

Who Are You Writing For?

Let's make this as simple as possible.

You are writing to your past, present, and future self.

That is who you have the most experience with, no?

That is what will attract the people you can help the most, no?

That is what will deliver the most value to people who are 1-3 steps behind you, no?

Whether you are beginner or advanced, this is the easiest way to avoid saturation, be unique, attract a tribe of like-minded people, and help the community of people you can help the most.

One other thing I want to mention:

This is **not** a course on branding or social media growth.

This is a course on writing and building out a content ecosystem.

This course is assuming that you will be writing online *in an effort to build a personal brand writing about what you love*.

Please keep that in mind.

For the basics of social media growth and branding, look under the "Bonuses" tab for the Twitter Followers & Dollars Simplified course.

For advanced branding, content synthesis, building a product, and monetizing you writing — check out [Digital Economics](#). There is a \$150 discount in the "Bonuses" section since some of the content from this course is included in Digital Ec.

Your 3rd Person Public Journal



I view all of my online writing as a public journal.

90% of my tweets are tips, tricks, realizations, and advice to a version of myself.

I give my past self advice on traps to avoid.

I give my present self advice on what I should be doing to see success.

I give myself motivation and inspiration from the lens of my future self that has already accomplished those things.

The secret is to write it as if you are speaking to another person, or you are speaking to yourself in 3rd person.

I am only setting the scene here.

We will dive into this more as we implement the 2 Hour Content Ecosystem.

In traditional branding, people create a customer avatar in order to understand who they are creating content, products, and marketing strategies for.

You can find templates for these online (which are worth filling out, especially when it comes to marketing a product).

Most of those templates ask questions like their age, interests, other demographics, where they can be found hanging out online, their favorite quotes, and other things that help you understand that person.

The most important aspect of a buyer persona is a list of problems that keep them up at night.

For personal branding or writing online, your customer avatar is **you**.

The problems you are solving with your content and writing are **your problems**.

By getting in touch with yourself and cultivating self-awareness, you have all of the marketing firepower you need (if you aren't overthinking things).



With a personal brand, you are attracting people that vibe with your message, interests, and expertise (while still persuading them that those things are important in terms of their quality of life).

A strong personal brand is the best USP (unique selling proposition) and is what will have people buying from you over a competitor (among other things, of course).

If you are writing to sell a product or service that you *already have* to a *specific person* (like web design to local businesses) then yes, you will have to create a separate customer avatar to write effectively towards that person.

However, I do not see that as being a way to building an audience with the flexibility to write about whatever you want (so you can enjoy your work for the rest of your life).

The good thing is that there is a website that will generate your customer avatar for you and help you *understand yourself on a deeper level*.

[Take the MBTI personality test here.](#)

This test will give you a deeper understanding of yourself, help you become aware of your problems, and give you ample firepower for who you are writing content for.

Attract The People You Can Help The Most

The people that you can help the most are ones that have similar interests and goals. You will be the one that exposes them to other related interests and goals.

Your content (and potentially your products) should all target this specific person's problems and aspirations.

The Key To Building A Leverageable Brand

I want you to start thinking of your writing on a longer time scale.

1 tweet does not display the depth behind your writing.

1 newsletter does not display the depth behind your writing.

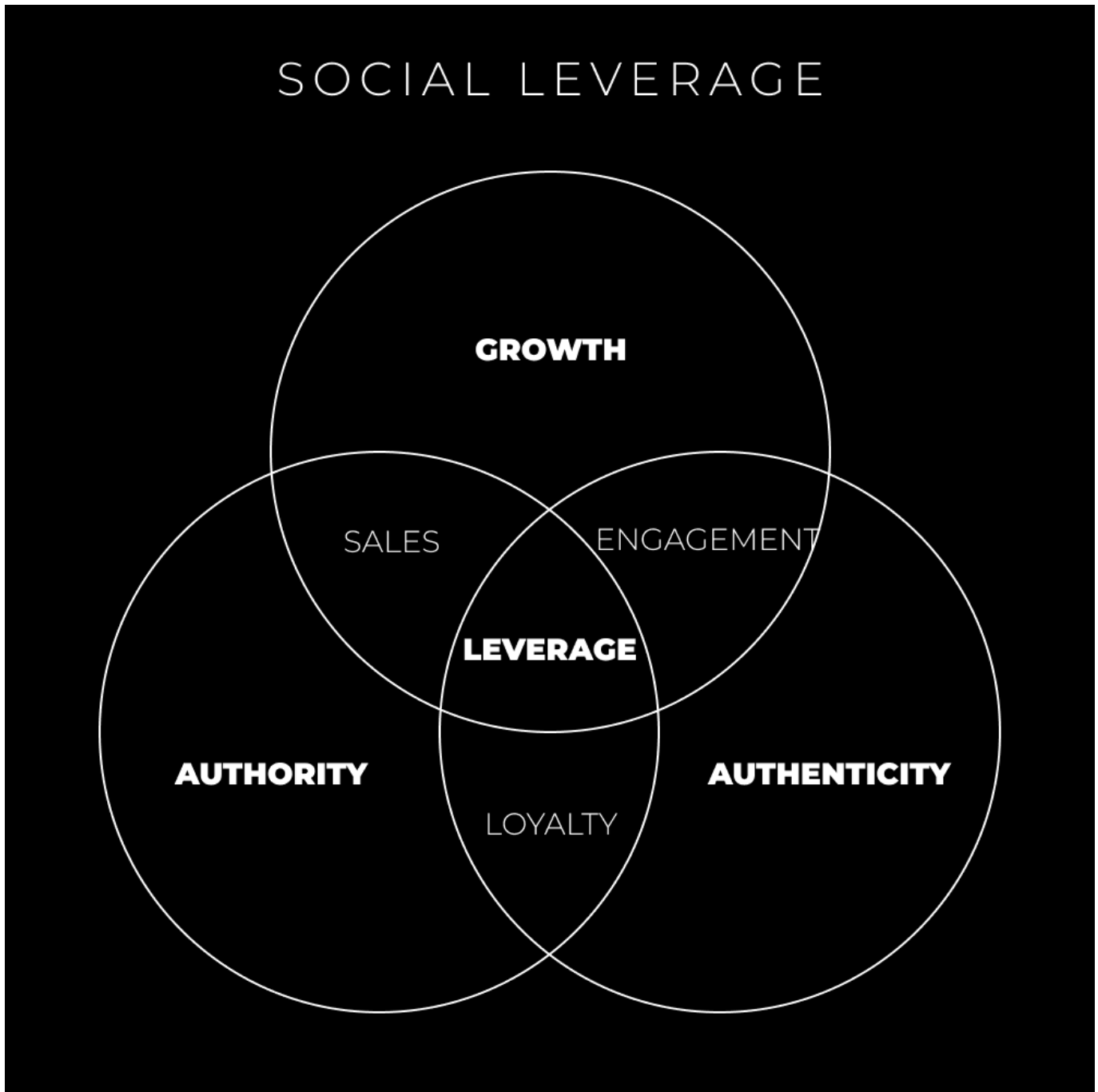


Neither do a week of tweets or a month of newsletters.

Your content over a 6-12 month timeframe is what determines your followers' perception of you.

It is very rare for somebody to go from non-follower to die-hard fan in anything less than a month.

During those 6-12 months, we need to be sure we touch on 3 pillars for what I call Social Leverage.



If you have high social leverage (you are covering all 3 bases) then you will open yourself up to more opportunities.

A brand with high social leverage is noticeable.

I would like to think that my social leverage score is high.

I can DM almost anyone and immediately be taken seriously.



I can close more clients because of how they perceive me. I can get on big podcasts just by asking. I can use my leverage on Twitter to exchange value with someone who has leverage on Instagram and have them help me grow. Same goes with LinkedIn or any other platform.

Once you build social leverage on one platform (like Twitter) you can transfer it over to others 10x easier. All you have to do is reach out to someone on that platform, tell them you have X amount of followers and useful strategies, and they'll help you grow.

Plus, you'll already have validated content ideas that you can transfer over and use to grow quickly.

The list of benefits goes on and on.

Of course, it will take time to build this leverage as a beginner — but it helps to zoom out and view it from a point of long-term leverage over the perspective of short-term money or virality.

An account that only focuses on one of these pillars (like a quotes account, theme account, meme account, or super niche account based on one skill) will not have these same opportunities. They will more than likely be ignored in the DMs and struggle to make an income for themselves.

(There are caveats to all of this, super niche accounts can make good money, but do they enjoy the entire process? Are they able to talk about things that give them energy and fulfillment? Or do they have to stick to a script?)

If you only go deep into productivity as an example and don't talk about yourself, your interests, or your accomplishments — **you won't have as much leverage as the account that cultivates all 3 pillars of social leverage.**

The 3 pillars that need to be solidified in your brand over 6-12 months are growth, authority, and authenticity.

1) Growth

It should be obvious that if your brand isn't growing (in followers or newsletter subscribers) something needs to change in your strategy.



There is *always* something you can do to grow faster (you just may not have the specific knowledge to do so yet and need more practice).

The main thing that will determine growth is your content and top-of-funnel socials (like Twitter, Instagram, and LinkedIn).

- Is your content being shared?
- Will your content make people **click on your profile** and wonder "Who is this guy?"
- Is your content polarizing due to speaking with confidence on the subject at hand?

Other brand touchpoints play a role in this as well. Optimizing for growth in your content, profile, and replies will do you well.

If you aren't growing, you may need to play to the algorithm a bit more. Study what kind of content is doing well, incorporate that into some of your tweets, and be sure it is getting shared by your connections (I will show you how to leverage other accounts and grow fast in "Non Needy Networking").

2) Authority

Authority comes down to 2 things: **depth and social proof**.

Depth = a deep understanding of one area of interest where you can create unique perspectives and compelling arguments for specific problems.

Depth comes from long-form content. Newsletters and blogs.

If you are on Twitter, but not writing newsletters, you are shooting yourself in the foot... especially if you don't have:

Social proof = credentials, titles, niche accomplishments, testimonials, and other things that display your authority in a space.

When you are just starting out, you won't have much authority. This is fine. Your job will be to establish authority fast with long-form content and actionable advice.



3) Authenticity

Let's Get Started

The Recommended Digital Tool Stack

Update: 2 Ways To Navigate This Course



Module 2

Introduction & Fundamentals

1/5

What Do You Write About?

Who Are You Writing For?

Awareness & Attention

Influence, Persuasion, & Storytelling

Non-Needy Networking



Module 3

The 2 Hour Lifestyle

0/5

Creativity VS Productivity

Don't Consume, Research

The Content Synthesis System

Idea Generation, Dissection, & Insight

Lifestyle Design



Module 4

The 2 Hour Content Ecosystem

0/9