

Action Steps

All of this is optional.

There are people making \$1M+ a year from Twitter alone.

Branching out is a matter of increasing each pillar of social leverage and should be treated as such.

This is a mindset shift that needs to be made:

You don't only branch out to a new platform for the sake of the "growth" pillar.

You do so for the "authority" and "authenticity" pillars as well.

That is why I started my newsletter and podcast in the first place — I was tired of not talking about what I wanted on Twitter, so I solved that problem by branching out.

Now I can post almost anything that will result in growth on Twitter and send those that want more to my podcast or newsletter.

After branching out a few more times, I have built an ecosystem that covers all bases and makes me an authority on a plethora of subjects.

Another thing to keep in mind:

When you branch out, keep the system as simple as possible.

If you don't plan on making that platform your "full-time job" for 6+ months, do the minimum amount of work you can so you can continue to focus most of your energy on Twitter and your newsletter.

If you get overwhelmed because you are trying to branch out too quickly without systemizing the process, don't hesitate to cut it out entirely and come back to it later.

I've "quit" Instagram, YouTube, and LinkedIn multiple times. 5+ on each to be exact. It didn't matter. All I had to do was test a new system, leverage others' audiences, and eventually refine the system to a point of sustainability (while still growing consistently).

If you aren't growing and it is overwhelming, stop doing it until you have a better strategy.

How I Would Structure My Expansion

If I were to do it all over again, here is exactly what I would do.

1) Copy-paste my top tweets of the day to Instagram in 5 minutes every morning.

After I had been posting on Twitter for a while, I had a huge backlog of tweets that I could go back to, screenshot, format in Canva, and post them on Instagram.

This gave me some buffer room and allowed me to screenshot my tweets for the day to post to my story. I still do this. I screenshot the text portion of my tweets every morning and use them to keep my stories active.

Once you have a network you can start growing with on Instagram, you can start to incorporate graphics, visuals, reels, or other post styles.

(Don't listen to everyone telling you that reels are necessary. They resulted in 0 growth for me and I keep seeing people not getting any traction with them. Just focus on good writing, as always).

2) Copy, paste, and expand on my top tweets on LinkedIn.

LinkedIn is another writing platform.

If you want to go the lazy and simple route, just copy and paste your tweets over to LinkedIn.

But, since you have more room to expand, I would recommend expanding on certain points of your post, trying to create a more compelling hook, and adding more call to actions.

3) Creating a podcast to enhance the authenticity pillar of your brand.

Creating a 10-minute podcast for the sake of added authenticity in your brand shouldn't take longer than 30 minutes a week.

All you have to do is pick a topic, riff on it for a bit and give your thoughts, export and upload it to Anchor, copy-paste your normal description, and then promote it on Twitter and at the end of your newsletter.

4) YouTube comes last in this process.

Once you get better at speaking and articulating your points with the podcast, AND you have a database of ideas to create fusion-style content — YouTube is the logical next step.

I would start when you can make a full commitment and invest in a camera like the Sony a6400 mentioned previously.

It takes me about 30-60 minutes to record the video. My roommate edits mine, but if you only do jump cuts (and no fancy B-roll) it shouldn't take too long.

My Entire Content Ecosystem & Process


This is where the full power of your Notion or Kortex templates are unleashed.

This is where everything starts to come together and you get on a weekly 3-4 hour workday cadence.



Keep in mind, you will have to prioritize certain platforms if you are building out a product or service.


I wouldn't be able to do this with a full-time freelance or consulting service. That's why this was a gradual process.


As I increased my leverage, I decreased the amount of client work I had and refocused my efforts on building even MORE leverage to keep product sales high and consistent.



My Entire Content Ecosystem & Process



 14 min



1.2x

14 min

⚡

12 min



Previous Lesson:
YouTube

Next Lesson:

Who Can You Help The Most?



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Creating Clarity



Self-Management



Pieces Of A Personal Brand



Your Domain Of Mastery



The Start Of Your Life's Work



Optimizing Your Profile