

The Platform Cheat Sheet

Adapt any post to any platform, without starting from scratch.

The Generic Post low-engagement baseline

*Productivity tips for creators: plan your day, batch your tasks, and don't forget to take breaks.
Consistency is key to long-term success. What's your favorite productivity hack?*

Fine. Forgettable. Here's how it changes when you actually write for the platform.

X short, hook-driven

took me 3 years to figure out i didn't have a productivity problem.

i had a focus problem.

what actually worked:

- batch similar tasks
- 90 min of deep work, same time every day
- nothing on my calendar before noon

the hard part was protecting mornings

LinkedIn structured, professional

I've worked with a couple hundred creators over the past few years.

The ones who ship the most aren't the ones grinding the hardest.

They've just designed their weeks differently:

1. They batch similar work (filming on one day, editing on another, writing in blocks)
2. They keep one deep work session that nothing is allowed to interrupt
3. They keep their mornings off-limits for meetings and DMs

Most of us don't have a discipline problem. We have a calendar problem.

Curious what's worked for the rest of you. What boundary actually stuck?

Instagram punchy, spaced

Grinding harder isn't working.

Designing better might.

Three small things that quietly changed everything:

Batching my work.

One protected deep work block a day.

Mornings off-limits.

Nothing revolutionary. Just boring consistency in three places.

Reddit conversational, discussion-oriented

Been doing content full-time for about 3 years. Spent the first two convinced I needed a better productivity system. Bought the apps, read the books, none of it really stuck.

What actually worked was subtracting, not adding.

Three things:

1. **Batching.** I film 4 videos in one day instead of spreading them across the week. Editing got maybe 3x faster once I stopped context-switching every hour.
2. **One 90-minute deep work block**, same time every day, phone in a different room.
3. **No meetings or DMs until noon.** Just not negotiable anymore.

Anyone else find that removing stuff worked better than adding stuff? Curious what you cut.

Email longer, value-driven

Subject: I was doing twice the work for half the output

Hey,

A year ago I was putting in 12-hour days and somehow shipping less than I do now.

Turned out the problem wasn't how hard I was working. It was how my week was built.

Here's what I changed:

Batching. Tuesdays are filming. Wednesdays are editing. Writing only happens in the morning. Switching between those three kinds of work was quietly wrecking me, I just didn't realize it.

One 90-minute block of real focus, every day. Same time, phone in another room, nothing else allowed in. Most of my best work this year came out of those blocks.

Mornings stay off-limits. No meetings, no DMs, no inbox until noon. Mornings are when I make things. Afternoons are when I talk to people about things.

That's the whole system. Nothing you can't set up in an afternoon.

Talk soon,

[Your Name]

3 Reusable Rules adapt any post to any platform

1. Match the medium's energy.

X is fast. LinkedIn is structured. Instagram is rhythm and spacing. Reddit is honest and scrappy. Email is the only place you get room to actually explain.

2. Lead with the shift, not the setup.

Every feed rewards the first few seconds. Skip the warm-up and open on the surprising part.

3. One idea per post.

If you're fitting two in, you've got two posts. Trying to say everything usually means saying nothing.