recently, I wrote up an entire newsletter issue about that journey.

And I've distilled it down to a 90-day game plan for new Twitter users.

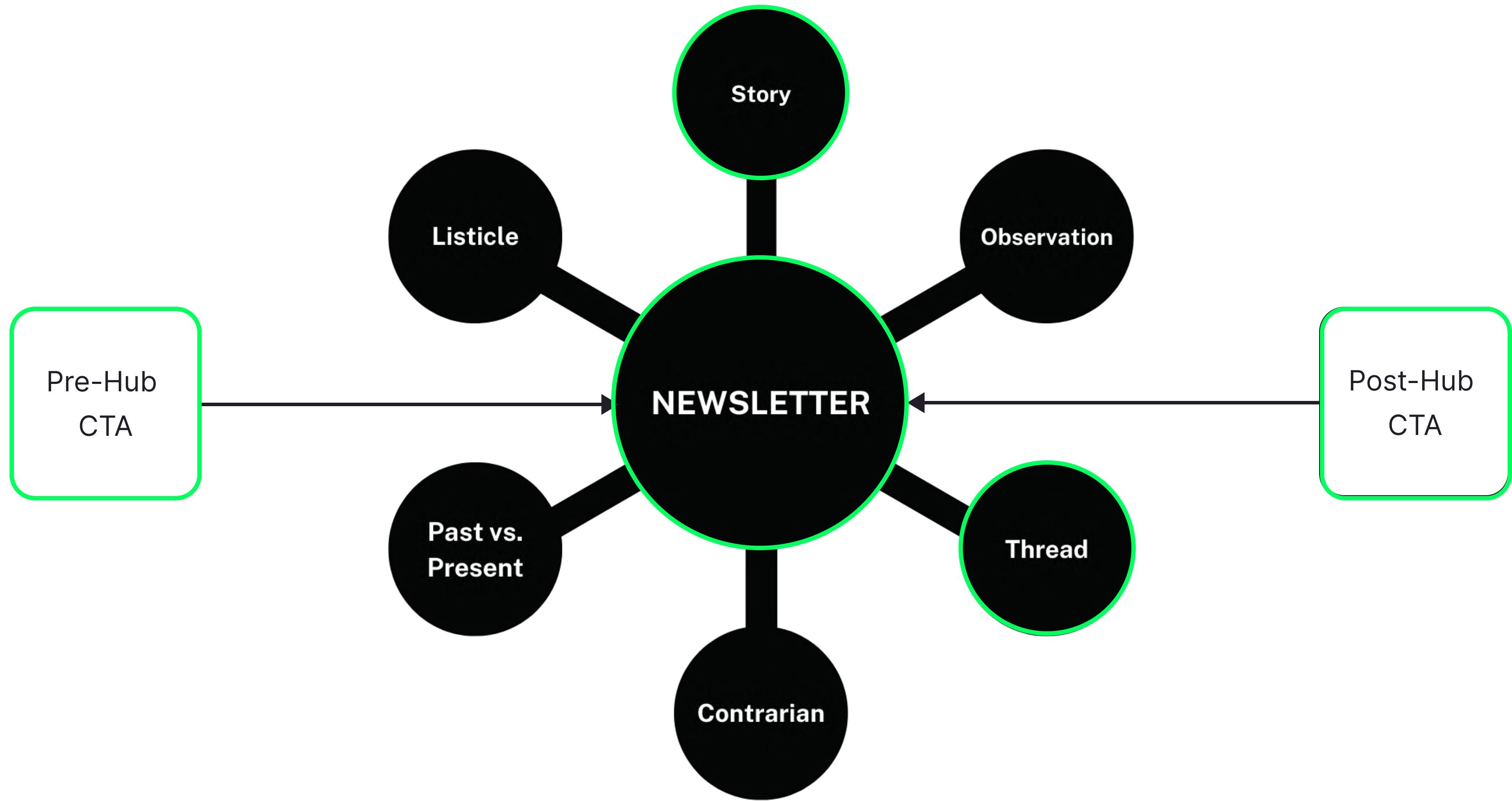
Or even anyone who has been on Twitter for a while but wants to grow faster.

You can read it for free here: [https://lnkd.in/eZnZR9\\_C](https://lnkd.in/eZnZR9_C)

I hope you enjoy it.

You and 1,193 others

335 comments • 7 shares



# Observation

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

The Content OS 7.18.2022

Justin's Notion

The Content OS / The Content OS 7.18.2022

Share ⌘ ⏺ ⏴ ⏵ ⏹ ⏷ ⏸ ⏹ ⏻

## ▼ Step 7: Writing

You will be writing your draft in your favorite writing software (TweetHunter, Hemingway, Google Docs, etc)

Style of Post

+ :: ▶ Story (A full-blown story)  
▼ Observation (What's something interesting you noticed?)  
Type '/' for commands

▶ Contrarian (What's a commonly held belief about this that's wrong?)  
▶ Listicle (What are some tools/books/newsletters/Tweets about this?)  
▶ Present vs. Future (Where is this going?)

*Start writing!*

## ▶ Step 8: Thread Template

## ▶ Step 9: LinkedIn Carousel

## ▶ Step 10: Publishing

+ New page ?

# **Observation: What's something interesting you noticed?**

*Twitter observation:*

*Accounts growing crazy fast don't have the best content.*

*They have:*

- 1. A clear profile: What are they doing? Why should you follow?*
- 2. Helpful content: Educating their audience daily*
- 3. Deep network: Engaging regularly*

*Nothing fancy.*

*All meaningful.*

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

The screenshot shows the Hypefury application interface. On the left, there's a sidebar with the user's profile information: Justin Welsh (152.6K Followers, +7382), Gumroad Sales (\$900 this month), Affiliate Program (\$14.25 this month, 1 users referred), and a Premium plan section. Below this are sections for 'CREATE' (with a '+ Create' button) and 'QUEUE' (56 items). Other sections include 'RECURRENT POSTS' (NEW), 'DRAFTS' (1 item), 'ENGAGE' (Engagement Builder), and 'Mentions'.

The main area displays a timeline of posts:

- Wednesday August 10**
  - 7:25 AM: Just crossed \$1.3M in online course sales at a \$130 ARPU.  
Not everything is high-ticket.  
Don't believe that hype.
- 11:02 AM** (highlighted with a green box):
  - Twitter observation:  
Accounts growing crazy fast don't have the best content.  
They have:
    1. A clear profile: What are they doing? Why should you follow?
    2. Helpful content: Educating their audience daily
    3. Deep network: Engaging regularly  
Nothing fancy.  
All meaningful.
- Thursday August 11**
  - 7:25 AM
  - 11:02 AM

On the right side, there's a vertical toolbar with icons for sharing to various platforms like Facebook, Twitter, LinkedIn, etc., and a 'Compose' button at the bottom.

**Justin Welsh**  
@thejustinwelsh

Twitter observation:

Accounts growing crazy fast don't have the best content.

They have:

1. A clear profile: What are they doing? Why should you follow?
2. Helpful content: Educating their audience daily
3. Deep network: They engage regularly

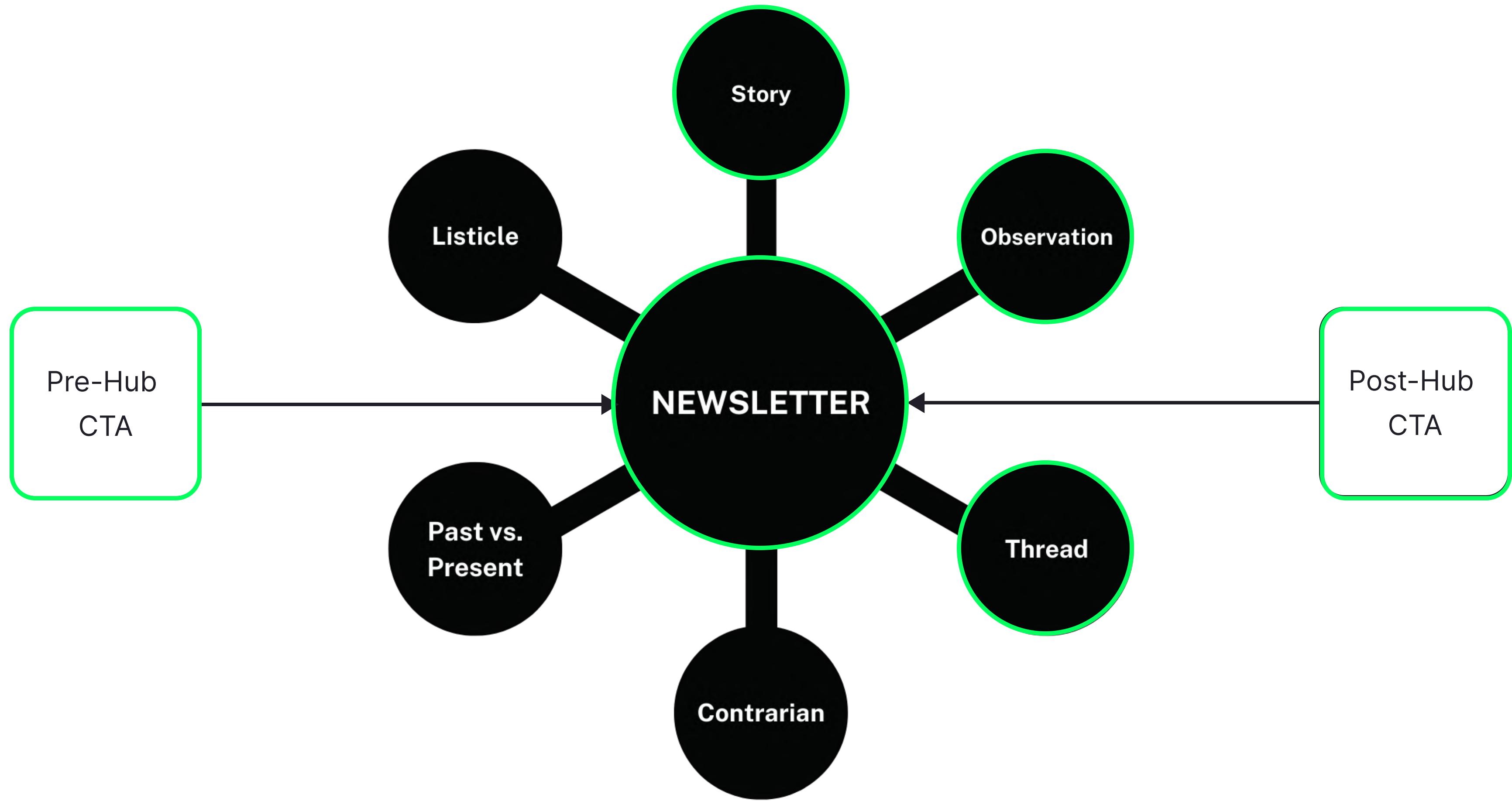
Nothing fancy.

All meaningful.

12:03 PM · Jul 25, 2022 · Hypefury

[View Tweet analytics](#) [Promote](#)

50 Retweets 628 Likes



# Contrarian Take

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

The Content OS 7.18.2022

Justin's Notion

Quick Find

All Updates

Settings & Members

The Content OS / The Content OS 7.18.2022

Share ⚡ ⏲ ⭐ ⋮

**▼ Step 7: Writing**

You will be writing your draft in your favorite writing software (TweetHunter, Hemingway, Google Docs, etc)

**Style of Post**

- ▶ Story (A full-blown story)
- ▶ Observation (What's something interesting you noticed?)
- ▶ Contrarian (What's a commonly held belief about this that's wrong?)  
Empty toggle. Click or drop blocks inside.
- ▶ Listicle (What are some tools/books/newsletters/Tweets about this?)
- ▶ Present vs. Future (Where is this going?)

*Start writing!*

**► Step 8: Thread Template**

**► Step 9: LinkedIn Carousel**

**► Step 10: Publishing**

+ New page

?

# Contrarian Take: What's a commonly held belief about this that's wrong?

*Growing fast on Twitter has almost nothing to do with relevant experience.*

*It's about growing a powerful online network of peers.*

*Then add:*

- *Creativity*
- *Confidence*
- *Experimentation*
- *Repeatable systems*

*Multi-player gameplay + obsession = Twitter results*

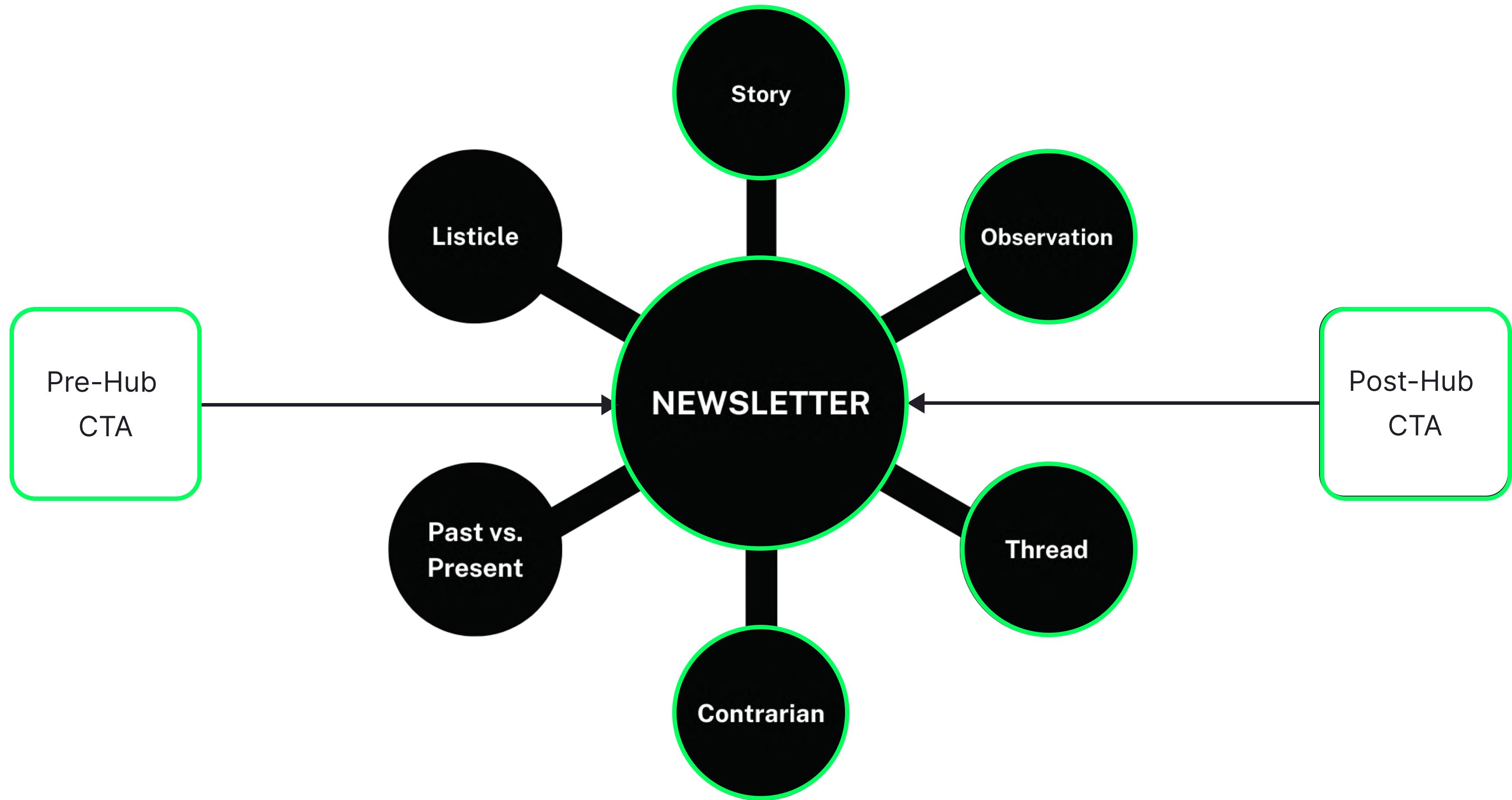
[justinwelsh.me](http://justinwelsh.me)

The screenshot shows the Hypefury application interface for managing social media posts. The left sidebar contains user statistics and navigation links for Create, Queue, Recurrent Posts, Drafts, Engage, Engagement Builder, My Mentions, and Track. The main area displays a queue of posts for Justin Welsh, updated on Thursday August 18 at 7:25 AM. A specific post from 11:02 AM is highlighted with a green border:

11:02 AM

Growing fast on Twitter has almost nothing to do with relevant experience.  
It's about growing a powerful online network of peers.  
Then add:  
- Creativity  
- Confidence  
- Experimentation  
- Repeatable systems  
Multi-player gameplay + obsession = Twitter results

Below this, the queue continues for Friday August 19 at 7:25 AM and Saturday August 20 at 8:23 AM. A blue "Compose" button is visible in the bottom right corner of the Saturday section.



# Listicle

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

The Content OS 7.18.2022

Justin's Notion

Quick Find

All Updates

Settings & Members

**Step 7: Writing**

You will be writing your draft in your favorite writing software (TweetHunter, Hemingway, Google Docs, etc)

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- ▶ Story (A full-blown story)
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- ▶ Listicle (What are some tools/books/newsletters/Tweets about this?)
  - Empty toggle. Click or drop blocks inside.
- ▶ Present vs. Future (Where is this going?)

*Start writing!*

+

New page

► Step 8: Thread Template

► Step 9: LinkedIn Carousel

► Step 10: Publishing

# Listicle: What are some tools/books/newsletters/Tweets about this?

*6 tools every Twitter creator should know about:*

1. *@hypefury: Publishing + growth*
2. *@TwemexApp: User's best Tweets*
3. *@typeshare\_co : Thread templates*
4. *@blackmagic\_so : Rapid engagement*
5. *@tryshotsnapp: Beautiful iPhone mockups*
6. *@followerwonk: Who stopped following me?*

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

The screenshot shows the Hypefury app interface on a Mac. The sidebar on the left includes sections for CREATE (Create, Queue with 58 items, Recurrent Posts NEW, Drafts with 1 item), ENGAGE (Engagement Builder), and TRACK (My Mentions). The main area displays two tweets:

**Tuesday August 02**

**7:25 AM**

6 tools every Twitter creator should know about:

1. @hypfury: Publishing + growth
2. @TwemexApp: User's best Tweets
3. @typeshare\_co : Thread templates
4. @blackmagic\_so : Rapid engagement
5. @tryshotsnapp: Beautiful iPhone mockups
6. @followerwonk: Who stopped following me?

**11:44 AM**

6 months ago, I was doing ~\$1,500 per day in course sales.

Then, I created a "Hub and Spoke" model for my content.

Now my average day is ~\$3,279.

That's a 119% increase.

Here's the 4-Step framework I used to do it.

There are more than just monetary benefits to this:

It's easier to stay on topic.

It's easier to create more relevant content, faster.

On the right side, there are several icons: a blue arrow pointing left, a plug icon, a retweet icon, a reply icon, a refresh icon, a link icon, an Instagram icon, a new tab icon, an upward arrow, a speech bubble icon, and a blue 'Compose' button.



Justin Welsh  
@thejustinwelsh

...

## 6 tools every Twitter creator should know about:

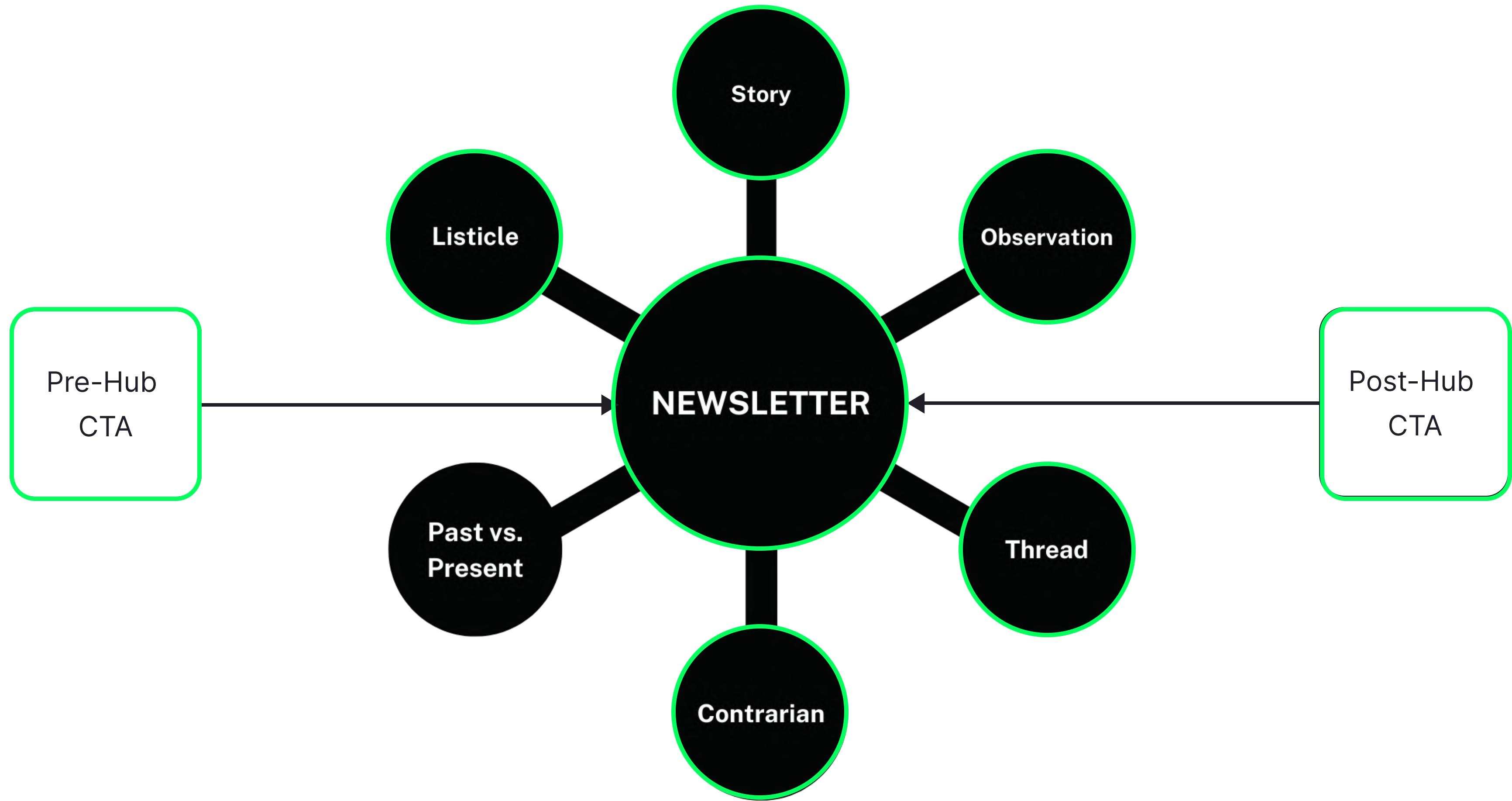
1. [@hypfury](#): Publishing + growth
2. [@TwemexApp](#): User's best Tweets
3. [@typeshare\\_co](#) : Thread templates
4. [@blackmagic\\_so](#) : Rapid engagement
5. [@tryshotsnapp](#): Beautiful iPhone mocks
6. [@followerwonk](#): Net followers + best times

7:54 AM · Jul 30, 2022 · Hypefury

View Tweet analytics

Promote

136 Retweets 6 Quote Tweets 881 Likes



# Past vs. Present

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

The screenshot shows a software application window titled "The Content OS". On the left sidebar, there's a link to "Justin's Notion". The main content area displays a section titled "Step 7: Writing" with a sub-section "Style of Post". A green box highlights the "Past vs. Present" option under "Style of Post". Below this, there's a note: "Empty toggle. Click or drop blocks inside." At the bottom of the main content area, there are three buttons: "Step 8: Thread Template", "Step 9: LinkedIn Carousel", and "Step 10: Publishing". The footer of the window includes the "The Content OS 7.18.2022" logo and a question mark icon.

Justin's Notion

The Content OS

Share

...

Quick Find

All Updates

Settings & Members

The Content OS

Step 7: Writing

You will be writing your draft in your favorite writing software (TweetHunter, Hemingway, Google Docs, etc)

Style of Post

+ :: ▶ Story (A full-blown story)

▶ Observation (What's something interesting you noticed?)

▶ Contrarian (What's a commonly held belief about this that's wrong?)

▶ Listicle (What are some tools/books/newsletters/Tweets about this?)

▼ Past vs. Present (How has this changed over time?)

Empty toggle. Click or drop blocks inside.

Start writing!

Step 8: Thread Template

Step 9: LinkedIn Carousel

Step 10: Publishing

The Content OS 7.18.2022

New page

# Past vs. Present: How has this topic changed over time?

*Me on Twitter in 2019:*

- *Infrequent posts*
- *Sharing pictures of food*
- *Talking about Ohio State football*
- *4k followers*

*Me on Twitter in 2022:*

- *Daily solopreneur tips*
- *Sharing deep threads weekly*
- *Talking to other great creators*
- *160k followers*

*Focus wins.*

The screenshot shows the Hypefury application interface. On the left, there's a sidebar with navigation tabs: CREATE (selected), Queue (59 posts), Recurrent Posts (NEW), Drafts (1 draft), ENGAGE (Engagement Builder), My Mentions, and TRACK. The main area displays a post queue for Wednesday, August 17, with a specific post highlighted by a green box.

**Wednesday August 17**

11:02 AM

Me on Twitter in 2019:

- Infrequent posts
- Sharing pictures of food
- Talking about Ohio State football
- 4k followers

Me on Twitter in 2022:

- Daily solopreneur tips
- Sharing deep threads weekly
- Talking to other great creators
- 160k followers

Focus wins.

**Thursday August 18**

7:25 AM

11:02 AM

Growing fast on Twitter has almost nothing to do with relevant experience.

It's about growing a powerful online network of peers.

Then add:

- Creativity

Compose

**Justin Welsh**  
@thejustinwelsh

**Me on Twitter in 2020:**

- Infrequent posting
- Sharing pictures of food
- Talking about college football
- 4k followers

**Me on Twitter in 2022:**

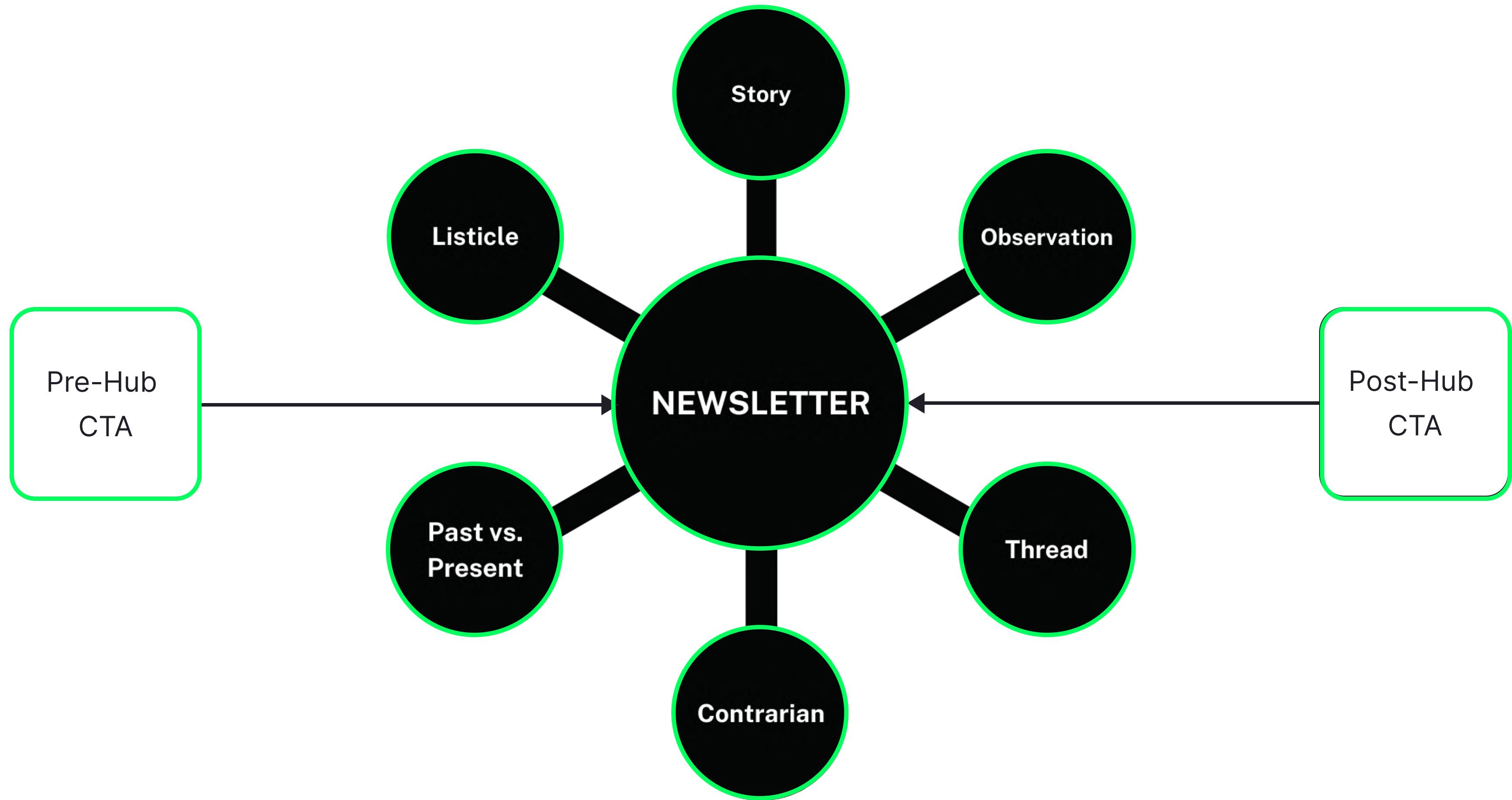
- Daily solopreneur tips
- Sharing solopreneur threads weekly
- Talking to other great solopreneurs
- 170k followers

**Focus works.**

7:12 AM · Aug 17, 2022 · Hypfury

[View Tweet analytics](#) [Promote](#)

**31 Retweets** **3 Quote Tweets** **618 Likes**



# Step 9: Publishing

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



The Content Brain Copy

Justin's Notion

Hidden / The Content Brain Copy

Share

Quick Find

Updates

Settings & Members

Step 9: Publish

Build out your schedule for publishing

Monday:

- LinkedIn
- Twitter

Tuesday:

- LinkedIn
- Twitter

Wednesday:

- LinkedIn
- Twitter

+ :: Thursday:

- LinkedIn
- Twitter

Friday:

- LinkedIn
- Twitter

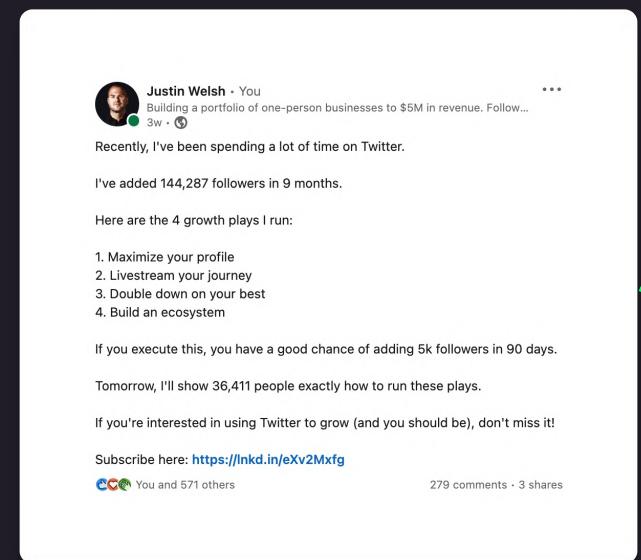
Saturday:

- LinkedIn
- Twitter

Sunday:

- LinkedIn
- Twitter

New page



JustinWelsh About Growth Guides Newsletter Sponsorship Video Courses Contact Join 42k+ Subscribers

About the Newsletter  
42k+ subscribers get one audience and business growth tip in their inbox every Saturday morning.

Subscribe

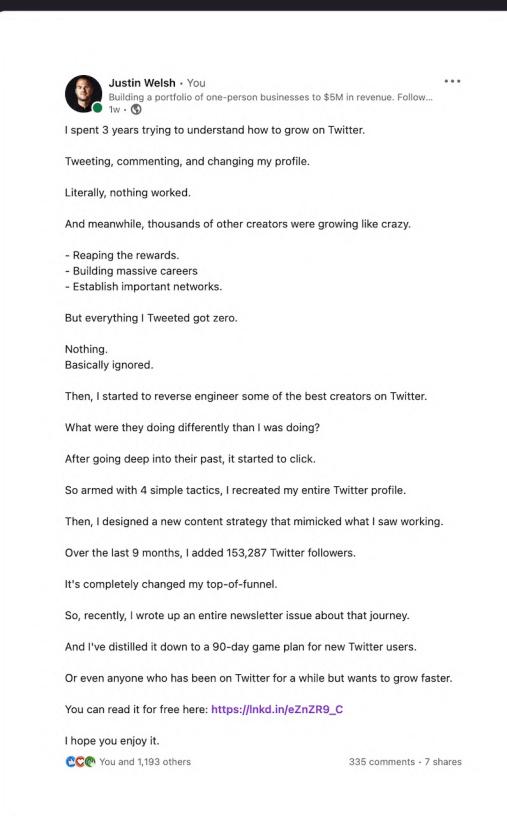
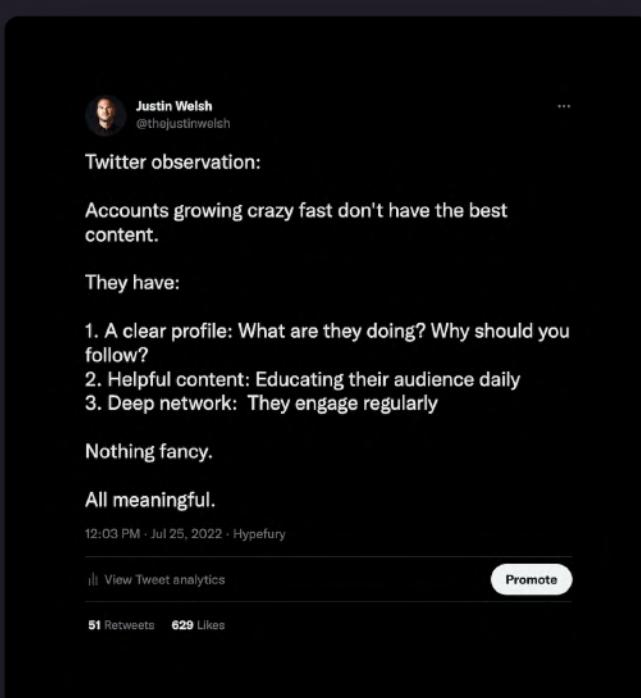
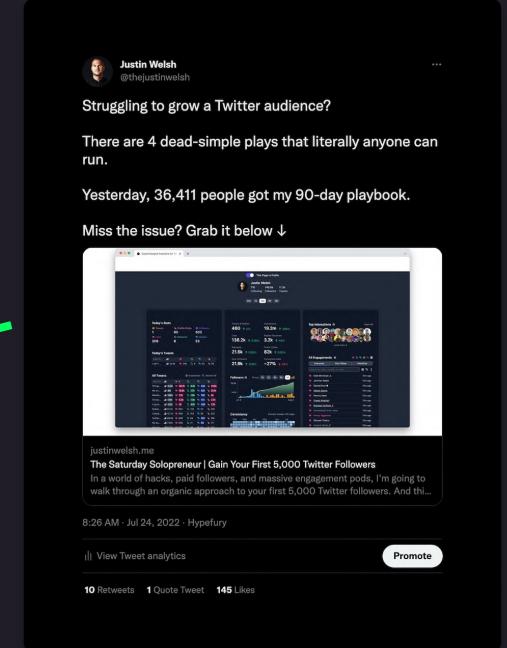
Connect with Me  
Twitter LinkedIn

Recent issues of The Saturday Solopreneur  
TSS #022: Don't Be Shy. Ask For More Testimonials.  
Aug 13, 2022

TSS #023: Your Content is Obvious. It Shouldn't Be.  
Aug 16, 2022

TSS #024: 4 lessons from \$1.228M in online course sales  
Jul 30, 2022

TSS #029: 5,000 Twitter Followers. 90 Days. 1 Guide.  
Jul 23, 2022



16 current visitors - Justin's Pe +

Jan 1, 2022 to Jul 31, 2022

Justin's Personal Site

16 People on your site 351.8K Visitors 970.8K Views 02:01 Avg time on site 62% Bounce rate 0 Event completions

Page	Entries	Visitors	Views	Referrers	Refs	Visitors	Views
/	85.7K	106.2K	151.4K	LinkedIn		112.2K	139.6K
/the-operating-system-grow-monetize-your-linkedin	52.1K	74.6K	95.9K	Twitter		55.5K	67.3K
/guides	11.5K	39K	52.9K	Google		21.4K	30.5K
/blog/	17.8K	38.1K	56K	Instagram		686	860
/the-content-os	15.2K	36.1K	46.8K	Facebook		556	671

Kajabi - /admin/sites/21475328

Justin Welsh

Dashboard Products Sales Website Marketing Contacts Analytics All Analytics

Heads Up!

Please be informed that Wistia, our video hosting partner, will be undergoing maintenance on Sunday August 14th, 6am PDT for approximately...

Kajabi Partners Settings Help & Feedback

Opt-ins

Back to Analytics

Print Export Mar 01, 2022 - Jul 31, 2022 by Month

TOTAL OPT-INS  
34,909

Opt-in Forms by Submissions

- Saturday Solopreneur N... 31,832 (91.19%)
- Revue Capture from Tw... 2,693 (7.71%)
- Content Brain Interest F... 263 (0.75%)

Landing Pages by Form Submissions

- The Saturday Soloprene... 2,489 (90.44%)
- Content Brain Interest ...

Filters Apply

Forms Choose up to 5 Forms Forms

Landing Pages Choose up to 5 Landing Pages Landing Pages

Date	Total Opt-ins
Mar 1	7.5k
Apr 1	7.8k
May 1	8.0k
Jun 1	5.0k
Jul 1	8.5k

34,909 Total Opt Ins

2,752 Total Opt Ins

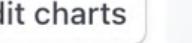
Justin D Welsh LLC  Kajabi

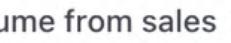
Search... Create  Help   

Home Payments Balances Customers Products Reports More  Developers Test mode 

## Reports overview

Custom  Jun 1-Jul 31 compared to Previous month 

Daily Weekly Monthly 

Gross volume 	Net volume from sales 	New customers 	Successful payments 
\$236.1K	\$215.9K	1,323	3,688
			
Jun 1	Jun 1	Jun 1	Jun 1
Jul 31	Jul 31	Jul 31	Jul 31

# Part 1 TL;DR

- **Step 1: Ideate:** Find ideas via YouTube, RSS, Newsletters, etc. and schedule time each week.
- **Step 2: Research:** Use advanced Twitter search to find Tweets. Google books, articles, quotes, etc.
- **Step 3: Hub Content:** Build out a newsletter, podcast, YouTube series, etc. with a template.
- **Step 4: Editing:** Push your content through 4-6 editing questions to check all boxes.
- **Step 5: Pre-hub CTA:** Use my template to promote your "hub" day before.
- **Step 6: Post-hub CTA:** Use my template to promote your "hub" day after.
- **Step 7: Short-form:** Turn hub into a story, contrarian, listicle, past vs. present, and observation.
- **Step 8: Thread:** Use headers in newsletter and build out a Twitter thread.
- **Step 9: Publishing:** Build a publishing scheduled and decide when to use CTAs in your content.

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

# Up Next: Part 2 - Templatization

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