

# The 3 Point Content Ecosystem

As the creator economy continues to grow — those that can ruthlessly dissect their Domain O Mastery and be prolific with their words will rise to the top.

There has been a shift over the past few years.

Lambos, mansions, and other lifestyle flexes have started to fade away.

Articulation, mastery, and trust have started to fade in. People can see through the facades and search for a sense of authenticity before forming that deeper connection (like purchasing from you).

No longer can you rely on only short-form content if you want to make an impact on this world — you have to attack from all angles.

Long-form, medium-form, and short-form.

Long-form prioritizes depth and authority:

- Newsletters
- Articles
- Podcasts
- YouTube videos
- A book (when and if you want to)

*All long-form content should have a call to action to purchase a product from you (with other newsletter issues and products linked throughout the newsletter).*

Medium-form is a mixture of depth and rapid growth:

- Threads



- Carousels
- Instagram captions
- Full-length LinkedIn posts
- Clipped videos



*All medium-form content should have a call to action at the bottom. Either a link to your newsletter or lead magnet as a comment — or directions telling them where to find that newsletter or lead magnet (because you can't post links in places like an Instagram caption).*

Short-form allows you to test ideas and build an audience:

- Tweets
- IG posts & stories
- Reels & TikToks
- Shorter LinkedIn posts

*If a tweet performs well, you can plug your newsletter or lead magnet as a reply to that tweet (I would only promote once a day for short-form content).*

All serve their unique purpose but also interconnect.

My job over this module is to give you a simple system to start implementing and leverage for rapid growth.

We will understand the nuances, psychology, and structure for each of these content styles — then begin streamlining our content creation so it doesn't take all of your time to hit all of these areas.

By putting an emphasis on long-form content and trust-building — this gives us room to talk about whatever we want.

Medium and short-form content will be made for the purpose of growth and attracting a broad spectrum of people that have similar interests as you.

This will allow us to build an audience quick, encourage them to dive into your long-form content, and then that is where you can sell your products or services without seeming like a timeline spammer or “overly salesy.”

This simple 3-point content ecosystem will give you a great foundation while you focus on growing on one platform — in this case, Twitter (but can be applied to all platforms).



## Why Twitter (Or X)?

Twitter will be the foundation of all other platform growth and content idea generation.

- Twitter has the most powerful share feature of all platforms. It takes one click to expose your content to an entire new audience of people.
- You can post as many tweets as you'd like to practice and test ideas. If you posted 10 posts to Instagram or LinkedIn, you wouldn't get anywhere.
- You don't have to show your face, have design skills, or a sexy body. All you need is a brain and the ability to write.
- You can get feedback on potential article headlines, newsletter topic ideas, and what content ideas perform the best for you (once you know what does well, you can double down on that and use it to grow on other platforms)
- You can post links in tweets, replies, and at the end of threads. It is one of the best platforms for making sales and sending people to deeper content or other platforms. You can practice and test promotional angles this way

The future of Twitter is bright and is a great starting ground for beginners.

Even if you aren't a beginner, it is a no-brainer and zero-time-added way of testing your content ideas for other platforms. Use Twitter to develop your ideas, then you can turn that into posts for all other platforms.

Think about it — why does everyone post screenshots of tweets to other platforms? Because they go viral all the time.

ALL of my content revolves around my Twitter. Even when it isn't my largest platform.

This entire content ecosystem will make sense in coming sections.

If you are already creating Instagram posts, reels, TikToks, or other pieces of content — why not write it out first and schedule it to post on Twitter? Then you can just read the tweet to the camera.

## Twitter Is The Foundation, But You Don't NEED To Use It



Twitter is a writing and idea platform. The foundation of all good content is writing and idea generation.

By building your content strategy around Twitter, you set yourself up for massive leverage on all platforms — while tapping into an underrated and wide-open platform for new creators that can win the idea game (Twitter)

Twitter has a character limit of 280 characters for most posts. Meaning, if you write on Twitter first, you can repurpose to almost any platform quite easily.

If you write on Threads or LinkedIn first, you may pass the character count, and pasting to Twitter is going to take more time.

If you are already growing on a writing platform like Threads, LinkedIn, or posting text-based images to Instagram, continue doing that. Just be mindful of how your content strategy is going to evolve as you dig into new platforms.

*All strategies we discuss work on all platforms. All platforms have a share, reply, and DM feature for growth. All content does well because of human nature. The algorithm is shaped with human nature.*

## Point 1) High-Quality Newsletter

I didn't understand the power of a newsletter until I was able to fit into my content flow. It was a low priority of mine for the longest time.

Now, it is the pillar that the rest of my content banks on. If my newsletter sucks (or goes unwritten) then all of my other content suffers.

This is both liberating and pressuring. (Which some of you may know are 2 flow state triggers).

 Liberating because you can spend an entire week munching and dissecting one topic to create an amazing newsletter.

Pressuring because the rest of your medium-form and possibly short-form content bank on it (I wouldn't worry too much about this, you can skip a week or two if you need to).



What makes the newsletter so valuable?

- **You can link your products, services, and other backlogged newsletters that live online 24/7** — these are like mini sales pages that you can promote at anytime (and they aren't SEEN as sales pages, so more people will be happy to click through and read the entire article).
- **You own the CSV files of emails that you can download and transfer at anytime. You can't download your followers** — if you get banned, you're screwed. Newsletters offer protection.
- **Most newsletters suck.** If you can bring a fresh perspective to peoples inbox every week, you will have dedicated fans that nobody else on social media can compete with.
- **By writing a newsletter each week, you develop your ideas 10x more than the guy that is only posting short and medium-form content** — your ideas will start to stick in peoples heads and your ideas will spill into your shorter content.
- You can use the newsletter as a YouTube script, podcast script, medium-form content inspiration, and short-form content inspiration to attack all angles of an idea and solidify it into your followers heads (this is how they will remember you).

**The key to all of this:** the newsletters have to be backlogged somewhere. You have to be able to plug them under relevant tweets and posts.

This is why I recommend using Beehiiv when you are starting out.

I personally send my newsletter with Kartra, copy/paste it to my blog that is built on Wordpress, and then plug that. Of course, I've been doing this a while. You can always change softwares down the road.

ALL of your short and medium-form content will lead to a previous newsletter issue or lead magnet. I'm assuming you don't have a lead magnet right now, so just link to a newsletter issue.

 As you build your list over time — your newsletter subscribers will build a deeper connection with you and consistently be exposed to your products and services in a non-salesy way.

**If this doesn't make sense yet, give it time, this is only an introduction to the importance of your newsletter — we have much more to cover that will make writing your newsletter seamless.**



*Don't expect to be able to run (newsletter) when you haven't learned how to walk (tweet).*

## Point 2) Condensed Thread

When written with quality, your newsletter can be condensed into 1-2 medium form content pieces — in the case of Twitter as our foundation, threads are the medium form content.

You can take the main ideas from your newsletter, outline the thread, and fill it in with speed. By doing it this specific way, you can end up with a completely different piece of content that performs well on Twitter.

Keep in mind: this is optional. You don't have to use your newsletter for thread ideas, but it is there if you need them. You can generate ideas from YouTube videos, your favorite books, articles, or podcast ideas.

Don't always rely on inspiration, but when it hits, ***milk that feeling.***

Medium-form content like threads are important for:

- Driving massive traffic to your products or newsletter
- Having more potential virality and reach
- Building authority quicker than only short-form content
- Bringing in more followers because you are holding their attention longer (meaning you are giving them more reasons to engage and follow)

At the end of your threads, you will be plugging the relevant newsletter or your lead magnet.

Our goal is to send as much traffic as we can to our “mini salesman” as possible.

This leads to an email list that we own and exposure to our deeper ideas (that include nuance that short or medium-form content allow for).

So far, we are growing an audience on Twitter through well written tweets and threads — while plugging a relevant newsletter or lead magnet every single day.

Over time this will build leverage that other accounts can only dream of.

### **Insight: Making Sense On Its Own**

There are subtle nuances we will dive into, but when you write a thread — try to make every tweet of the thread make sense on its own.

This will keep readers engaged, make it easy to turn the ideas into tweets, and is easily repostable as an Instagram carousel or other form of medium-form content.

### **Point 3) High Performing Tweets**

Learning to write short-form content — like tweets — will only enhance the impact of your long and medium-form content.

It will help you hold attention, add a punch to your paragraphs, and the main bonus:

Allow you to keep short-form writing in mind when you are writing your long-form content.

When you are conscious and intentional with the purpose of your newsletter (to be both quality and have room for repurposing / condensing) you become an idea generation machine.

You can crack ideas for tweets AS you are writing the newsletter, structure and schedule those tweets immediately, and include them in your newsletter writing.

When these tweets publish, you can seamlessly plug your newsletter and send more traffic to it.

With all of this taken into account — you begin to attack 1 topic per week from all angles.

Like music, repetition, rhythm, and remixing is important for speaking to all aspects of the audience you are building.



## Think of this as art. You are an EDM DJ for Twitter.

Every week, you can feel confident that your ideas are sticking in your audience's mind (making them remember you) and make them want to come back for more.



### Insight: This Is Not A Set Structure

This is a great way to write all of your content in one, but you will also be posting standalone tweets to generate and validate more ideas. We will discuss this in the next section when we talk about a replicable system for quick growth.

## How Everything Interacts

With a high quality newsletter, thread, and short form tweets — you've set the scene to repurpose high performing content on all platforms.

### 1) The Newsletter

The newsletter is backlogged as a blog post. **It should always include links to your products or services where applicable** (and always at the end).

When you post your other content, you will be linking the backlogged newsletter. This does a few things:

It nurtures your audience, building trust and authority (I make 90% of my income by plugging my blogs under relevant posts and letting people buy from there.)

It captures emails without asking. People will join your newsletter because they like your content.

It adds depth to your brand while most people are posting shallow advice on the timeline and wondering why they don't grow.

It gives you a hub where you can embed YouTube videos or podcasts you record with your newsletter as a script (meaning those will also grow when you plug your newsletter).

**The beauty of this:** the only thing you need to focus on is writing a newsletter, content to match, and plugging your newsletter.

## 2) The Thread



I've started writing my threads as LinkedIn posts first, why?

LinkedIn has a character limit. It forces me to ONLY include the relevant ideas from my newsletter. This makes me a better writer.



It also seems to be the perfect amount of text that can be put inside an Instagram carousel. Meaning with the right template, you can copy and paste it to yet another platform.

## 3) The Tweets

I've grown to 230K on Instagram by posting screenshots of my tweets, reading tweets off my phone for reels, and throwing in graphics that I use to illustrate a point in my newsletter.

The reels can be uploaded as shorts and TikToks.

The tweets can be copy/pasted to LinkedIn, Facebook, or any other platform you'd like.

Once per day, you can link your newsletter on every single platform under your best-performing piece of content.

There is so much depth behind this simple system that it is a bit hard to explain it all with text, so let's go over it in a video.



# The 3 Point Content Ecosystem

⌚ 20 min



1x

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