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## The 5 Minute Daily Writing System

I've been writing online pretty much every single day since January 2022.

Since January 2024, I've decided to add in daily email newsletters to that.

And in the last 2 months, I've branched out to Threads, Substack and X.

On the face of it, that means writing 5 different pieces of content for each platform.

Which means creating 5 different ideas, 7 days a week = 35 different ideas every single week for content.

This is unbelievably draining mentally and time wise.

So after being away for 4 weeks getting married + on honeymoon, I came back with a fresh perspective and had to get to a position where:

- I was creating one piece of content for all platforms
- I was reducing my mental load
- I was reducing my time spent

New goal = 7 different ideas every week, not 35.

This is important to me because:

- I want to save energy to give my clients better results
- I want to save time to give my wife more of my attention
- I want to save mental load so I can be present outside of "work"
- I want to ENJOY writing and see it as a "want to do" not "have to do"
- I want to write more real, unique to me content so I stand out from the rest

A confession of mine recently:

I didn't enjoy writing my content for around 1 year.

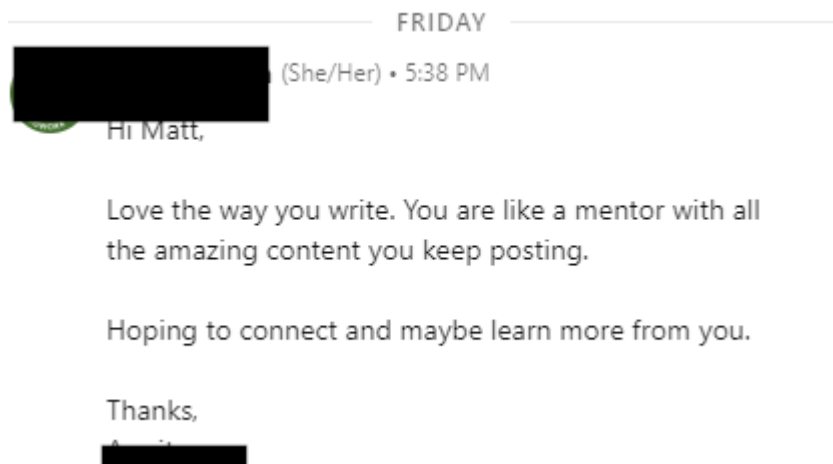
And that sucks because I love writing and I love the results it brings my business and the impact it has on me mentally to be able to communicate what is going on inside my brain.

So for me, it's important to write fast, enjoyable and unique.


The results since I've changed to this have been awesome.

- I look forward to writing
- I write something I'm proud of every day
- I create content for 5 platforms in less than 1 hour

I've had feedback like this recently:



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 • 12:41 PM

Hi Matt,

I have been an avid reader of copy builder, honestly last week unsubscribed every newsletter because everyone was selling without any value.

But from your newsletter I have learnt so much about writing for selling, that I am now getting even better quality leads.


Thankyou



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FRIDAY

 • 5:38 PM

Hi Matt. I've recently been in a creator academy where engagement groups and broad top of funnel content strategies were the teaching. Your recent posts are so bang on. Thank you for saying it. Would love to connect. Sincerely, 

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FRIDAY

 • 12:57 PM

Hi Matt,

You're one of the few people on LinkedIn who I have been following since day one. I absolutely love your content (posts, newsletters & also now on sub-stack). I'd love to connect.

For me, this is my true measure of impact.

When someone reaches out, without needing to ask or invite them to, just to tell you they love your writing.

That impact almost always translates to great things sales wise.

Because those people will recommend you to their friends and colleagues.

And your marketing becomes automatic.

## **What we'll cover today**

- The initial 5 minute brain dump
- Outlining and ideating with ChatGPT
- Writing and adapting for platform rules
- Driving traffic to your offer/next step
- Scheduling and repeating
- The ChatGPT Prompt to takeaway and use
- How to repurpose other creator's content using the same system

## **Step 1. Brain Dump**

I personally struggle to process my thoughts into writing or speech.

Which for me, is why I lean on frameworks and templates so much because it narrows down my thoughts into a specific box and essentially leaves no room for "error".

But this isn't ideal because it makes your content pretty generic.

So I need to flush everything out.

## **Unclogging your brain**

My brain often feels "clogged" and I can't find an outlet to release it.

That means I end up:

- Writing things I don't enjoy
- Writing from 3rd person not 1st person
- Am diluting my writing to "anyone could say this"

So I unclog my brain with a 5 minute brain dump.

It gets out everything that's top of mind, that I don't even consciously recognise.

I do this by:

- Opening Evernote
- Setting a timer for 5 minutes
- Writing non stop

What comes out is surprising.

I'll show you live 5 minute sprint right now.

## **Getting real, raw, relevant thoughts**

I've spent a while looking at other writers wondering how they write so uniquely.

Nicolas Cole, Tim Denning, Shaan Purri to name just three.

Everything they write feels raw and relevant and with an attitude.

What I just wrote might feel like mush, but it's really what makes my writing ME.

Because it's my train of thought in my exact way of thinking it.

And great social copy is always raw, real and relevant.

## **Step 2. Outlining & Ideating with ChatGPT**

At this point, we've got 200-500 words of what looks like mush on a page.

Turning it into something great - not easy.

So we'll use ChatGPT to help us.

## **Removing the “Middle Man”**

I don't know about you, but I always feel like there's 3 stages of writing:

1. The idea
2. The organising
3. The writing

I see the organising as the “Middle Man”.

And that is the most important part, because it's the bridge between a potentially life changing idea and getting it onto a page.

The problem is you/me are the “Middle Man” and if we're not up to the task, we don't write.

So we need to remove ourselves as the “Middle Man”.

## **Organising your thoughts on autopilot**

We can get ChatGPT to be the “Middle Man”, the organiser, for us.

All we need to do is:

- Tell it how we want it to be organised
- Write a prompt
- Keep feeding it thoughts

Now we have an AI assistant that works for us, for free, bridging the gap between our unique ideas and the writing.

I'll show you how right now.

## Prepping the page

You've heard the classic advice of "never stare at a blank page".

It's classic because it's true.

You can waste hours staring at blank pages just waiting for inspiration.

Should never be happening now we have our "Middle Man" organising our thoughts.

All you need to do is:

- Pick an outlined idea you like
- Copy and paste into your page
- De ChatGPT the formatting

Now you have a prepped page in literally seconds.

## Step 3. Write & Adapt for Platform Rules

For me this is half the job done at this point.

We have a fully outlined, unique, raw post ready to attack.

All we need to do is write aka be "The Finisher".

## Touching up the AI flaws

Even with this prompt and the brain dump, we sometimes get slightly AI-ified writing.

- Hook isn't sexy enough
- Intro isn't mobile optimised
- Headlines aren't my language

So I always whizz through those and touch them up.

I'll show you that now.

## **Filling in the gaps**

Once we've touched it up, it's time to just fill in the gaps.

We have our sub headlines which tell us what to write about and where.

And we have an already prompted piece of copy that we could use if we liked it.

But I like to re-write it in my specific language just to make sure it's unique.

I'll show you that now.

## **Choosing the format**

Every platform has it's own rules.

- Character limits
- Formats that work
- Media to add or not add

You can go deeper (tone, mobile fit, question to finish etc) but to what's important to me in this process:

*"to write fast, enjoyable and unique"*

I choose to be more efficient.

If I wanted to optimise this further for each platform, I would hire a platform expert and outsource that part to them.

But here's what I do per platform right now.

- Email newsletter - as it is
- LinkedIn - carousel or as it is with image



- Twitter - long form tweet (but needs to change - might add image or make short list tweet)
- Threads - short list tweet or thread
- Substack note - short list "tweet"
- Substack post - as it is

## **Step 4. Driving traffic to {insert next step}**

You could go viral with one of these pieces of content - big whoop.

Unless I have a next step for people to take, it's wasted attention.

### **Choosing your next step**

For me, my main priority is:

1. Getting people on my email list
2. Driving that person into an automated email sequence
3. Buying a product

So my next step is my lead magnet, which I add on every single post on LinkedIn.

Twitter kills you right now for that so I don't add.

Threads and substack I haven't fully tested yet.

(any insights please do share!)

### **Writing the CTA**

The CTA needs to do 3 things:

1. Give value
2. Say who needs it
3. Create FOMO

So I write my CTAs like this:

*“p.s. if you want to use writing online to attract clients, join 2,000+ creators who took the 3 Day Clients Come to You Challenge:  
<https://mattbarker.ck.page/3daychallenge> “*

Value - 3 day challenge to attract clients

Who - creators

FOMO - join 2,000 who have already taken it

This gets me 10 - 30 subs most days.

But some creators get a lot more - in the 100s, doing a similar thing.

## **To link or not to link?**

Yes, links do typically reduce your reach.

Yes, links do increase conversion vs saying “visit my profile” or “go to mattbarket{dot}xyz”.

The easier you make it for people to click the more you will convert.

If my content gets less views, but more conversions then that is the optimal choice.

## **Step 5. Schedule & Repeat**

Coming back to what's important and what I want from this system:

- “- I want to save energy to give my clients better results*
- I want to save time to give my wife more of my attention*
- I want to save mental load so I can be present outside of “work”*
- I want to ENJOY writing and see it as a “want to do” not “have to do”*
- I want to write more real, unique to me content so I stand out from the rest”*

In this case, scheduling is a must.

## Schedule ahead of time

The great thing about this system is that you can brain dump for just 5 minutes daily and get great content from it.

But that doesn't mean we want to be doing this every single day.

It's simply a way to capture our thoughts and turn them into enjoyable, unique content fast.

If you're able to:

- Do one brain dump on a Monday
- Increase the volume of ideas you want outlined to 7
- Batch write content

You can then schedule them out.

Right now, I am enjoying writing daily and keeping my writing chops hot.

But when the time comes I need to remove myself from this daily (like going on holiday, taking time off, creating more time in my schedule) I can batch and schedule.

Or if you want to create more time, hire a VA and task them with scheduling for you.

*(this is what I recently did and it is saving me valuable time and mental load)*

## Why “don't schedule anything” is BS

I scheduled every single post on my way from around 5k followers to 140k followers.

Don't listen to anyone who says you must not schedule.

Yes, 3rd party tools are against the platform rules typically.

But I've always seen it like this:

If I can write and schedule all my week's content on 1 day, I save myself the time and mental load for 6 days and I maintain military like consistency on when I post for my audience.

Or I can wake up every day, write on the spot, have a time in my mind the whole day when I need to manually post and be tied to that every single day.

Doesn't seem smart to me.

## The ChatGPT Prompt

Here it is for you to copy and paste:

### The Prompt to Copy and Paste

*I am writing my social media content for the week and I need your help to bounce ideas around and get inspiration.*

*You will act like an expert copywriter. Your target audience is {your target audience}. They want to read your content so that they can {outcome they want}.*

*Every morning I spend 5 minutes writing down my thoughts.*

*I am going to send you that piece of writing and I want you to give me {X} content ideas that I can use that will be relevant to my audience, using ideas from the original piece of writing.*

*I want you to write the content ideas as if you're writing a thing that you did personally.*

*For example, don't write the idea like this:*

—

*Enhancing content creation processes*

—

Write it like this:

—

*I struggled to create content in a creative way*

—

*You will write the ideas as if it's in first person.*

*I also want you to outline each content idea. You will outline using the original piece of writing as your source of inspiration. And you will outline with the following sections:*

*Headline:*

*Intro (framing the idea so the reader understands why the main points ahead are important):*

*Main points (between 3 to 10. and for each point write the problem it was causing me, how it was impacting my daily life and how i solved it in 3 sentences maximum):*

*TL;DR (a list of all main points, followed by a 2 to 3 sentence summary that motivates or inspires the reader to take action):*

*Here's an example of a content idea i have outlined for you:*

—

*Headline:*

*How I'm creating a repeatable workshop to save time & energy (but still add an extra £5k/month to my business):*

*Intro:*

*Over the last 6 weeks, I've created and hosted 4 group workshops.*

*But it's exhausting coming up with new ideas every time.*

*So I have a plan: create a repeatable workshop format.*

*Let me tell you my approach (so you can save time and energy too):*

*Main points:*

*Ask myself why I run group workshops in the first place*

*Remove what is taking the most time and energy*

*Do more of what is getting the best results*

*Make sure it's not a one time thing*

*TL;DR:*

- 1. Ask myself why I run group workshops in the first place*
- 2. Remove what is taking the most time and energy*
- 3. Do more of what is getting the best results*
- 4. Make sure it's not a one time thing*

*Basically, if I want to run group workshops to:*

- 1. Drive more revenue without spending more energy*
- 2. Attract customers who are good fits to become clients*
- 3. Increase likelihood of turning customers into clients*

*The best group workshop is just...a group version of my 1-1 service.*

*Simplify everything, asap.*

*—*

*Two more things to remember:*

- 1. For the "Headline", I only want you to use capitalise the first letter on the first word. All words after that should be lower case. And I want you to end each Headline with ":".*

*For example, instead of:*

*"How I Got Back Into My Writing Groove After a 3-Week Honeymoon"*

*It should be:*

*"How I got back into my writing groove after a 3-week honeymoon:"*

1. For each "Main Point", I also want you to only capitalise the first letter on the first word. And I want you to add a line break afterwards. For example, instead of:

"1. Embrace the Weirdness: It's natural to feel out of sync after a break—lean into it and use it to fuel your creativity."

It should be:

"1. Embrace the weirdness

It's natural to feel out of sync after a break—lean into it and use it to fuel your creativity."

Please confirm you understand the task, give me an example to show me you execute it properly and then if there are no amends, remember the task.

## **BONUS: How to Repurpose Other Creator's Content into Your Own**

I wouldn't recommend basing your whole content strategy around THIS.

But when you're looking for inspiration on different angles, stories, thoughts, this can open up a part of your brain you weren't aware of.

AND create content that has already proven to hit.

### **Find a creator in your niche**

Ideally in your niche, so that you stay broadly on topic for your audience.

But it's always worth testing new topics and angles, because you never know how your writing + someone else's original idea/angle might overlap and create something unique.

For example, I wrote a post where I picked [Colby Kultgen](#) for inspiration.

His niche = productivity.

Productivity and social copywriting overlap.

This whole training is a productivity and writing overlap.

## **Open up Kleo**

Not an affiliate, it's just a great tool.

[Here's where you can add it as a free Chrome extension.](#)

See the most popular posts from that creator sorted by the metric you value most.

Find an idea you like.

[I liked this one by Colby.](#)

## **Copy & paste into ChatGPT**

Now, this will feel a bit “dirty” almost like you’re stealing.

But we don’t actually copy any of the original writing.

We just take the idea and put our own spin on it by throwing it into our ChatGPT prompt.

Voila, you have a fully outlined post from an already proven idea.

[Here's what I wrote from Colby's original post.](#)

## **Thank you :)**



