The Cornerstone Newsletter

This is where things get juicy (and long, buckle in).

As we learned in "The 3 Point Content Ecosystem," all of your writing starts with your newsletter.

You can think of this as a creative practice, as creativity is all about:

- Having an abundance of ideas, information, and resources to pull from

- Getting those out on paper (so they are out of your head)

- Treating them as building blocks for your writing (like dots that need to be connected)

- "Connecting the dots" by writing your newsletter

Now, would you be able to write heavy-hitting tweets without first creating depth behind that tweet?

Why do quotes hit so hard? Because they have *depth* behind them. A quote is like packaging up 10 years of experience in one sentence. That's why we love them so much, some more than others (because we are all unique and resonate with different interests according to our programming).

THIS is why — even if you don't see it yet — your newsletter is more important than your tweets, threads, or other social posts even if less people are seeing them.

Writing your newsletter will be the creative highlight of your entire week.

When done correctly, you will live in a degree of flow. EVERYTHING can be added to your newsletter. Every life experience, tweet you read, book you study... everything.

I've tested this method of newsletter writing to a point where **anyone** can use this framework and remain **unique and authoritative while building a diehard fan base.**

With that, this is complex and gets easier with time.

Every single writer (or teacher) will tell you that you need to struggle in the real world to truly learn. Well, this is how you are going to learn.

We have a lot to cover, let's dig in.

The Outline (The Most Important Part)

First, you may be wondering:

"How do I come up with good ideas for my newsletter?"

Hold that thought for now. All of this intersects. In the "Unlimited High Performing Tweet" section I will go over my favorite idea generation method for beginners.

In essence, you choose a topic that has already done well, write it in your own words as a newsletter, and let your threads and tweets be based off of that (meaning they will perform well).

Aside from that, this is where things may get confusing.

You don't KNOW what the newsletter topic will be until you are done with your outline.

You need ample creative firepower, brainstorming, and building blocks to craft a newsletter that makes sense. THEN you come up with a headline that summarizes everything in an impactful way.

You need to develop the depth behind an idea

Okay... but where do we start?

With a topic that you *want* to write about.

In other words, something that you previously noted in Kortex Capture.

- A tweet or post that stuck out to you on the timeline

- A tweet of yours that did well, or that you want to write out the depth behind

- A high-performing tweet from one of your mentors after researching them in
  TweetHunter

- Your favorite quote or a quote that made you think "Damn, I wish I wrote that" (because
  you can make it your own).

- A concept, theory, metaphor, or framework that is useful to you and you want to create
 your own
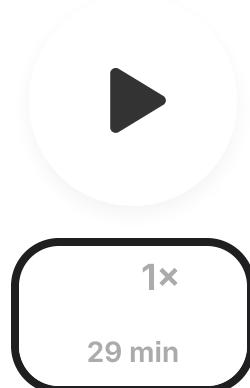
Once you choose an idea to start with, you will plug it into the newsletter outline and it will
start to take an entirely new form.

The video will help you understand this much better. The topic you choose is only the starting
point. I can guarantee it won't be your ending point.

You will be making that idea your own.

This may be the most important video you watch in this course.

▶

1×

29 min

Inside of Kortex, you can replicate this by:

- Choosing a content topic to write about.

- Duplicate the <u>Newsletter Template</u> at the *start* of every week.

- Add ideas to Kortex Capture throughout the week, connect it to your outline by typing "@" followed by the document name.

- Fill out the Newsletter Template as best you can so you have enough creative firepower when it comes time to write.

How To Write Each Section

This is important for every single thing you write.

- Tweets

- Sections of your newsletter

- The writing on your landing page

- Every tweet in a thread and how they transition into eachother

- Anything else you write ever (haha)

Your job is to capture attention, hold attention, and deliver value to that attention throughout all of your writing.

To practice this, I would recommend going back through the Introductory module of this course AS you are writing.

I am also giving you some homework, research:

AIDA (attention, interest, desire, action) and PAS (problem, amplify, solution).

Those are two popular writing frameworks. AIDA specifically just works every time.

However, I like to create my own frameworks (as you will eventually do to enhance your writing)... so let's talk about the PPP framework.

Pull, Perspective, Punchline

Pull them in with something that catches attention (like a number or percentage), give a unique perspective that came from personal experience and critical thought, and wrap it all up in a way that makes sense.

Perspective and punchline often tie into one another, usually in one-liners like this:

DAN KOE
@thedankoe

People will spend 10 hours worrying about a task that takes 10 minutes to complete.

You can also see this framework separated well in list tweets (use these when you give actionable advice):

DAN KOE
@thedankoe

Most people will spend:

8 hours on someone else's dreams
4 hours hiding from their own
2 hours going through the motions

16 hours awake
24 hours asleep

It doesn't have to take 40 years and a
retirement plan realize that a
participation trophy isn't fulfilling.

This doesn't only work for tweets. It works for everything we talked about earlier.

The PPP framework is your answer to, "I don't know how to start this next section of my newsletter or thread."

Pull in their attention, hold their attention with a perspective they aren't used to hearing, and wrap everything up with a heavy-hitting last line.

As you write tweets, you will get better at structuring your newsletter and vice versa.

This will also impact the multiple tweets throughout your threads so readers don't fall off.

One last thing, keep this framework in mind as we learn about thread and tweet writing.

Actively try to see this framework in action as we go over examples.

The Introduction

How do I keep my newsletters both attention-grabbing and unique?

By nailing the introduction.

Here are the options I use the most when writing the introduction.

After you fill out your outline, read over it and choose the option that will be the most seamless to write:

Option 1) Personal experiences or anecdotes.

From your outline, did you have a personal experience that is both relevant and interesting to the topic at hand?

80% of my newsletters start with something like:

"I've always been obsessed with [the topic at hand]."

"I've always despised the modern work culture."

"I've failed at 7 business models."

The list goes on.

People value your personal experience. It is what they can relate the most with.

Option 2) A story that illustrates the problem we are going to solve.

Was there a story you found in a book, podcast, or from your research online that you can turn into your own (or reference) to include here?

The mind makes sense of the world via stories. Stories almost always start by hinting at a problem.

When a problem is introduced, the mind wants to understand what led to that problem and how the "hero" (the reader) will do to overcome it.

Option 3) A common piece of advice or perspective that we will disprove and give better advice for.

Is there a common perspective or piece of advice that you hear all the time but have a different view on?

If you start your writing with this, the rest of your letter will be focused on backing up your argument and reasoning.

Example:

I'm big into fitness. It's been a passion of mine for 10 years or so.

My goals have changed quite a bit.

Previously, I was all in on building both strength and muscle by any means possible, even if it required putting on a lot of fat.

Now, I value mental clarity for my work. I maintain a fairly lean physique and have different nutritional needs that can both benefit my training in the gym and training on the laptop.

If the interests in my domain of mastery are health and online business, I could easily call out the common advice of training for hours in the gym 5-6 days a week.

Then, I can present an argument for why my method is better, the benefits behind it, and aim to give them clear steps to implementing my advice.

Training for 30-45 minutes, 3 days a week, at high intensity would blow a mental gasket in most dogmatic bodybuilders. It catches attention, and if I can present a good argument, people will respect that.

Behavior change is what will make people remember you (and keep them coming back to your writing.)

Option 4) A big idea that we will break down, dissect, and make practical.

As we've learned, statistics and other big ideas catch attention well.

I use this one a LOT:

"Humans can process 10-50 bits of information per second."

It's interesting and makes people wonder "what's next."

I can then go on to make an analogy to how human consciousness is like computer RAM — and how split attention is like having multiple programs running which slows the computers performance.

I wrote about this in my newsletter.

Turned that big idea into a tweet.

And even included that tweet word for word in a thread.

Then, I will go on to post that thread and tweet on Instagram, LinkedIn, and may even record a reel with that tweet as the script.

Since it performed well, why not put it on every other platform to have that idea associated with me? So whenever people hear about split attention, my brand comes to mind?

Hell, I'll probably even use that analogy as a chapter in my book.

In Summary

The introduction of your writing should be focused around a problem that people can relate with.

The more creative you can get with personal experiences or storytelling, the better.

Or, you can just flat out say what the problem is and the other problems that stem from it.

Either works, try out both and start refining your own style.

Context And Credibility

After you've set the scene by painting a picture of the problem in an interesting way, you will need to give context to the argument, advice, or ideas you are going to share.

In a sense, you have to educate people on what led to you actually taking the advice. You must bring them up to speed. You must set the stage for them to implement your advice with sound reasoning behind this.

My favorite ways to do this:

1) Find a quote that helps me explain my perspective on the problem.

Most of my newsletter ideas come from quotes or tweets that I want to dissect and understand further. I include those tweets as a starting point of the second section of the newsletter.

This usually leads to me being able to help people understand the quote, educating them on what it means and the benefits around it.

2) Brainstorm a concept or metaphor that presents a novel perspective around that problem.

Writers always tell you to "write at a 5th grade level."

A better way is to "write to a 5th grader."

This does not mean you are dumbing down your writing, it means you are simplifying it.

It means you are speaking about it in a way that helps people understand.

How do you do this?

Metaphors, concepts, and analogies.

When we talk to a child, we have to explain complex topics by referencing things that *they already understand* and how the complex topic relates to it.

Like how I talk about human attention being like computer RAM. When your attention is split (or multiple programs are open) your performance suffers.

Now, this may not make sense to a fifth grader, but that's what step 4 is for. You must educate them to the point of understanding what computer RAM is (if your audience may not understand what you are talking about).

The best way to do this: **visualization**.

Take out a notebook, write out what you are trying to explain, and use symbols, graphics, or structures to simplify the topic.

This is best done with practice. Seriously, pick a topic that you want to explain and start drawing it out. We discuss this more in the video below.

3) Assume that I know nothing and educate people on the topic from a beginner's perspective.

If you want to talk about all of your interests, you need to get used to educating people to the point of understanding where you are at.

What do they need to know in order for them to understand your point?

How can you shorten their path to understanding what you are trying to say?

If I want to explain what I do for work to my dad, how am I going to explain it?

I will have to tell him that I:

- Write content online self-improvement and business (like blogs, tweets, and YouTube videos)

- I sell a membership community to the people that follow my work

- I can leave it at that, or give even more context. I can make it as complex as I want depending on how well he is listening, and how interesting I make it.

Or, I can just tell him I'm a writer — like I would to some random person who asks what I do.

Use your own discretion in how much context and education you need to give.

A Repurposable List Or 1 Piece Of Good Advice

Now that we've hooked readers in with a curiosity-inducing personal experience (or story) and gave context on the value we were about to drop, now it's time to deliver on that value.

What's the best, evergreen way of doing this? You guessed it! A list (in most cases).

By now you should already be convinced on the power of lists, this module was loaded with them.

They keep the reader reading, they help you structure your argument, and they are easy to repurpose for multiple platforms.

Now, a step-by-step list of advice isn't always going to be the best option.

Neither will a "4 part productivity framework" or "7 habits that are ruining your life."

This is up to your discretion and should be structured in a way that fits the newsletter well.

There are 4 ways we can structure the actionable section of our newsletter:

1) A step-by-step system.

From your outline, how would *you* solve the big problem?

Can you spend time thinking of a unique set of steps that you have experience with?

If you can't think of steps, research steps from others. Take note of them, sit with them, and think of a better way of explaining those steps.

2) A framework or concept from your steps.

If your steps can be turned into your own personal framework, do it.

Come up with a compelling name for your process and if it catches on, talk about it whenever that topic gets brought up.

The "Intelligent Imitation" process that we talked about earlier was my way of naming the process of studying your mentors, making their ideas your own, and posting about them.

This is very similar to the concept of "Stealing Like An Artist."

If you want, you can take your favorite concepts or frameworks, note down the goal they help people achieve, come up with your own steps for achieving that goal, and create a framework that you can make your own and have your readers attribute to you.

3) A relevant list.

Sometimes you won't be able to give step-by-step advice. Instead, you will have to come up with a list of topics, ideas, things, etc.

Similar to many of my threads where I talk about habits.

I'm sure you see these all the time.

"7 habits if you want to be productive"

"The top 5 productivity apps that will change the way you work."

"The 7 books that transformed my life."

You get the point.

These lists perform very well on social media.

Incorporate them as much as you can as a beginner.

4) One solution.

There will come a time where you are dead set on writing about one thing.

Sometimes you won't be able to create a list, system, or something else.

Instead, you will be talking about 1 solution and going all in on that idea.

This is usually a persuasive argument for people to adopt one important skill, trait, line of thought, problem, goal, etc.

This usually works best when explaining the "why" behind something that is important to you.
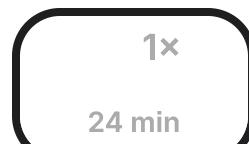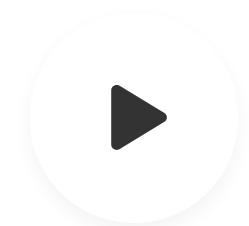
You can write these for each area of your domain of mastery.

"Why you should learn to write."

"Why you can't focus."

The most important skill you can learn."

You can incorporate lists, of course, but sometimes you will only want to write about one thing.

1×

24 min

The Content Synthesis System

Idea Generation, Dissection, & Insight

Lifestyle Design

Module 4
The 2 Hour Content Ecosystem   0/9

The Experience Model

The 3 Point Content Ecosystem

The Evergreen Content Style

Attention & Engagement Psychology

The Cornerstone Newsletter

Writing & Newsletter Frameworks

How To Leverage Threads

Unlimited High Performing Tweets