The Recommended Digital Tool Stack

Important: The Digital Tool Stack 🔗 ⇗

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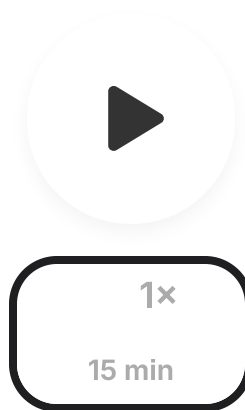
I will be recommending digital tools, apps, and websites to help you implement the 2 Hour Content Ecosystem we will be going over.

As I said, this isn't a full blown technical writing course. I want this to be as practical as possible.

I want you to have a guided way of practicing writing, sucking at it, and learning from your failures — as that is the only path to real results and lessons learned.

Some of these links will contain affiliate links. I have tested multiple variations of scheduling apps, note-taking software, and newsletter / blog software. I will only promote the ones that I give my full endorsement.

For the sake of accessibility, I have curated as many free options as possible. Those are the tools that the course will be based around.

1) Kortex (free)

As you'll learn in the next lesson, we built Kortex *because* of this course. It is meant for creators who want a single place to save all of their best ideas, reference them at any time, and write unique content.

Throughout this course, you will have the option to use either Kortex or Notion templates.

We know many of you already use Notion, and that's perfectly fine. They do project management well, but you'll probably find that the writing experience isn't great. Or, you just haven't experienced something like Kortex that makes you realize the writing process isn't as great as it could be.

Here are all the templates if you ever need to reference them. They will also be linked in relevant places through the course.

- The Note-Taking Template (for your original ideas)

- The Domain Of Mastery (for your writing topics)

- The Newsletter Template (for writing unique content)

- The Simple Life Reset (for planning your writing)

- Bonus: The Master Swipe File (to write high-engaging content and see my entire journey)

You will have to sign up for a Kortex account, then click on the template, then click "Duplicate" to add it to your workspace.

Sign up for Kortex here.

Click "Create an Account"

1.5) Notion (free)

If you don't want to use Kortex, you can use Notion. Most of the course goes over the Notion templates.

You can duplicate the Daily Writer's Hub on Notion here.

2) Beehiiv (free to start)

For the 2 Hour Content Ecosystem to work, we have to choose a software that allows us to backlog our newsletters.

I personally do this by posting them to my WordPress blog, but that isn't necessary, especially at the start. If you want to build a personal blog one day, awesome, but I wouldn't worry about it when you are just starting out.

Why do we need to backlog them?

It is the key to effective monetization and not being spammy on the timeline.

90% of my sales and income stem from plugging my products or services in my newsletter (which is high value and builds trust / authority), then I plug the backlogged newsletter under my social media content.

That way, I am not only getting more email subscribers and making an income — but I am delivering the most value possible and pulling people out of the surface level short-form content trap.

I've tried similar software like Revue and Substack.

Revue's email deliverability sucks and Substack seems to lack integration.

If you don't like Beehiiv after trying it, test Substack.

I am tool agnostic. Beehiiv isn't the end all be all.

It is a free option until you are experienced enough to test a new platform.

Email platforms are great because you can download your CSV of subscribers and upload them to any other platform whenever you please.

Check out Beehiiv here.

3) Stan

We don't cover this in the course, but if you need a place to host:

- Lead magnets

- Payment links

- Calendar invites

- Coaching programs

- Digital products

- Communities and memberships

Stan is probably the best route to go. I'm plugging it here because a lot of people ask.

Check out Stan here.

4) TweetHunter Or Typefully

The foundation of my business, writing, and ideas is Twitter (which we will discuss later).

TweetHunter is how I:

- Generate high-performing ideas

- Swipe high-performing writing structures

- Schedule my tweets and threads in an optimal way (certain times, auto retweets, and other cool features)

This is an optional software, but my writing wouldn't be the same without it.

If you were to invest in one monthly subscription, it would be this.

Not only that, if you are just starting out, the money being pulled out of your bank will act as accountability to publish your writing daily.

Check out TweetHunter here.

5) SuperX Or Twemex

SuperX is a chrome extension for X.

Once you install it, you can go to anyone's profile and see their top performing posts.

This is how you will be researching content topics and structures to learn how to write in an engaging way.

[Check out SuperX here.](#)

The 2 Hour Writer

11% complete

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Let's Get Started

The Recommended Digital Tool Stack

Update: 2 Ways To Navigate This Course