

# 25 Viral Substack Note Templates

## Template #1: The Transformation Pattern

**Target Word Count:** 70-90 words

**Structure:** Short intro → Before situation → After situation → Personal reflection → Conclusion

**Example:** (659 likes - [Original Note](#))

I used to post on:

LinkedIn

Medium

Youtube

Facebook

Instagram

Twitter

Now I post on:

Substack

I feel people are fed up with having to post on 73 different platforms.

We overdosed on it in the 2010's/2020's.

But now we're sobering up and realizing it's an endless hamster wheel.

The "Influencer" life isn't all it's cracked up to be.

And people are coming to Substack to escape it.

Here, here.

### Framework:

I used to [old behavior].

[List previous approaches]

Now I [new behavior].

[List new approach]

Short statement about how you feel about the old behavior.

1 sentence going into more detail about what you observe.

1-2 sentences about the new realization or insight you've gained.

End with a powerful statement about what this means for people.

### Idea Prompt:

Think about an area where you've made a significant change in your approach - it could be in your creative process, your daily habits, or how you interact with others. What's something you've dramatically simplified or changed direction on that others might be struggling with too?

## Template #2: The Contrarian View

**Target Word Count:** 50-70 words

**Structure:** Bold statement → Short supporting statements → Personal insight → Call to question

**Example:** (908 likes - [Original Note](#))

ChatGPT WON'T destroy writing.

Because writing is:

Therapeutic

Enjoyable

Educative

After being terrified of AI for so long.

I realized it's not going to eliminate human writing.

Because writing with our hands is too darn valuable to us.

It is perhaps the best "self-therapy" there is.

And that will NEVER change.

What do you think?

### Framework:

Bold statement that challenges a common belief.

Because [topic] is:

Quality 1

Quality 2

Quality 3

Short sentence about your previous perspective.

1-2 sentences about your personal realization.

A deeper statement about why this will endure.

Strong closing statement with conviction.

End with a question to engage readers.

### **Idea Prompt:**

Think about a fear, worry, or popular belief in your industry that you believe is overblown. What reassuring counter-perspective can you offer based on your experience? Consider areas where people are anxious about change, technology, or new trends, and share why you believe core human values will prevail.

## **Template #3: The Celebration Milestone**

**Target Word Count:** 50-60 words

**Structure:** Personal achievement → Context → Gratitude → Reflection → Closing

**Example:** (979 likes - [Original Note](#))

This is the first time I've EVER had 10,000 subscribers.

I've been blogging for 8 years.

Thank you so much Substack! And to all of you who have subscribed to Mind of a Writer!!

This time last year Substack wasn't even on my radar. Now it's my main thing.

Cheers to everyone who's supported me!

### **Framework:**

Statement about a milestone you've reached.

Brief context about your journey.

Express gratitude to those who helped.

Share a reflection on how things have changed.

End with a warm closing to your audience.

**Idea Prompt:**

Think about a recent achievement or milestone in your creative journey. It doesn't have to be a huge number - it could be your first successful project, reaching a personal goal, or completing something meaningful. What makes this achievement significant to you, and who helped you get there?

## Template #4: The Emotional Catalyst

**Target Word Count:** 50-60 words

**Structure:** Command → List of emotions → Promise → Personal example → Takeaway

**Example:** (836 likes - [Original Note](#))

Write when you're

Angry

Sad

Frustrated

Overwhelmed

You might just write your best stuff yet.

I wrote a viral article for the Huffington Post at 4 AM. I was extremely upset and needed to vent.

I woke up to it on the homepage and my friends sharing it on Facebook.

Use those "negative" emotions.

**Framework:**

Start with a direct command about an activity.

List 3-5 emotional states.

One sentence of encouragement or promise.

Brief personal story that proves your point.

Outcome of your story.

Final directive that reinforces your main point.

**Idea Prompt:**

Think about a time when an unexpected emotional state led to something positive in your creative work. Was there a moment when anger, sadness, excitement, or another strong feeling fueled something great? What emotions do you think people typically try to avoid that could actually help them?

## Template #5: The Essential Value

**Target Word Count:** 25-35 words

**Structure:** Observation → Core value → Personal hope

**Example:** (594 likes - [Original Note](#))

When we see articles get 100-200 views easily, we stop valuing the 1.

The 1 reader.

I hope people never forget that serving 1 reader is why we're here.

**Framework:**

Observation about common behavior or mindset.

Short emphasis on what's being overlooked.

Personal hope or conviction about what matters.

**Idea Prompt:**

What's a fundamental value in your field that often gets lost in the pursuit of bigger metrics? Think about a core truth that grounds your work - something you want to remind yourself and others about when chasing numbers or achievements.

What's the smallest unit of success that still matters deeply?

## Template #6: The Community Appreciation

**Target Word Count:** 50-60 words

**Structure:** Greeting → List of admirable behaviors → Core principle → Call to action

**Example:** (616 likes - [Original Note](#))

Writers, I salute you!

For not being intellectually lazy

For examining your ideas in public

For constantly learning and becoming a better thinker

Writing, by itself, makes us better people.

Nevermind followers, money, or views.

Do it for you!

Comment with a picture of your writing space (and your beverage of choice).

**Framework:**

Direct greeting to your audience.

List 3-4 things you admire about them.

Statement about the core value of their activity.

Short encouragement about intrinsic vs. extrinsic motivation.

Call to action that invites engagement.

#### **Idea Prompt:**

Think about the community you're building - what qualities do you genuinely admire about them? Consider the challenging aspects of what they do that might go unappreciated. How can you recognize their efforts while reminding them of the deeper reason they do what they do?

## **Template #7: The Perspective Shift**

**Target Word Count:** 20-30 words

**Structure:** Concise opening → Short statements of truth → Universal insight

**Example:** (511 likes - [Original Note](#))

If people don't like your writing..

Don't worry!

They're not your target audience anyway.

Wave at them as they pass by. 🙌

#### **Framework:**

Conditional statement about a common worry.

Short reassurance.

One-sentence perspective shift.

Visual closing with an emoji.

#### **Idea Prompt:**

Think about a common fear, rejection, or obstacle in your field that people give too much weight to. What simple perspective shift could help them worry less? Consider situations where what feels like failure or criticism might actually be a natural part of finding the right audience or opportunity.

## **Template #8: The Expectation vs. Reality**

**Target Word Count:** 90-110 words

**Structure:** Problem statement → Quick solution list → Reality check → Adjusted approach → Encouragement

**Example:** (965 likes - [Original Note](#))

Growing a blog is easy.

Comment 10x per day

Write 1 Note per day

Write 1 article per week

Respond to everybody

Do that, and you'll grow your blog.

The problem is..

Commenting takes 1 hour per day

Writing regularly takes 1 hour per day

Responding takes 30 minutes per day

It's 2.5 hours of work daily at least..

And many lack the time for that.

So,

Write 3 Notes per week

Write 2 articles per month

Comment on 3 blogs you like daily

Just cut your work down. Go slower. It's not a race.

**Framework:**

Start with a bold simple statement about something seemingly easy.

List 4-5 action steps.

One-line transition to the reality.

List the true costs of each action step.

Sum up the total investment required.

Short statement about why this is challenging.

Transition word.

List 3-4 more realistic action steps.

End with encouraging perspective.

### **Idea Prompt:**

Think about a process in your field that experts often simplify or make sound easy. What's a realistic breakdown of what it actually takes? Consider time requirements, mental energy, or resource commitments that people don't talk about. How could you offer a more balanced, achievable approach?

## **Template #9: The Practical Resource**

**Target Word Count:** 70-90 words

**Structure:** List title → Numbered points → Humility statement → Question

**Example:** (820 likes - [Original Note](#))

10 sources of writing ideas:

Anything you watch

Anything you read

Conversations with loved ones

Memories

Stuff that happens to you

Stuff you do (Hobbies, interests)

Stories of loved ones

Current events

Anything that angers you

A comment some person left you on Facebook

Okay, 10 is a bit of a reach.

What would you add?

### **Framework:**

Start with a numbered list title ending with a colon.

List 8-10 items, each on its own line.

Add a self-deprecating or humble comment.

End with a question that invites engagement.

### **Idea Prompt:**

What's a resource list that would genuinely help your audience? Think about common questions you get, challenges people face in your field, or simple solutions to recurring problems. Create a list that gives immediate value while showcasing your expertise without being preachy.

## **Template #10: The Guiding Principle**

**Target Word Count:** 30-40 words

**Structure:** Statement of principle → Key elements → Metaphor → Value statement

**Example:** (723 likes - [Original Note](#))

Great writing comes from detachment.

Detachment from:

Perfection

Performance

What people think

You gotta 'Buddha' this thing.

It keeps writing enjoyable. And good!

### **Framework:**

Start with a clear principle statement.

Specify the principle "from:" or "of:"

List 3-4 key elements on separate lines.

Add a metaphor or analogy that makes it memorable.

End with the benefit or outcome.

### **Idea Prompt:**

What's a core principle that has significantly improved your work or perspective? Think about a counterintuitive approach or mindset shift that helped you overcome common challenges in your field. What philosophical stance makes everything else easier?

## **Template #11: The Natural Fluctuation**

**Target Word Count:** 30-40 words

**Structure:** Contrasting statements → Universal truth → Reassurance → Call to action

**Example:** (717 likes - [Original Note](#))

Today: You write a post that gets 30+ likes.

Tomorrow: You write a post that gets 3 likes.

Such is life.

Such is writing.

It's nobody's fault.

Just come back tomorrow. 😊

**Framework:**

"Today:" statement about a positive outcome.

"Tomorrow:" statement about a disappointing outcome.

Short universal statement.

Specific application to your field.

Reassuring statement.

Simple call to action with emoji.

**Idea Prompt:**

What's a common disappointment or inconsistency in your field that people need perspective on? Think about the natural ups and downs of creative work, audience engagement, or progress. How can you normalize the variability while encouraging persistence?

## Template #12: The Comparative Analysis

**Target Word Count:** 180-200 words

**Structure:** Bold claim → Confirmation → List of reasons → Personal experience → Conclusion

**Example:** (710 likes - [Original Note](#))

Substack has officially killed Medium.

It's over.

I'll tell you why.

More features – Here you can publish video, podcasts, send DM's, and publish Notes. On Medium you can publish, \* checks notes \* , just articles? No DM's, no video, no podcasts.

Better discoverability – I'm growing way more with Notes than I EVER did with articles on Medium. Notes changed the game.

No gatekeeping – The team at Medium "boosts" their favorite articles across the platform. Substack does none of that. They truly just let the best content win.

Steady income – On Medium it's feast or famine. You either get cocaine-fueled earnings because of a boost, or nothing. On Substack you know what earnings to expect every month.

Better leadership – I'm so impressed by the leadership here on Substack. They listen to us. They implement features we actually want. They make the game fair for everyone, and let the best writers win. Medium, on the other hand...

I left Medium nearly 1 year ago to come to Substack full-time. I wish I would've left Medium in 2020, to be honest with you.

It's not a contest anymore.

Substack buries Medium in every way now.

### **Framework:**

Start with a bold, definitive claim.

Short statement reinforcing the claim.

Transition to your explanation.

List 4-5 comparative advantages with clear labels, each explaining why one option is better than another.

Share your personal experience with both options.

Express regret about not making the change sooner.

Reinforce that the competition is over.

End with a powerful concluding statement.

### **Idea Prompt:**

What's a tool, method, or approach in your field that you believe is clearly superior to a popular alternative? Think about where you've made a definitive switch and never looked back. What makes your chosen option better, and what evidence do you have from your own experience?

## **Template #13: The Quality Indicator**

**Target Word Count:** 60-70 words

**Structure:** Comparison statement → Example → Second example → Personal preference → Question

**Example:** (723 likes - [Original Note](#))

If you have 4,000 subscribers, fine.

If you have 400 subscribers, that's fine, too!

I see some newsletters with 400 subscribers that have 100+ likes on their posts every time.

I see some 4,000 sub newsletters that barely get 20 likes on their posts.

I'd rather have less subscribers and more "true fans."

Every time.

What about you?

### **Framework:**

Start with two parallel statements comparing different quantities.

Share an example of high quality despite lower quantity.

Share an example of low quality despite higher quantity.

State your personal preference with a clear value judgment.

Emphasize your conviction.

End with a question that invites readers to share their view.

### **Idea Prompt:**

What's a metric or number in your field that people obsess over, but might not tell the whole story? Think about a situation where "less but better" might be more valuable than "more but worse." What quality indicator matters more to you than raw numbers?

## **Template #14: The Fresh Perspective**

**Target Word Count:** 40-50 words

**Structure:** Quote or observation → Personal connection → Contrarian insight → Question → Invitation

**Example:** (568 likes - [Original Note](#))

"Writers get paid to overthink."

My friend told me that once.

It's kinda true.

But I also think everyone else just isn't thinking about things enough.

What do you think?

(Overthinking is welcome in the comments 😊)

### Framework:

Start with a quote or observation in quotation marks.

Brief sentence about where you heard/read it.

Short acknowledgment of its partial truth.

Contrarian perspective that flips the insight.

Question inviting reader input.

Parenthetical invitation with emoji that adds personality.

### Idea Prompt:

What's a common saying, assumption, or "wisdom" in your field that you have a unique perspective on? Think about a time when someone made an observation that was partially true, but missed an important counterpoint. How could you reframe it in a thought-provoking way?

## Template #15: The Focused Approach

**Target Word Count:** 30-40 words

**Structure:** Past behavior → Present behavior → Brief explanation → Conclusion

**Example:** (561 likes - [Original Note](#))

My platforms in 2019:

Facebook

Instagram

Medium

Youtube

LinkedIn

Twitter

My platforms in 2025:

Substack

I prefer my 2025 strategy.

## Framework:

"My [category] in [past year]:" followed by list of 5-7 items.

"My [category] in [current/future year]:" followed by single item.

Short, simple statement of preference.

## Idea Prompt:

Where have you dramatically simplified your approach in work or life? Think about an area where you've reduced complexity, narrowed your focus, or eliminated multiple options in favor of a single choice. What's something you've consciously decided to do less of, and how has that clarity benefited you?

## Template #16: The Happiness Paradox

**Target Word Count:** 70-80 words

**Structure:** Repeating pattern → Reality check → Better approach → True value

**Example:** (564 likes - [Original Note](#))

You get 100 subscribers.

Now you want 1,000 subscribers.

You get 1,000 subscribers.

Now you want 10,000 subscribers.

You get 10,000 subscribers.

Now you want 100,000 subscribers.

It's a treadmill.

It never ends.

It's fine to want to grow on social media..

Just don't delay happiness until you hit a certain threshold.

Make friends.

Create great art.

That's where 99% of the fun comes from anyway.

Keep this fun.

## Framework:

Describe a progressive cycle of achievement and desire in 3 stages.

Short statement naming the cycle.

Statement about its endless nature.

Acknowledgment that the desire is understandable.

Wisdom about not delaying happiness.

Two short imperative statements about what truly matters.

Statement about where the real value lies.

Final reminder to prioritize enjoyment.

### **Idea Prompt:**

What's a never-ending pursuit in your field where people keep moving the goalposts? Think about metrics, achievements, or status symbols that initially feel satisfying but quickly become insufficient. What would you tell someone who's caught in this cycle about finding sustainable fulfillment?

## **Template #17: The Evolution Timeline**

**Target Word Count:** 130-150 words

**Structure:** Starting point → Series of "then" statements → Culmination → Gratitude

**Example:** (677 likes - [Original Note](#))

I started writing on Substack 1 year ago.

I posted twice a week.

And got 100 subscribers in one month.

Then my friend started recommending my newsletter.

Then I got 1,000 subscribers in 2 months.

Then I realized many weren't engaging.

Then I started posting once per week.

Then I started a podcast.

And stopped it.

Then I started posting daily Notes.

Then a note went viral.

Then I got 500 subscribers in one month.

Then I realized notes are incredible.

So I kept posting notes.

Then I got 2,000 subscribers in one month.

Then I realized that Substack is the best blogging platform on the internet.

Then I felt happy to have chosen Substack over other blogging platforms.

Thanks Substack, for everything you've done for me in the last year!

### Framework:

Start with when you began a specific journey.

Describe your initial approach and early result.

Use "Then" statements to show a series of events, realizations, and changes.

Include both successes and setbacks.

Show how your approach evolved based on what you learned.

End with gratitude to those who helped along the way.

### Idea Prompt:

What's a journey in your creative or professional life that had meaningful twists and turns? Think about a process where your initial plan evolved as you learned and adapted. What path were you on that changed direction multiple times before finding success?

## Template #18: The Value Collision

**Target Word Count:** 280-300 words

**Structure:** Frustrating experience → Emotional reaction → Counter-perspectives → Deeper insight

**Example:** (881 likes - [Original Note](#))

I got so angry at someone on Substack last week.

I told a story about a 13 year old who works 14 hours a day here in Mexico.

The kid wanted to buy a \$100 bill off me, and I planned to just give him one.

Then a few dudes said "MAKE HIM EARN IT!" "HE'LL TAKE ADVANTAGE OF YOU!" "YOU SHOULDN'T RESCUE PEOPLE!"

It blew my ever loving mind, y'all.

How could someone be THAT cruel?

"MAKE HIM EARN IT!"

I would argue he already earned that AND MORE working 14 hours a day for years.

"HE'LL TAKE ADVANTAGE OF YOU!"

He wanted to buy the \$100 off me. That shows me he has character.

"YOU SHOULDN'T RESCUE PEOPLE!"

Then what should we do, Bob? Just let people rot? Yes, some people need saving in this world because many countries are corrupt cesspools!

Do you know most crimes in Mexico go unreported because people have zero trust in their justice system? One time my wife reported her neighbor to the police for pushing her to the ground and the police BLAMED HER!

The level of callousness these men displayed in the comments was mind-boggling to me.

It also made me realize that some minds will never be changed. It's easier to live in blissful ignorance that the rich are wealthy because they work hard, and the poor are poor because they're lazy. I can't believe that at 60+ years old, these men have such a rudimentary grasp of compassion and empathy, and have no awareness of the realities many poor folks face in Developing Countries around the world.

It's hard to keep the faith sometimes, y'all. It really is.

### **Framework:**

Open with an emotional reaction to something that happened recently.

Briefly explain the situation that triggered it.

Share the critical or problematic responses you received.

Express your disbelief or strong emotional reaction.

Address each criticism directly, explaining why you disagree.

Include a concrete example that illustrates why the critics are wrong.

Sum up your feelings about the critics' perspective.

Share the deeper realization about human nature this incident led to.

End with a vulnerable admission of the challenge this poses to your worldview.

**Idea Prompt:**

Think about a time when you were genuinely shocked by someone's perspective or reaction to something you considered straightforward. What situation revealed a fundamental difference in values that you hadn't anticipated? How did this experience help you understand a deeper truth about human nature or society?

## Template #19: The Hidden Value

**Target Word Count:** 40-50 words

**Structure:** Bold claim → Supporting points → Emotionally resonant conclusion → Question

**Example:** (551 likes - [Original Note](#))

I recently saw someone complaining about only getting 100 views on their latest article.

100 views is a miracle.

Go start your own Wordpress blog and try to get 100 views on your next post.

It's hard!

**Framework:**

Open with an observation of someone's complaint or perspective.

Counter with a bold, counterintuitive statement.

Provide a concrete challenge or context that supports your view.

End with a short, emphatic statement that reinforces your point.

**Idea Prompt:**

What's something in your field that people regularly complain about or take for granted that you see as valuable or fortunate? Think about a perspective shift that could help people appreciate what they already have. What everyday achievement do you think deserves more celebration?

## Template #20: The Wisdom Collection

**Target Word Count:** 400-450 words

**Structure:** Title with number → Series of short lessons → ALL CAPS emphasis → Conclusion

**Example:** (918 likes - [Original Note](#))

30 writing lessons I learned after writing 1,000 articles:

Headlines are 90% of the battle.

You always suck at the beginning. Always.

Responding to every comment is never a waste of time.

I come up with all my post ideas directly before I write them.

Every email subscriber you have equals about \$1 per month.

My best-performing blog posts were written in less than 45 minutes.

Post sucks? Don't delete it. Save it and come back to it a month later.

If your post doesn't present anything new, you shouldn't even write it.

Writing with zero expectations is a surefire way to enjoy blogging.

Once you start finding success, your growth becomes exponential.

Start building your email list NOW. Good thing you're on Substack ;)

During your first six months, it's best to practice writing every single day.

Be patient. It took me three years to get 100,000 page views per month.

If someone emails you a question, that's a sign you have a future in blogging.

Don't throw away 700 great words by spending 10 seconds writing a headline.

If you're pissed about something, fire up your laptop and write immediately.

You can be better than the critics if you try to see their point of view and change.

Your tribe will read everything you write, not your friends or family(weirdly enough).

Write 10 variations of your headline, wait 5 minutes, then choose the one that jumps out at you.

Write 15 variations instead of 10 next time.

If you have a blogging question, Google it. I've learned everything I know from Google.

Just because your article got 5 views doesn't mean it sucks. Your headline probably just sucked.

If you're pissed about writer's block, go eat a Snickers. Then come back. You're welcome.

Scared to post something where you're being raw? People don't care as much as you think they do.

Blogging is the most humbling thing you will ever do. You will get comments if your logic isn't sound.

A 300-word article crammed with useful advice is MUCH more valuable than a 2,000-word fluff piece.

Leaving 5 comments a day is one of the best marketing strategies you can use as a beginning blogger.

BLOGGING IS ABOUT HEART. You should care about the stats, but don't let them overwhelm what your

soul wants to express.

You won't want to write every day, but neither does anybody else. If you can find a way to get over this, it's a foregone conclusion that you'll see success.

Blogging is by far the easiest/best way to become a better person. You're constantly having your views attacked/challenged, while others keep their thoughts to themselves.

### **Framework:**

Begin with a numbered list title followed by a colon.

List 20–30 short lessons or insights, each as its own paragraph.

Make most lessons 1–2 sentences.

Include a mix of practical advice and philosophical insights.

Use ALL CAPS for 1–2 particularly important points.

End with a profound observation about deeper benefits.

### **Idea Prompt:**

What have you learned from significant experience in your field that others might benefit from? Think about the accumulated wisdom from reaching a meaningful milestone - like completing 100 projects, having 50 clients, or spending 5 years in your industry. What unconventional insights have you gained that aren't obvious to beginners?

## **Template #21: The Hidden Strength**

**Target Word Count:** 50-60 words

**Structure:** Personal statement → Context → Revelation → Gratitude

**Example:** (502 likes - [Original Note](#))

I am a VERY shy person.

I avoid conflict

I don't say much

It's hard to make eye contact

But writing helps me sing.

"Tom, I read your blog from 2–3 AM last night."

Somebody told me that yesterday in a comment.

I'm awful in conversations. Humans get BORED talking to me in public. But when I write, something clicks for people.

They just get me.

Somehow.

I will always love writing for giving me that gift.

### Framework:

Open with a personal trait or characteristic statement.

List 2-3 manifestations of this trait.

Share how your work creates a contrast with this trait.

Include a real comment or feedback from someone that validates this.

Share the tension between your natural self and your creative self.

End with gratitude for your medium/craft.

### Idea Prompt:

How does your creative work allow you to express a side of yourself that might be hidden in everyday interactions? Think about a contrast between who you are in person versus who you are through your writing, art, or professional work. What vulnerability might resonate with others who feel similarly?

## Template #22: The Pivotal Moment

**Target Word Count:** 70-90 words

**Structure:** Specific situation → Sensory details → Emotional impact → Broader meaning

**Example:** (532 likes - [Original Note](#))

I first came to Mexico 3 years ago.

At the time I was:

Single

Spiritually broken

Looking for something

I broke up with a long-term girlfriend. My business was suffering. Living with my parents. I didn't know where to go.

So I came to Mexico.

It was wide open during COVID.

I just wanted to be alone for a while.

I ended up finding my wife here

I learned Spanish

I got a visa

I bought a car

I don't ALWAYS love Mexico, but I'll be forever grateful to this great country for taking me in when I needed somewhere to go. And for helping me meet my future wife. 😊 Happy 3rd Anniversary, Mexico. VIVA!!

### Framework:

Start with a specific moment or decision point.

List 3 aspects of your state at that time.

Add 2–3 sentences of context about your situation.

Share the decision you made.

Include a specific detail that provides context (time, place, circumstance).

Share your emotional state or intention.

List 3–4 concrete outcomes or changes that resulted.

End with a balanced reflection and expression of gratitude.

### Idea Prompt:

What's a pivotal moment or decision in your life that led to unexpected positive outcomes? Think about a time when you took a chance, made a change, or found yourself in a new situation that initially seemed challenging but ultimately transformed your life in meaningful ways.

## Template #23: The Irreplaceable Value

**Target Word Count:** 50-70 words

**Structure:** Broad statement → Progressive focus → Specific detail → Insight

**Example:** (524 likes - [Original Note](#))

Writing makes me cry sometimes.

ChatGPT can't do that.

Writing helps me make sense of my thoughts.

ChatGPT can't do that.

Writing helps me bond with complete strangers.

ChatGPT can't do that.

For all that ChatGPT CAN DO..

It doesn't help me do ANY of the meaningful stuff.

If you use it, that's great.

But I'll never use it for the important work.

### Framework:

Start with a broad but personal statement about your craft or field.

Create a pattern of contrasts between what matters to you and what technology/alternatives can't provide.

Use parallel structure to emphasize the contrast.

Acknowledge the broader context.

Share your personal boundary or commitment.

Include a balanced acknowledgment of other approaches.

End with your firm but non-judgmental stance.

### Idea Prompt:

What aspect of your work or creative process has a deeply personal element that can't be replaced by technology or shortcuts? Think about the moments when your humanity shines through in what you do - the emotional, intuitive, or connective aspects that give your work special meaning.

## Template #24: The Platform Journey

**Target Word Count:** 50-60 words

**Structure:** Emotional state → Physical manifestations → Context → Revelation

**Example:** (490 likes - [Original Note](#))

I tried LinkedIn.

It didn't feel right.

I tried Twitter.

It didn't feel right.

I tried Substack.

It feels perfect.

I had success on LinkedIn and Twitter, but not as much as my success on Medium.

All my viral videos on Youtube started as 500+ word scripts.

Funny how long-form writing has always been my sweet spot.

I've learned my lesson..

Write long form.

Wherever that may be.

For now that's Substack!

### Framework:

Start with a pattern of short statements about trying different approaches.

Create a contrasting statement when you find what works.

Provide specific context about your previous experiences.

Include a concrete detail about your process or results.

Share your realization about what works for you.

State what you've learned.

End with a flexible commitment to your current path.

### Idea Prompt:

What have you learned about your natural strengths after experimenting with different formats, platforms, or approaches? Think about a time when you tried to force yourself into a style or medium that wasn't natural for you, before discovering where you truly shine. What pattern emerged that helped you understand your authentic voice?

## Template #25: The Strategic Focus

**Target Word Count:** 60-80 words

**Structure:** Current state → Comparative analogy → Supporting details → Conclusion

**Example:** (498 likes - [Original Note](#))

Platforms I'm using in 2024:

Substack

Substack

Substack

Substack

Substack

That's it.

I'm betting everything on the winning horse.

I don't see the point of placing small bets into many different platforms that all pretty much suck.

What do you think?

### **Framework:**

State your current approach using repetition for emphasis.

Add a transitional statement.

Use a comparative analogy (like a gambling or sports metaphor).

Explain your reasoning with a concrete contrast.

End with a question to invite engagement.

### **Idea Prompt:**

Where have you decided to focus your energy after experimenting with multiple options? Think about an area where you've narrowed your focus dramatically - whether in business strategy, content platforms, or personal priorities. What metaphor or comparison best explains your rationale for this focused approach?