Unlimited High-Performing Posts

The end of this section has a video and master swipe file template - this is invaluable for your post writing efforts.

Tweet writing is mostly about catering to human nature.

You can study algorithms all day (and it is very helpful to do so)... but when you know what makes people engage and share your content, algorithms start to matter less.

When you immerse yourself in proper tweet writing, you start to think in concise and impactful sentences.

Over time, short-form writing will become second nature to you.

Writing good, engaging tweets will transfer over into high engagement on all other platforms.

Generating High Performing Ideas

Virality doesn't matter — but it would be silly to not put as much effort as you can into increasing the engagement of any given post.

How can you make even the most boring topic high engaging?

We will be diving into more advanced content creation strategies later on, but I want to give you the strategy that I used for a long time to come up with high-engaging tweets.

The secret to all of this (especially at the beginning): DO WHAT WORKS.

Again, this is why imitation and emulation is important.

Where do you find content ideas?

- Most popular YouTube videos from creators in your niche

- Top ranking blog posts found through Google search

- The featured articles on Medium based on your interests

- Top tweets from creators in your niche using <u>Twemex</u> or <u>TweetHunter</u>

- Pinterest, Instagram, TikTok — I have not figured out how to find the best posts, but if they get high engagement you can take them

I would recommend pulling topics from your Domain Of Mastery to search on YouTube, Google, or Medium.

How do you use these content ideas?

The content you find will be tried and true (especially the YouTube videos, they work wonders for idea generation).

YouTube videos, podcasts, and articles can be turned into threads. You can also turn ideas from those videos into individual tweets.

The main thing you are looking for here is the headline or video title.

Your job is to take that big idea and turn it into content that falls under your brand.

A headline can be turned into:

- Short-form content (tweet, insta post, another headline)

- An idea for your own expansion on that idea (a thought that triggers a thought)

The content in a video or article can be turned into:

- List style tweets / social posts (if the original content is structured / numbered)

- Individual tweets from a random "knowledge bomb"

- Threads that are already structured for you

This is a given, but do not plagiarize — synthesize and curate.

This is what everyone does. We all just steal from each other to give different perspectives on a specific idea Your customers are determined by your branding + marketing + getting in front of their face with the right offer.

There is only so much you can talk about for a specific topic — so why not talk about the ideas that work?

We all have our own unique biases that will make these unique. This is an art.

If you want original perspectives that can be turned into viral ideas:

- Read books

- Listen to podcasts

- Listen to audiobooks

- Listen to long YouTube lectures YT premium (so you can listen with your screen off)

- Read Blinkist or Shortform summaries

THEN you can plug the ideas you have into a structure that can potentially perform well.

I personally like listening YouTube lectures and audiobooks.

How to capture ideas that come to mind while you are consuming:

- Consume information using the methods above

- Have Kortex Capture open on your phone

- Be ready to capture and potentially flesh out any ideas you have

- When you come back to create content, plug those ideas into a tweet structure

This is how you balance having original ideas that stem from your curiosity AND have them perform well.

Tweet Structures To Emulate

Imitate than innovate.

You start writing good tweets by using structures that are proven to do well.

I see too many people (especially at the beginning) trying to create their own unique tweets. They end up not growing and blaming the algorithm.

My advice: ***do what works*** (but with your own ideas).

Commentary On Objections Or Advice

These tweets come from paying attention to your inner dialogue.

When you hear something — how do you respond in your head?

DAN KOE
@thedankoe

"Must be nice."

Yes.

It is.

It would be nice for you too if you stopped saying that and improved your life.

DAN KOE
@thedankoe

"Never stop learning."

Yes.

But if you aren't building anything:

Your life
Your health
Your finances
Your mental state
Your gift to the world

The knowledge will never turn into wisdom.

"Never stop learning (and building.)"

DAN KOE
@thedankoe

Nobody:

"I want to be trained into a job I hate, work for 40 years, and get angry at a TV until I die"

90% of the population:

Does exactly that

Wake up.

DAN KOE
@thedankoe

"You've changed."

Yes. It's the thousands of tiny improvements that are starting to add up.

"Extreme" Advice

You don't have to curse. You just have to transfer the energy by using better words.

What advice worked for you in the past that you want to give to others?

DAN KOE
@thedankoe

Lift fucking weights

Start a fucking business

Fix your fucking diet

Go on long fucking walks

Strive for a calm-ass fucking mind

Maximize each moment of fucking life

Do it already, fuck

You're missing out

Metaphors

Can you help people understand your perspective by using metaphors?

You can search for good metaphors online and plug your ideas into those as well.

Personal Definitions

How would you define a word or phrase?

You can write these quick by just writing out a word that comes to mind and creating your own definition for it.

"Long walks are..."

"Confidence is..."

"Focus is..."

You can write these for all of your interests and sub-topics within your Domain Of Mastery.

DAN KOE
@thedankoe

Long walks are the secret to a lean body and mind.

DAN KOE
@thedankoe

Mental masturbation:

The process of raising dopamine in the brain by telling people your goals, plans, and how you want to change but never actually doing anything about it.

DAN KOE
@thedankoe

Focus is a currency.

The news, social media, entertainment, books, opinions, advice, etc.

Invest wisely, your mental wealth depends on it.

Social media is mass mentorship when you scroll intentionally.

— DAN KOE (@thedankoe)

Repetitive Advice & Comparisons

The best way to write this is to just start with a one-sentence piece of advice and brainstorm different variations of that sentence.

(This works for lists as well once you have the word or sentence as the theme of the post)

DAN KOE
@thedankoe

Study human nature

Study cognitive biases

Study emotional triggers

Study money psychology

Study the laws of the universe

Study the mind.

You will become powerful.

DAN KOE
@thedankoe

Exercise for 1 hour before complaining about stress

Sleep for 8 hours before complaining about being tired

Get into deep work for 4 hours before complaining deadlines

Complaining about your problems isn't going to fix them

DAN KOE
@thedankoe

Mercedes sells status, not cars.

Budweiser sells good times, not beer.

Coca Cola sells happiness, not soft drinks.

The best marketers sell emotions, not items.

DAN KOE
@thedankoe

Don't focus on reading an entire book, focus on 10 pages a day

Don't focus on losing 40 pounds, focus on getting your car to the gym

Goals are easy to bust through when deconstructed into small actions and habits

This Comes After This

Like a story, one thing comes after the next. Write down one word, what it leads to, and what comes next — then refine and edit.

These ones take some brainpower and time to write, but they work.

If you are lost, the answer is education.

If you are educated, the answer is action.

If you are acting, the answer is consistency.

If This, Then That

This is similar to polarity but starts with "if."

"If you [this]…" then what?

DAN KOE
@thedankoe

If you can't find the answer online

You can probably find it at the gym, on a long walk, or during an extended period of silence.

DAN KOE
@thedankoe

If you don't have money to invest

Invest your time.

DAN KOE
@thedankoe

If you can spend 8 hours a day building somebody else's dreams you can spend 1 hour on yours.

Harsh Truth With A Hook

Harsh truths in general always work well.

You can add a hook to the top that describes or warns about the advice you are going to give.

DAN KOE
@thedankoe

Hard pill to swallow:

Most of your limitations are self imposed. If you want something, there's always a way - your mind just won't let you see it.

Your Personal Way Of Doing Something Common

How do you like doing something that other people do?

This requires you to be observant about how you go about your days.

DAN KOE
@thedankoe

When I want to learn something new, I don't start learning first.

I outline a project first.

Then I learn exactly what I need and build out the project while learning.

I've found that this solidifies teachings into my brain much faster.

DAN KOE
@thedankoe

Waking up before sunrise, knocking out your work before others even wake up, and enjoying the rest of your day has to be one of the top 5 greatest feelings.

DAN KOE
@thedankoe

If you lack motivation:

- Read a book
- Go on a long walk
- Watch your favorite video
- Learn a complimentary skill
- Immerse yourself in a motivating environment

Use the extrinsic motivation to remind you of the intrinsic "why" that you lost along the way.

DAN KOE
@thedankoe

The gym + long walks + tight circle of confidants + time to pursue your life's work + ample recovery = The Good Life

Polarity & Repetition

Polarity is about comparing two different things. Either opposites or just making slight, nuanced connections.

DAN KOE
@thedankoe

The only thing more painful than pursuing the highest version of yourself is not pursuing the highest version of yourself

DAN KOE
@thedankoe

How to attract high-quality people:

Become a high-quality person.

DAN KOE
@thedankoe

Everyone wants a higher quality of life but nobody wants to look in the mirror.

Unique Advice Or Hacks

These can either be hacks you find online or discover yourself.

My laptop was going to die at a coffee shop one day. It made me focus more and try to get my work done. It worked. So I turned it into a good tweet (that ended up going mega-viral on TikTok)

DAN KOE
@thedankoe

Focus hack:

Go to a coffee shop to work.

Don't bring a charger.

You now have a deadline.

Get it done before your laptop dies.

DAN KOE
@thedankoe

Dopamine hack for people that can't put down their phone:

- Go to your phone settings
- Make your screen black & white
- Reduce the white point all the way

Now all of those colors designed to keep your brain hooked can't control you.

Try it for a week, you'll hate your phone.

A list That Describes A Certain Group Of People (That You Identify With & Want To Attract)

Can you describe the traits of yourself or the community you are in?

People will try to lump themselves into having (or not having) those traits. Those that have them will engage and follow.

DAN KOE
@thedankoe

The New 1%:

- Self-educated
- Highly skilled
- Emotionally intelligent
- Jacked and tan
- High energy
- Focuses on internal control
- Pays little attention to external
- Works from anywhere
- Builds social leverage

Interesting Observation

Simple. Notice something interesting and talk about it.

DAN KOE
@thedankoe

Kinda crazy how you can watch a few YouTube videos and outearn someone that has a 12 year degree

DAN KOE
@thedankoe

The world is shifting in a way that heavily favors the self-educated and self-disciplined.

(You can add a hook to the top as well)

DAN KOE
@thedankoe

One pattern I've noticed in happy people:
They are obsessive about maintaining their
mental clarity.

DAN KOE
@thedankoe

One pattern I've noticed in unhappy people: They are overly concerned with fitting in.

DAN KOE
@thedankoe

A pattern I've noticed in creatives:

They do everything in their power to minimize the time between inspiration and action.

Subtweeting Yourself

If you are slacking, what advice would you give yourself?

Think of Twitter like a journal where you give high-engaging advice to yourself (but positioned at others).

DAN KOE
@thedankoe

People will spend 5 days worrying about a
task that takes them 5 minutes to complete.

Just fucking do the thing.

DAN KOE
@thedankoe

If you feel lost, good.

Direction can only be found from lack of direction. The breakthrough will come when you least expect it. Be patient.

2-3 Step Punchy Advice

A shorter version of a list that gives a solution to a problem.

DAN KOE
@thedankoe

How I live life:

1. See what the average person does
2. Avoid it